

WORLDHOTELS Welcomes the Hotel du Fort in Montreal as its Newest Affiliate Hotel

NEW YORK CITY (June 13, 2011) – [WORLDHOTELS](#), one of the leading groups for independent hotels, today announced the addition of [Hotel du Fort](#), a 124-room, four-star boutique hotel centrally located at the corner of du Fort and Ste-Catherine Streets in downtown Montreal. The hotel, which is managed by GMI Hospitality Corporation, offers spacious accommodations and panoramic views of the St. Lawrence River and Mount Royal.



“The Hotel du Fort is a perfect example of our successful efforts to welcome unique destination properties which offer first-class guest experiences that define the WORLDHOTELS brand,” said Tom Griffiths, vice president, WORLDHOTELS-The Americas. “We look forward to a long and prosperous relationship with the owners and management of this outstanding property.”

“After thoroughly researching both hotel and representation companies, WORLDHOTELS was the logical choice as they not only offer the most sales and marketing activities, but also state-of-the-art technologies, preferred partnerships, employee training, revenue management services, and the best global footprint,” said Jo-Anne Sauve Taylor, general manager of Hotel du Fort. “I am confident this will be a win-win association.”

About Hotel du Fort

Hotel du Fort’s direct access to downtown Montreal’s main expressways, combines the benefits of a downtown hotel with the convenience of near-airport accommodations.

Each of the hotel’s **rooms and suites** are tastefully appointed with custom-crafted wood cabinetry, and a kitchenette/wet bar. Breakfast is served daily in the hotel’s elegant Salon Louis XV, which guests can enjoy along with the fully equipped fitness room and business center.

The Hotel du Fort team distinguishes itself with exceptional guest service, and an increasingly “green” sensibility. It prides itself on the long-standing commitment and impact it has had in supporting the local community.



Montreal is internationally renowned for its downtown dining, vibrant nightlife and cultural activities, including summer festivals. Local attractions and upcoming events include the Bell Centre, home of the Montreal Canadiens Hockey Team; Montreal Casino; [the Montreal International Jazz Festival](#) (June 25-July 4); Underground City; [Montreal NASCAR Race](#) (August 19-20); and the Montreal Olympic Stadium, Biodome & Botanical Garden.

Reservations at Hotel du Fort or any WORLDHOTELS’ location can be made online at [worldhotels.com](#), by calling toll free 800-223-5652 in the U.S. and Canada, or through a travel consultant.

Advantages of Being a WORLDHOTELS' Affiliate Property

As part of WORLDHOTELS, these affiliate hotels are as easy to book via telephone, online or through 450,000 travel agent terminals worldwide as hotels and resorts affiliated with large franchise operations. In addition, guests can earn frequent flier miles through the company's participation in 19 airline programs around the world, including Asiana Airlines, American Airlines, ANA, Delta Air Lines, Lufthansa, United Airlines and Thai Airways.

Other advantages include participation in advertising, promotions and public relations campaigns, as well as exposure at industry events and trade fairs attended by WORLDHOTELS. Specific advertising materials include a page in the WORLDHOTELS' hotel/resort directory, a listing on the corporate Web site (www.worldhotels.com), as well as inclusion in print ads to capture the atmosphere, amenities and unique essence of each property.

In addition, more than 30 sales and reservation offices staffed by 80 employees worldwide work hard on behalf of all WORLDHOTELS' properties to create and sell special programs for business and leisure travelers.

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About Worldhotels

- Worldhotels is an exclusive collection of the world's most unique independent hotels. Under the banner "Unique Hotels for Unique People," it now has 450 affiliate properties in 250 destinations and 65 countries worldwide.
- Celebrating 40 years of excellence, the company's mission is to offer business and leisure travelers easy access to a wide range of four- and five-star hotels with character and distinction. Each hotel in the Worldhotels portfolio has passed a rigorous selection process and meets the group's stringent quality standards. Over 1,000 quality criteria are anonymously tested on an annual basis.
- Worldhotels' guests benefit from an extensive selection of partnerships, including frequent flyer programmes from 19 of the world's leading international airlines, including United Airlines, Air France/KLM, Cathay Pacific and Lufthansa.
- Through an impressive array of global marketing, sales, training, and e-commerce services, as well as state-of-the-art distribution and technology, Worldhotels gives independent hotels the collective strength of a global hotel brand while allowing them to retain their individual character and unique identity.

For reservations or information, visit worldhotels.com. Photographic material is available in the "news & press" section of worldhotels.com or from Patti Winger of Peridot Group, Inc. at pwinger@comcast.net. For the most up-to-date news follow Worldhotels on Facebook and Twitter.

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