



myhotels group partner with 'A Hedonist's Guide to London' to provide guests with local attractions on myhotels.com

Award winning boutique hotel group myhotels are proud to be working with coveted city guide publisher 'A Hedonist's Guide to...' offering their guests and followers some wonderful tips when visiting the capital. The unique collaboration sees the innovative hotel group provide their valued guests with local neighborhood hints and tips, courtesy of Hg2, on www.myhotels.com.

This partnership marks the first occasion that a UK boutique hotel group is collaborating with a travel guide to offer a more local, in-depth and true reflection of a city. Evolving seasonally, the local attractions content on myhotels.com, will be updated by Hg2 in order to give guests a fresh, relevant and unique perspective of London. Found under the myhotel Bloomsbury & myhotel Chelsea hotel specific 'attractions' pages, the content will feature London's best-kept secrets, unique days out, the indulgent nightlife and, of course, the most unique tourist activities.

The rich content will be spoken in the trademark Hg2 tongue, loved by so many readers. The partnership aims to supply guests with something fresh and fun each month. The content will flex with the season, allowing visitors of myhotels.com the opportunity to fully immerse themselves within the city and be continuously informed of hip events and fun attractions throughout the year.

"After rigorous market research we noticed a trend – guests want an experience, one that is unique to the city they are staying in. With this in mind, who better to partner with than Hg2. Their titles are epicurean gospel."

Imran Hussain, Director of Communications, myhotels group

"myhotels meticulous attention to their clientele's requirements has impressed us no end – they truly understand the values of customer service and want their guests to get the most out of London."

Tremayne Carew Pole, Managing Director, A Hedonist's Guide to...

This unique collaboration between myhotels group and Hg2 offers guests a place they can navigate through where they will find regularly updated content written by the hands of the industry's leaders and, of course, visitors will not have far to go to book their accommodation. Once at myhotel Bloomsbury or myhotel Chelsea guests staying in suites can peruse through the hotels own uniquely branded copies of 'A Hedonist's guide to London'.

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About myhotels group

In March of 1999 myhotels opened the doors to their first boutique property – myhotel Bloomsbury, which combined the style, culture and technological drive of the west with the observant, graceful, and respectful service standards of the east. In November 2002, myhotel Chelsea opened, receiving the plaudits it truly deserved it earns its place among the hippest hotels of the world. In early March of 2008, came myhotel Brighton - a place where digital pop culture met spirituality, myhotel Brighton proved truly inspirational. Designers such as Conran, Project Orange and Karim Rashid can all say they have influenced the style and physical appearance of the myhotels group brand. Etching in people's minds what the vibrant hotel group is all about.

For more information on myhotels group please contact Imran Hussain, Director of Communications on 07787 820 168 or imranhussain@myhotels.com

About Hg2

Hg2 is a business born from the frustration founder Tremayne Carew Pole felt after an abortive attempt to find a genuinely good bar in Budapest. Recognising that many people experience the same disappointment, he decided to create a new type of city guide - combining engaging destinations and stylish design with unsurpassed local knowledge, to offer the ultimate handbook to a city break. The first six Hg2 guides were published in 2004, a range that has since expanded to 21 astute guides to some of the world's most exciting cities. The guides all follow the same format, with clear chapters covering the best places to Sleep, Eat, Drink, Snack, Party,

Shop, Play and Visit in each city. Lengthy reviews, ratings and stunning photography throughout ensure the reader knows exactly what to expect before they go so there are no disappointments. The guides are also published online (www.Hg2.com), where continual updates from our local reviewers ensure that they never go out of date. Designed by world-renowned Pethick & Money, whose clients included Mont Blanc, Hg2 city guides look and feel as stylish as the venues they contain. Even the most sophisticated traveller would be happy to be seen out and about with them. Cities covered to date are: Almaty and Astana, Berlin, Beirut, Buenos Aires, Dubai, Istanbul, London, Eat London, Los Angeles, Madrid, Marrakech, Miami, Milan, Moscow, New York, Eat New York, Paris, Prague, Rome, Stockholm and Tallinn.

For more information on Hg2 please contact Marilyn MacDonald, on +44 (0)20 7221 9668 or Marilyn@Hg2.com