

The website, www.swisspremiumhotels.com, is now even bigger and better!

Rüschlikon/Zurich, 25 August 2009 - Swiss Premium Hotels, the hotel marketing organisation founded in 2008 and domiciled in Rüschlikon, canton Zurich, is further expanding its successful online presence at www.swisspremiumhotels.com.

A variety of new features have been introduced. The selection criteria now make it possible to swiftly pick out hotels by country and region. Special offers relating to specific themes, such as city & weekend breaks, art & culture, last minute, or winter & sports, can also be searched for, selected and booked online. The newly designed homepage presents eye-catching pictures of the member hotels. Moreover, the handy Google Map is integrated into each entry, indicating the position of the relevant member hotel on a map (aerial view) or as a satellite image.

In the sphere of social networks, there is now a link to Facebook. In addition, Swiss Premium Hotels uses other Web-based social networks, such as LinkedIn and Xing, to establish new business contacts and to foster existing ones.

Swiss Premium Hotels attaches great importance to continually keeping abreast of the latest technological developments relating to the Web, as well as to using them in a targeted manner to cater for the requirements of both the hotel industry as a whole and of its own market environment and placing these new, improved features at the disposal of its members. To this end, Swiss Premium Hotels is organising a seminar for its members (...and anyone who would like to become one) on 21 September 2009 on the theme of "Innovative online marketing in the hotel industry". Hoteliers interested can request further information and/or register for this event until 10 September 2009 by contacting Mrs. Wanda Meyer, Swiss Premium Hotels (phone 044 724 45 25 or e-mail info@swisspremiumhotels.com).

SWISS
PREMIUM
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Swiss Premium Hotels is a sales & marketing organisation working on behalf of personally managed, and usually owner-run, hotels that are distinguished by their warm-hearted hospitality, their authenticity, and their high standard of quality and comfort. Both the group and its partner hotels are future-oriented and take active measures to market themselves. The currently 17 hotel complexes belonging to this fledgling organisation are located in Switzerland, France, Italy and the USA.

Information & bookings:

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