

## **PRESS KIT**

### **ROMANTIK HOTELS & RESTAURANTS**

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*Version: July 2010*

## THE "ROMANTIK" PHILOSOPHY

### **ATMOSPHERE, HOSPITALITY AND INDULGENCE QUALITY STANDARDS DEFINE THE PHILOSOPHY**

Romantik hoteliers put the focus on values, tradition over generations, follow the modern trend of cocooning, see indulgence as a central feature. They are excellent hosts. Romantik Hotels & Restaurants meet the needs of our hectic life for deceleration, peace and recreation. A persuasive brand identity, a personal touch for guests, an eye for detail in their own establishment. Romantik is lived philosophy and basis for the hotel cooperation's success.

A multitude of individual houses:

- country houses and town hotels
- castles and manor houses
- hotels in the mountains and by the sea
- regional cuisine and award-winning restaurants
- 66 certified spa hotels
- conference hotels

All that is Romantik.

A consistent brand identity and clear promise to guests have enabled Romantik Hotels to achieve a leading role in the European hospitality market. From eight founding members in 1972, there has grown a strong group of committed hoteliers who, with their 205 establishments, are represented in 10 European countries. From Benelux to Italy, from Hungary to Portugal – not one looks like the other. Be it as small as 6 rooms or as large as 90 rooms, in a town or a holiday area - the variety of the historic buildings and the individuality of every single Romantik Hotel are expressed within a broad spectrum.

But no matter how different and individual each establishment is, all Romantik hoteliers are passionate hosts. The guest is always the central focus of attention.

Whether it's a Romantik Hotel or Restaurant, certain conditions must be met to be allowed to include the "Romantik" title in the name:

- An **establishment steeped in history** that reflects the region's past and culture.
- Location: establishments that form a **hideaway**, in a green idyll or at the very core of the local centre.
- **Personally managed by the owner**: each one of the 205 Romantik establishments is individually characterised by the owner's own signature.
- A **stylish atmosphere** and **impeccable ambience**: Romantik Hotels & Restaurants translate their valuable traditions in a contemporary and authentic way.
- High **quality food and wine**: creative cuisine served in a contemporary style, is as much a part of the "romantic dining culture" as the right wine. A large number of the member establishments are singled out in leading restaurant guides. 23 of its chefs have been awarded a Michelin star. 37 restaurants in Germany, Austria, Belgium, the Netherlands, Switzerland, France and Italy have a red chef's hat which means that they meet at least one of the following criteria: one Michelin star, two hats in the Gault Millau or three Schlemmer Atlas spoons.

Becoming a member means meeting certain quality requirements from the very beginning: before a hotel is accepted in the Romantik cooperation, it must undergo an independent quality assessment. This also applies to existing members who undergo regular anonymous tests. This ensures every establishment meets the quality requirements. In the financial year 2009, the cooperation received over 380 applications, of which just 16 had been accepted by 01.10.2009.

## THE GUESTS

### **NOT JUST FOR LOVERS**

#### **WHO ARE THE GUESTS OF THE ROMANTIK COOPERATION**

The romantic benefit is the differentiator: the decision of a guest in favour of a hotel or restaurant bearing the “Romantik seal” is generally associated with an expectation on the part of the guest. Always feeling welcome, the highest quality in all areas, a personable, approachable owner as well as a supply of wellness, physical exercise and cultural offerings are top priority for Romantik guests. Moreover, however, the guest also expects us to make the difference: an establishment steeped in history, with extremely personalised service and an upscale, contemporary selection of foods and wines, the love of detail and of course romanticism.

The average age of our guests is between 45 and 52. Overall, all age groups are represented in Romantik Hotels, yet particularly the age group of the 50+ generation is important for the Romantik Hotels because it is the target group favoured by the demographic development. The “young seniors”, who subjectively feel ten years younger today than they used to, are a financially secure group who enjoy consumption, indulgence and adventures.








51 per cent of Romantik guests have a university degree or certificate of further education. 60.5 per cent have a monthly net income of 2,000 to 6,000 Euros. 28.5 per cent say, they have a monthly net income of more than 6,000 Euros. So Romantik Hotels & Restaurants are not just used by those in the highest income brackets; they are an attractive destination for target audiences in the middle income brackets too. 74 per cent of those questioned are married. 74 per cent of respondents say, they travel for private reasons and 26 per cent for business reasons.

## DATA & FACTS

### **AN OVERVIEW OF “ROMANTIK”**

#### **A HOTEL COOPERATION INTRODUCES ITSELF**

COMPANY NAME	Romantik Hotels & Restaurants GmbH & Co. KG
ESTABLISHED	1972 in Germany
SIZE IN 2009	205 Hotels & Restaurants in 10 European countries A/CZ/H: 22; B: 5; CH: 24; D: 108; F: 13; I: 25; NL: 7; P: 1
CRITERIA	<ul style="list-style-type: none"> <li>• Establishment steeped in history</li> <li>• Personally managed by the owner</li> <li>• Stylish atmosphere and impeccable ambience</li> <li>• High quality, contemporary standards of food and wine</li> <li>• Territorial protection (30 km)</li> </ul>
ACCEPTANCE	<p><u>Phase 1</u> Application / self-assessment Assessment of the data based on established criteria (territorial protection, listing in guides etc.).</p> <p><u>Phase 2</u> Fee-based, anonymous test Acceptance by the committee</p>
ACTIVITIES	<ul style="list-style-type: none"> <li>• Romantik Hotel &amp; Restaurant Guide, Wedding &amp; more brochure, Spa brochure, Short Break Guide</li> <li>• Homepage – <a href="http://www.romantikhoteles.com">www.romantikhoteles.com</a></li> <li>• Social media (Twitter, YouTube, English and German language blogs)</li> <li>• Romantik voucher programme</li> <li>• Romantik Pass</li> <li>• “MyRomantik” (online loyalty programme)</li> <li>• Market and trend research</li> <li>• Press and public relations</li> <li>• Advertising</li> <li>• Participation in trade fairs</li> <li>• Cross marketing</li> <li>• Internal communications (conferences, training sessions, internal newsletter, intranet, employee discount, working groups)</li> <li>• Independent quality checks</li> </ul>

DUES	<p>Romantik Hotels     <u>Annual fee</u>  € 5.865 + € 171,- per room  (up to a maximum of 60 rooms)</p> <p>Romantik Restaurants     <u>Annual fee</u>  € 2.933</p> <p>Acceptance fee     € 5.000</p> <p>Capital contribution     € 2.500</p>
RATINGS	<p><u>Hotels:</u></p> <p> "Yellow Key": Romantik Hotels with luxurious comfort. For discerning guests who expect style, ambiance, indulgence and hospitality.</p> <hr/> <p> "Blue Key": Romantik Hotels with first-class comfort. For guests who desire a personalized sense of well-being in a private atmosphere.</p> <hr/> <p> "Green Key": Romantik Hotels with upscale comfort. For guests who appreciate warm hospitality and cosiness.</p> <p><u>Cuisine:</u></p> <p> A "chef's hat": A restaurant that is recommended in accredited restaurant guides.</p> <p><u>Spa:</u></p> <p> "Wellness Plus" for hotels with a generous spa area and a varied range of spa practices.</p> <hr/> <p> "Wellness" for hotels with an attractive atmosphere and a selection of spa practices.</p> <hr/> <p> "Wellness light" for hotels, including a number of city hotels, with a small but attractive spa range.</p>

## OVERVIEW OF ACTIVITIES

### **FROM GUIDE TO INTERNAL COMMUNICATIONS THE MEASURES OF AN ACTIVE HOTEL COOPERATION**

#### Romantik Hotel & Restaurant Guide

220,000 copies of the Romantik Hotels & Restaurants Guide are published annually in November in four languages (German/English/French/Italian). It lists all establishments of the hotel cooperation. Each establishment is assigned a double page to introduce itself.

#### Short Break Guide

The Short Break Guide is another publication that presents special offers and packages. 140,000 copies are published in German and English every two years.

#### Spa brochure

Annually published brochure offers detailed information about the certified spa hotels in Europe. It is published in German and English, with a circulation of 100,000. All spa hotels are independently tested. This is the only way they receive the spa seal.

#### Wedding & more brochure

The themed brochure Wedding & more (German/English) was published in January 2009 (100,000 copies). 40 Romantik Hotels & Restaurants in 10 European countries present highlights on the topic of time for two, wedding, celebrating togetherness in German and English.

#### Homepage

The hotel cooperation is also to be found on the internet at [www.romantikhotels.com](http://www.romantikhotels.com). As in the Romantik Hotel & Restaurant Guide, each establishment has ample space to introduce itself on the homepage. Online bookings can be made. The platform also provides information about current packages and offers, a route planner and the opportunity to order vouchers and guides. The monthly newsletter in German and English (55,000 subscribers on

November 1<sup>st</sup>, 2009), which enjoys a high level of acceptance, adds to the website. Here the “typical” Romantik topics like gourmet and wellness/spa are in the main focus, Romantik journeys and Romantik holiday regions are introduced.

In addition there is the German language Romantik Rezept Blog ([romantikrezept.blog.de/](http://romantikrezept.blog.de/)) with recipes and culinary event tips, the English-language Romantik Travel Blog ([romantikhotels.wordpress.com/](http://romantikhotels.wordpress.com/)) with interesting travel articles as well as channels on YouTube ([www.youtube.com/RomantikHotels](http://www.youtube.com/RomantikHotels)) and Twitter ([twitter.com/RomantikHotels](https://twitter.com/RomantikHotels)).

#### “Present Romantik” - the Romantik voucher programme

The Romantik cooperation offers various types of vouchers: The Romantik, Supreme, Wellness, Gourmet and Dinner voucher are different types of packages. There are also gift vouchers of any value desired. Vouchers can be ordered online at [www.romantikhotels.com](http://www.romantikhotels.com) or in the office in Frankfurt: +49 (0) 69/66 12 34-0.

#### Romantik Pass

The Romantik Pass is the classical way of guest loyalty. Approximately 10,000 guests travel with their personal travel diary through Europe and collect a stamp for each stay. For ten stamps they receive a loyalty voucher as gratitude. This can be exchanged in a Romantik Hotel of one’s own choice.

#### MyRomantik

MyRomantik is an online system which makes new guests to regular guests from their first stay. The hotelier knows the needs and wishes, the likes and special needs from his guests. Every guest can give the information he or she wants to give. Only this information will be forwarded to the respective hotel in the course of an online booking. In this way the guest becomes a regular guest from his first stay.

#### Market and Trend Research

Stagnation means regression. Therefore the “Romantik” brand, its contents and hotels are undergoing up-to-date developments. Studies and analyses aid in

steering this important process. For these reasons, regular guest questionnaires are being circulated.

#### Press and Public Relations

An important component of positioning the "Romantik" brand successfully on the market is effective press and public relations work. This means establishing and maintaining press contacts, handling individual journalist requests, preparing and shipping press kits, press releases and announcements. Additionally to a PR agency in Germany, the hotel cooperation is represented by agencies in Italy, Switzerland, Benelux, France and the USA/Canada.

#### Advertising

Image promotions on the topics of "Spa", "Gourmet" or "Meetings", published in relevant consumer media, ensure that the target audience always remembers the "Romantik" brand.

#### Participation in Trade Fairs

Romantik Hotels & Restaurants are represented at the relevant European trade and consumer fairs in the tourism sector (e.g. ITB Berlin, TTG Rimini, GTM, ACTB Vienne, Equip'Hotel Paris).

#### Cross Marketing

Collaborations and joint promotions with big brands which match the Romantik Hotels philosophy guarantee an optimal positioning in the market. Individual hotels as well as the cooperation partners benefit from the image transfer.

#### Internal Communications

Internal communications and exchanging experiences with each other are important elements of the Romantik philosophy and often the motivation for becoming a member. For this reason, there are regular regional, national and international conferences. Training sessions covering different topics such as reservations, wine, housekeeping or media as further education for hoteliers and their staff are also offered. The employee discount serves this purpose as well, and increases motivation at the same time.

Moreover an internal newsletter is published every two weeks. It informs members about all the news within the hotel cooperation and also includes reports from individual establishments.

Since 2008 the Romantik Employee's Meeting takes place periodically. Employees from all countries – mostly executive staff from the sectors service, lodging, administration and kitchen – attend lectures and workshops discussing the Romantik philosophy and its values.

The intranet makes internal communications faster, more intensive, more modern and up-to-date. Every Romantik Hotel & Restaurant and its employees have access to this central communications tool between the Romantik headquarter and the individual establishments. It contains information and news, split into different headings. Manuals, minutes and order forms can be accessed at any time.

The hoteliers, the backbone of the cooperation, are of course actively involved in the continuous development of the "Romantik" brand. This is achieved via working groups on different topics such as, for example, strategy, wellness, acquisitions, public relations, structure and the vision for the future.

#### Independent Quality Checks

To provide support and offer reliability for the individual hoteliers, regular, independent and anonymous quality checks are conducted. These provide every member of the hotel cooperation with important feedback on its continuous optimisation efforts. In this way, in addition to individual demands, also the guests' expectations can be fulfilled, and ideally even exceeded.

## ROMANTIK VALUES

### **PRIX ROMANTIK LIEBOLD**

### **ROMANTIK AWARD FOR EUROPEAN VALUES AND VIRTUES**

#### The Idea

The Prix Romantik Liebold is awarded annually by Romantik Hotels & Restaurants to notable individuals whose thinking and acting is defined by European values and virtues. Friedwolf Liebold, Romantik hotelier for many years, visionary and trailblazer for the Romantik hotel cooperation, and board member of crucial organisations in the hotel service and restaurant industry, lends his name to the award and serves as an example.

#### The Criteria

The prize is awarded across the sectors and internationally to notable individuals whose actions are undertaken based on European values and with a view to the future. Their thinking and acting is defined by tolerance, genuineness, passion, tradition, culture, education, savoir vivre, responsibility, geniality, hospitality, friendship, quality and justice.

#### The Jury

The jury comprises of the patron Friedwolf Liebold, the president of Romantik Hotels & Restaurants Roland Zadra, the managing director Inge Struckmeier as well as former awardees.

#### The Patron

“Education, culture and trust in your fellow citizens are the doors to identity and inherent strength.” (Friedwolf Liebold)

Friedwolf Liebold, born in 1936 in Memmingen, is an individual with crucial influence on medium-sized hotel service and restaurant businesses. Self-employed already at the age of 30, he established himself as a successful hotelier in Zweibruecken and was committed to organisations in the industry relating to guest and dining culture as well as young talent. In 1974, Friedwolf

Liebold joined Romantik Hotels with his "Fasanerie" hotel operation. First as a country chairman, then as President and Chairman of the Supervisory Board, he steered Romantik Hotels toward the path of one of the most profitable hotel alliances in Europe. Beyond Romantik Hotels & Restaurants, he extended his sphere to the entire industry. For 12 years, Friedwolf Liebold was the President of the academy Gastronomische Akademie Deutschland GAD and the Brillat Savarin Foundation, who have set the goal of promoting table culture such as by presenting highly respected awards in the industry.

Roland Zadra, President of Romantik Hotels & Restaurants says the following about Friedwolf Liebold: "Friedwolf Liebold's unparalleled way of embodying values and passing them on, meeting the people in his surroundings with tolerance and respect, fostering and supporting them on their paths, fills us at Romantik with the utmost respect for this individual, who despite all recognition has remained entirely modest in his ways. Romantik, an alliance of individual medium-sized hoteliers in Europe, in its present form, was crucially shaped and developed by Friedwolf Liebold. At the same time, he employed his ideas, influence and drive for the benefit of the entire hotel service and restaurant industry and utilized his high-ranking offices to launch future-oriented developments and preserve valuable traditions."

#### The Award

The Prix Romantik Liebold comes with a cash prize of 5,000 Euros. The award winners receive a fountain pen from the Graf von Faber-Castell line made of a combination of stainless steel and brown pernambuco wood – the wood used by violin manufacturers – with an 18 carat bicolour gold nib. In the digital communication age, the fountain pen symbolizes the return to European penmanship.

### The Initiator

The Prix Romantik Liebold is an award of Romantik Hotels & Restaurants, an alliance of individual medium-sized hotel and restaurant establishments, which was founded in 1972.

The Prix Romantik Liebold is awarded annually as part of the International Members' Meeting, which is held every year in spring in a European country with member enterprises of Romantik.

### The Awardees

2008: Albert Darboven

2009: Joachim Franz

2010: Ernst Bachinger

## HISTORY

### **CHRONOLOGY OF A 'ROMANTIK' IDEA**

#### **NEARLY 40 YEARS OF ROMANTIK HOTELS & RESTAURANTS**

At the beginning of the seventies, Jens Diekmann, a business adviser in the hospitality sector, came up with the idea of establishing a quality concept for historical hotels and restaurants, under the "Romantik Hotels" brand, as an alternative to the big hotel chains. Together with Alfred Maeder, he laid the foundations for the Romantik Hotels & Restaurants at the end of 1971. In the first year of its existence alone, 15 hotels became Romantik Hotels; they included such well regarded establishments as "Katzenbergers Adler" in Rastatt – managed by Rudolf Katzenberger, a father figure for a number of German chefs. Among the first pioneers are some well known family businesses which are still associated with the "Romantik idea" today: Herrmann's Posthotel & Restaurant in Wirsberg, the Weinhaus Messerschmitt in Bamberg, the Hof zur Linde in Muenster, the Gasthaus Rottner in Nuremberg, the Stern in Bad Hersfeld and the Waldhorn in Ravensburg, just to name a few.

How successful the romantic idea was, and still is, became clear over the following years and decades. Today, the hotel cooperation numbers 205 members in 10 European countries.

#### The chronology of the Romantik Hotel cooperation:

1971	Jens Diekmann and Alfred Maeder lay the foundations for the Romantik Hotels & Restaurants hotel cooperation.
1972	The business is first registered. Another 15 establishments join.
1975	Austria is the first international country group to join.
1977 – 1979	The "Romantik idea" becomes European: hotels in Switzerland and the Netherlands, Italy, Norway, Denmark, Great Britain and Sweden are accepted.
1981	First establishments in the USA
1986	Hotel owners in France and Luxembourg join.
1989	Jens Diekmann leaves. The organisation assumes a new legal form: all hoteliers are equal-ranking partners of Romantik Hotels & Restaurants GmbH & Co. KG.

1991	Belgium completes the list of Benelux countries.
1992	The cooperation celebrates its 20th birthday.
1995	Romantik Hotels expand their presence: Portugal joins.
1997 - 1998	"Romantik" heads east: New partners join in the Czech Republic and Hungary.
2002	Romantik Hotels & Restaurants celebrates its 30th anniversary.
2004	The hotel cooperation is the first to introduce its own international, clearly defined spa ratings for its member hotels.
2007	35 years Romantik Hotels & Restaurants.
2008	The Prix Romantik Liebold is awarded for the first time, the awardee is Albert Darboven.
2009	205 hotels in 10 European countries are part of the hotel cooperation. The Prix Romantik Liebold 2009 is awarded to Joachim Franz.
2010	35 <sup>th</sup> anniversary of Romantik Hotels & Restaurants in Austria. The Prix Romantik Liebold 2010 is awarded to Ernst Bachinger.

Romantik cooperation members benefit from a number of activities which are driven by the headquarter in Frankfurt. Managing Director Inge Struckmeier and her staff coordinate all issues (publications, exhibitions, homepage, newsletter, market research, cross marketing, press & public relations, etc.). Outside Germany, the hotels are supported by country account managers. The headquarters' core activity is to proactively market the "Romantik" umbrella brand and acquire new members.

The Executive Board and Supervisory Board help to manage the business. Since April 2005 Roland Zadra (Romantik Hotel Landschloss Fasanerie, Zweibruecken, Germany) is president of the cooperation. The International Supervisory Board meets twice a year. Each country chairman represents his colleagues. Once a year, there is an International Members' Meeting.

## ROLAND ZADRA - PRESIDENT

### **A GASTRONOMICAL PIONEER**

#### **SOUTH TYROLEAN ROLAND ZADRA ASCENDS THE PEAK OF THE REFINED HOTEL BUSINESS**

Hotelier of the Year 2009 (the most important German hotel industry award by the Allgemeine Hotel- und Gastronomie-Zeitung and the publishing house Deutscher Fachverlag), Gastronome of the Year 2010 (award by the Busche publishing house – Schlemmer Atlas), repeatedly awarded restaurant owner and president of the Romantik Hotels since 2005 – there is a lot in Roland Zadra's life to be proud of. The career of the successful entrepreneur and passionate mountaineer began in the mountains of South Tyrol. After his entry qualification for higher education Zadra actually wanted to study maths; he also pictured himself as a mountain guide. He listened to his teachers' recommendations and chose a profession that suited his vocation: getting on well with people. They were right, after visiting the hotel management school and training at the Waldhotel Krautkraemer in Muenster, Zadra graduated as the best. Afterwards many different jobs in Germany, Switzerland, France and the USA followed, before he finished the hotel management school in Heidelberg as a certified MBA.

In 1993 Zadra and his wife Astrid, with whom he has three daughters, took over the Romantik Hotel Landschloss Fasenerie in Zweibruecken. The passionate hotelier was fascinated by the country house from the beginning – until today its history plays an important role to him. In its first documental mention of the year 1589 the estate was described as "garden in front of the Ehrbusch ... in it a house of delight above the Ehrbrunnen with a trout pond". During the Thirty Years' War this enclosure was almost completely destroyed. In 1714 the country house was rebuilt by the Polish King Stanislaus Leszcynski, it hasn't changed form since. The restaurant Tschifflick (country house) owes its name to him. After 1850 today's country house building was used as a popular destination for

day trippers. At the beginning of the 20<sup>th</sup> century the main building of the Fasanerie was built. From that period date four large-sized tempera paintings by Herrmann Croissant that have been created in the years 1941 and 1942 in the salon Stanislaus and show motives of the Fasanerie's heydays.

Hotelier Zadra sees his hotel in the tradition of the comfortable country house. He calls it "refuge of everyday's life" – and according to that the approximately 90 employees of the hotel act affectionately and considerately. The advancement of junior staffs is especially important. He is all ears for the concerns of his employees; he knows how to set a positive example. Especially noticeable is: Zadra is a passionate host. When you ask him personally what his philosophy regarding his work at the hotel and as president of the Romantik Hotels & Restaurants is you only get one answer: "We welcome people as guests and treat them as friends".

## CONTACTS

### **HEADQUARTER**

ROMANTIK HOTELS & RESTAURANTS	Romantik Hotels & Restaurants GmbH & Co. KG Hahnstrasse 70 60528 Frankfurt/Main Germany Tel: +49 (0) 69/66 12 34-0 Fax: +49 (0) 69/66 12 34-56 info@romantikhoteles.com www.romantikhoteles.com
MANAGING DIRECTOR	Inge Struckmeier
DIRECTOR MARKETING & SALES	Stephan Moseler

### **EXECUTIVE BOARD**

PRESIDENT	Roland Zadra Romantik Hotel Landschloss Fasanerie Fasanerie 1 66482 Zweibruecken Germany Tel: +49 (0) 69/66 12 34-0 Fax: +49 (0) 69/66 12 34-56
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## INTERNATIONAL SUPERVISORY BOARD

BENELUX NATIONAL CHAIRMAN	Luit Ezinga Romantik Hotel Hostellerie Schuddebeurs Donkereweg 35 4317 Schuddebeurs, Netherlands Tel: +31 (0) 1 11/41 56 51 Fax: +31 (0) 1 11/41 31 03
GERMANY NATIONAL CHAIRMEN	Achim Kniese Romantik Hotel Zum Stern Linggplatz 11 36251 Bad Hersfeld, Germany Tel: +49 (0) 66 21/18 90 Fax: +49 (0) 66 21/18 92 60
	Werner Herrmann Herrmann's Romantik Posthotel Marktplatz 11 95339 Wirsberg, Germany Tel: +49 (0) 92 27/20 80 Fax: +49 (0) 92 27/58 60
FRANCE NATIONAL CHAIRMAN	Alexandre Bomo Romantik Hotel Le Marechal 4-6 Place des Six Montagnes Noires 68000 Colmar, France Tel: +33 (0) 3/89 41 60 32 Fax: +33 (0) 3/89 24 59 40
ITALY NATIONAL CHAIRMAN	Francesco Cavaliere Romantik Hotel Villa Pagoda Via Capolungo 15 16167 Genova-Nervi, Italy Tel: +39 0 10/3 72 61 61 Fax: +39 0 10/32 12 18
AUSTRIA NATIONAL CHAIRMAN	Dr. Florian Kreibich Romantik Hotel Die Gersberg Alm Erzabt-Klotz-Straße 4 5020 Salzburg, Austria Tel: +43 (0) 6 62/64 12 57 Fax: +43 (0) 6 62/64 42 78
SWITZERLAND NATIONAL CHAIRMAN	Andreas Ludwig Romantik Hotel Margna 7515 Sils-Baselgia, Switzerland Tel: +41 (0) 81/8 38 47 47 Fax: +41 (0) 81/8 38 47 48

## PR NETWORK

GERMANY PR AGENCY	Organize Communications GmbH Barbara Wanner Riefstahlstraße 6 76133 Karlsruhe, Germany Tel: +49 (0) 7 21/91 24 50 Fax: +49 (0) 7 21/91 24 51 77 romantik@organize.de www.organize.de
BENELUX PR AGENCY	Allied Consultants Annelies Bakker Rozenlaan 24 3090 Overijse, Belgium Tel: +32 (0) 27 67/34 43 Mobil B: +32 (0) 47 57/79 81 81 Mobil NL: +31 (0) 6 11/38 83 76 anneliesbakker@alliedconsultants.eu www.alliedconsultants.eu
FRANCE PR AGENCY	DM Communication Dominique Darrigade 52, rue de Malte 75011 Paris, France Tel: +33 (0) 1/47 00 55 03 Fax: +33 (0) 1/47 00 02 06 ddmcom@club-internet.fr
ITALY PR AGENCY	Ella Studio Carla Soffritti Via Capanna 18 43038 Sala Baganza, Italy Tel.: +39 05 21/1 81 74 91 Fax: +39 05 21/1 81 74 92 info@ella.it www.ella.it
AUSTRIA PR AGENCY	Romantik Hotels & Restaurants Stephan Moseler / Kerstin Sick Hahnstraße 70 60528 Frankfurt, Germany Tel: +43 (0) 69/66 12 34-0 Fax: +43 (0) 69/66 12 34-56 presse@romantikhotels.com

<p>SWITZERLAND PR AGENCY</p>	<p>F+W Communications Public Relations AG Silvio Weilenmann Hinterer Schermen 29 Postfach 3063 Ittigen, Switzerland Tel: +41 (0) 31/921 75 55 Fax: +41 (0) 31/921 90 08 s.weilenmann@fwcom.ch www.fwcom.ch</p>
<p>USA/CANADA PR AGENCY</p>	<p>tma target market america Sandra Barsalini-Cordova 7355 SW 89th Street #412N Miami FL 33156, USA Tel: +1 30 56 00 27 30 Fax: +1 30 55 74 77 69 sandrab@targetmarketamerica.com www.targetmarketamerica.com</p>