

## New First-Class Starwood Hotels Join WorldGuide Privileges

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Press release from: [WorldGuide AG](#)

(WG/July 2008) The first luxury hotels from the Starwood Group have signed up to the benefits programme WorldGuide Privileges, available on the exclusive website [worldguide.eu](http://worldguide.eu).

The Worldguide Privileges programme offers WorldGuide's Premium and Club members numerous, exclusive advantages provided by partners around the world, including upgrades, special benefits and additional services. New partners from the Starwood Group, like The Westin Grand Berlin and the St. Regis Mardavall, broaden the WorldGuide portfolio within Germany and Mallorca. Further partners will follow.

WorldGuide is the all-in-one solution in the world of luxury. The internet portal offers its visitors high-quality information from various aspects of life, an international first-class community, worldwide privileges for Premium and Club members and numerous useful internet tools. WorldGuide users have access to more than 50.000 articles, tips, recommendations and links, all dealing with different subjects and facets of life. [www.worldguide.eu](http://www.worldguide.eu)

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WorldGuide – your global companion to leisure, life and luxury

WorldGuide – [www.worldguide.eu](http://www.worldguide.eu) – the all-in-one internet gateway to the world of luxury, offering visitors high-quality information on diverse topics, an international community, numerous useful internet tools and worldwide privileges for Premium Members.

WorldGuide – the smart, objective source of information

WorldGuide offers over fifty thousand (50,000) articles, tips, recommendations and web links, covering a full-range of topics and lifestyle themes, including:

- well-researched information on exclusive travel destinations, fine hotels and dining
- background information on health, wellness and beauty trends
- a full guide to events around the world
- an international shopping advisor
- a guide to cross-cultural business etiquette
- insider tips and expert opinions for art lovers and collectors
- current news on fashion, technology and much more

WorldGuide's editorial department works with numerous independent correspondents to continually update and broaden the spectrum of what is offered online. All information is independent, objective, and carefully researched, enhanced by recommendations and comments from international members of the WorldGuide Community. Condensed and readily available to web visitors, WorldGuide provides a one-stop, unique information source on the finer things in life – objective, extensive, always available and time-saving.

#### WorldGuide Community – Meet and greet the world

The WorldGuide Community is an international meeting place for anyone who values luxury. As the definition of “luxury” is multifaceted, so too are the varied interests of WorldGuide Community Members. Search engines, messaging functions and forums on diverse topics make networking, discussions, and an exchange of ideas among members easy and enjoyable. Additionally, Community members can comment and rate all content appearing on the website. The WorldGuide “Yellow Pages” are also available for members to make personal recommendations and tips on everything from local restaurants and clubs to babysitters and financial services.

#### WorldGuide Privileges – enjoy distinct advantages across the globe

WorldGuide offers subscribing Premium and Club members an international benefits programme. Each member receives the Privileges Card, which allows exclusive perks and services, such as complimentary hotel upgrades, discounts and additional services at participating Benefits Partner locations. The list of Benefits Partners includes first-class hotels, galleries, luxury travel agencies, restaurants, and much more. The programme is continually being expanded to include new products and services, with each new participant complying with WorldGuide’s demanding requirements.

#### Webtools – information gathering and planning made easy

Even with its ever-increasing range of content, WorldGuide is actually quite simple to use. Articles, recommendations, community tips and forums are easily accessible via the five main navigation pages – Places, People, Products, Pleasures and Privileges. Search engines and Google Maps also enable users to quickly find sought-after information. Registered users can additionally assemble a “Favourites List” or organize a personalised travel guide. Notices on new events and articles matching user-listed interests fill out the WorldGuide offering for members. New features are continually being researched and installed to make the user-experience even more useful.

#### WorldGuide Membership

Visitors who opt for a free-of-charge membership receive complete access to all WorldGuide materials, full participation in the WorldGuide Community, the capacity to comment and rate online content, as well as the ability to enter personalised recommendations.

Those selecting the subscription-based Premium membership automatically receive the Privileges Card, immediately allowing them to take advantage of special services worldwide.

WorldGuide Club Memberships are by invitation only, exclusively reserved for our business to business (B2B) clients. Club members receive all the benefits of a Premium membership, plus invitations to private events, exclusive activities and travel.

#### Advertise on worldguide.eu

WorldGuide is the international address for anyone who seeks quality and the extraordinary, attracting premium customers from the corporate and private sectors. In addition to classic banner advertisements, the WorldGuide Products & Services Guide offers innovative ways to present quality products and services. Advertorials – advertisements presented as articles – make intensive product marketing possible. Each advertising method offers a high-quality web environment to focus on a specified target group – optimal for exclusive brands and products.

#### Background on WorldGuide

In 2001, Dr Andreas Lindner transformed WorldGuide from a publisher of exclusive, printed travel guides, into an online, global companion to leisure, life and luxury. The website is a testament to his leadership and the long lasting, dedicated work of editors, correspondents and programmers. The company remains privately-owned, allowing it to operate independently and respond to marketing trends with flexibility.

[You can find this press release here](#)