

## WORLDHOTELS Introduces Re-engineered Tool for Meeting Planners at IMEX

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### WORLDHOTELS.events Now Features Latest Nexus GroupworX Technology

WORLDHOTELS, the largest Europe-based group for independent hotels worldwide, has re-engineered its dedicated tool for MICE professionals, WORLDHOTELS.events, to meet the needs of today's time constrained meeting planner.

WORLDHOTELS is the first company to use the enhanced version of the Nexus GroupworX module, which guarantees quick access to comprehensive information. The corresponding online portal for meeting planners, [worldhotels.com/meetings](http://worldhotels.com/meetings), has also been improved.

Launched in 2004, WORLDHOTELS.events is one of the first comprehensive tools specially designed for meeting planners. It features a convenient online search tool, which allows searching for meeting venues among nearly 500 unique WORLDHOTELS properties worldwide, and three multilingual group desks located in London, New York, and Singapore. Quotes can be requested online or by phone and will be answered the same day (next business day for international requests) with guaranteed rates on rooms, meeting space, and banqueting.

'Meeting professionals today face a growing number of client enquiries which, at the same time, are increasingly complex and therefore demand an extended planning phase,' says Mark Gorgon, Area Director Sales & Marketing at WORLDHOTELS. 'We believe that investing in state-of-the-art technology is key to offering future-proof service and first-class support. With the re-engineered WORLDHOTELS.events, featuring the latest GroupworX technology, we are able to guarantee fast and comprehensive hotel information with all details needed to plan a successful event.'

In conjunction with the recent launch of the redesigned website [worldhotels.com](http://worldhotels.com), the WORLDHOTELS.events online portal now has a new landing page with an easy access search menu. It also contains new features and essential information for meeting planners, including detailed presentation of hotel facilities and amenities, detailed overviews of meeting rooms and capacities, FAQ's and a comprehensive listing of all relevant contact details.

WORLDHOTELS.events has proved to be very successful in supporting MICE agents worldwide and has contributed to significant increase in revenues for WORLDHOTELS. MICE business has increased by 167% for the hotel group, from 7.5 million USD in 2004 to 20 million USD in 2007. Revenues are predicted to grow another 20% in 2008.

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