Press Release

DESIGN HOTELS

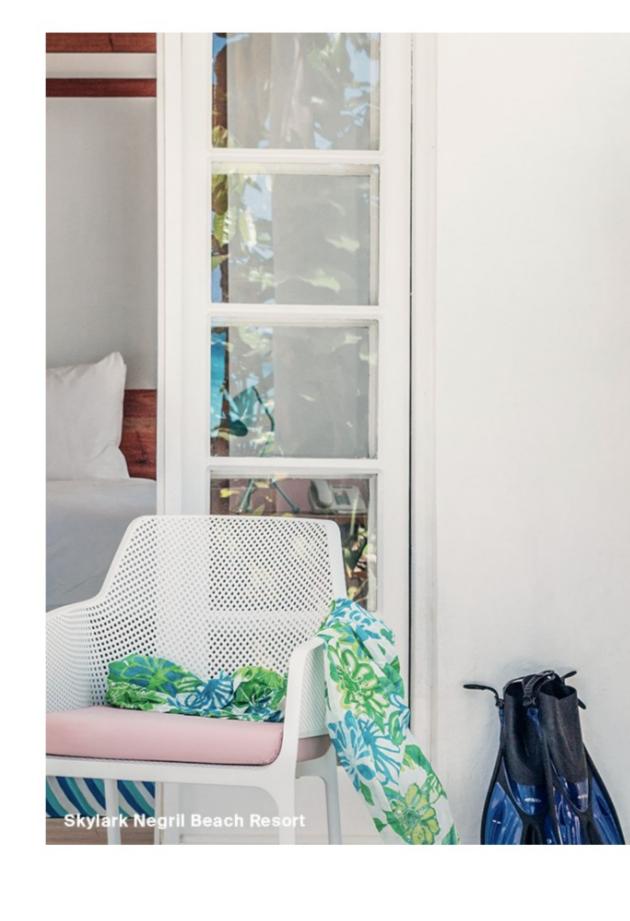


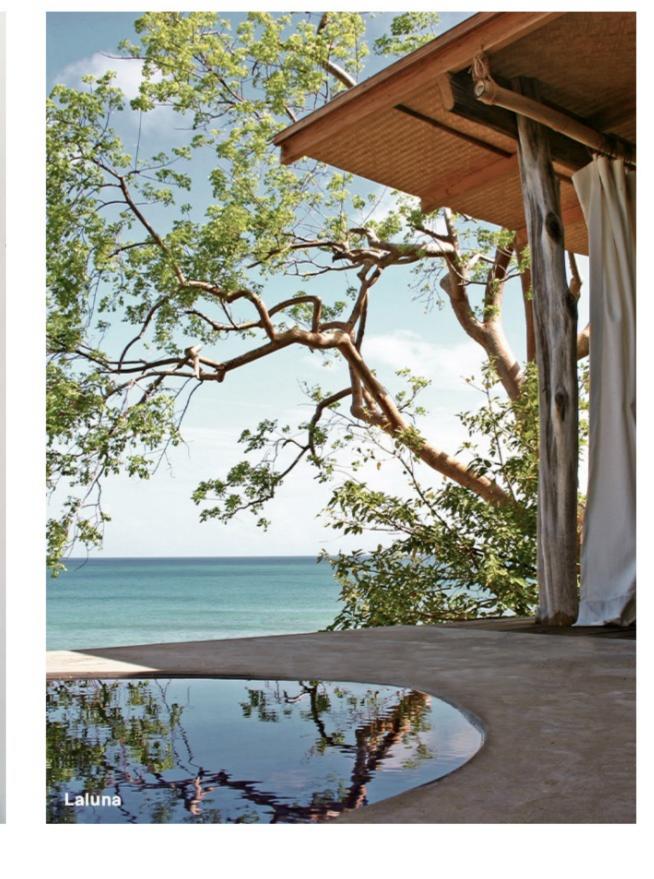
Berlin, November 4, 2021

Beachy Keen

idyllic sunsets offer beacons of light, both metaphorically and literally. This collection of eight properties features an array of tropical escapes and more temperate seaside getaways—from the Caribbean, Atlantic, and Pacific coastlines, to the Indian Ocean and Gulf of Thailand.

As the days grow shorter in the northern hemisphere, beaches with extended daylight hours and

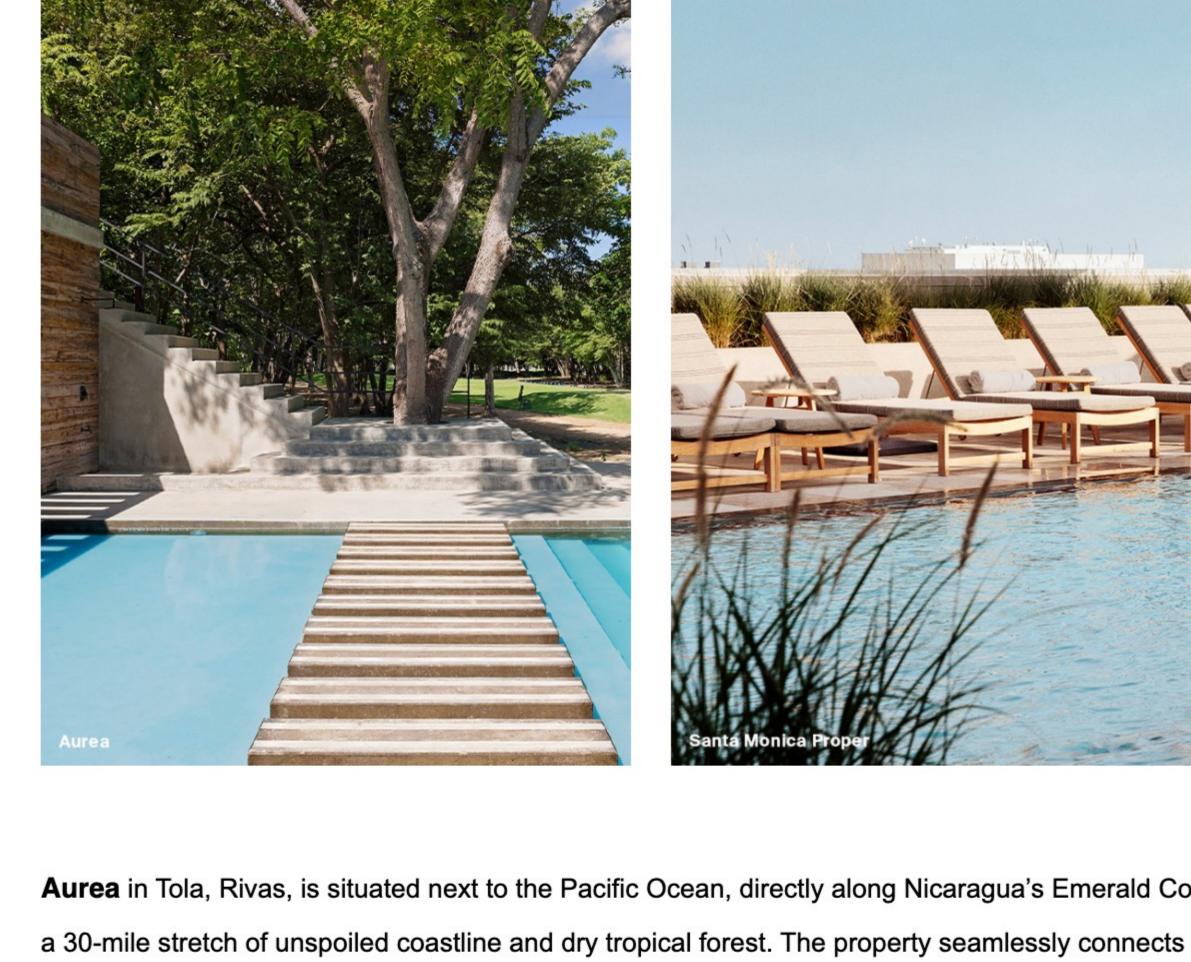


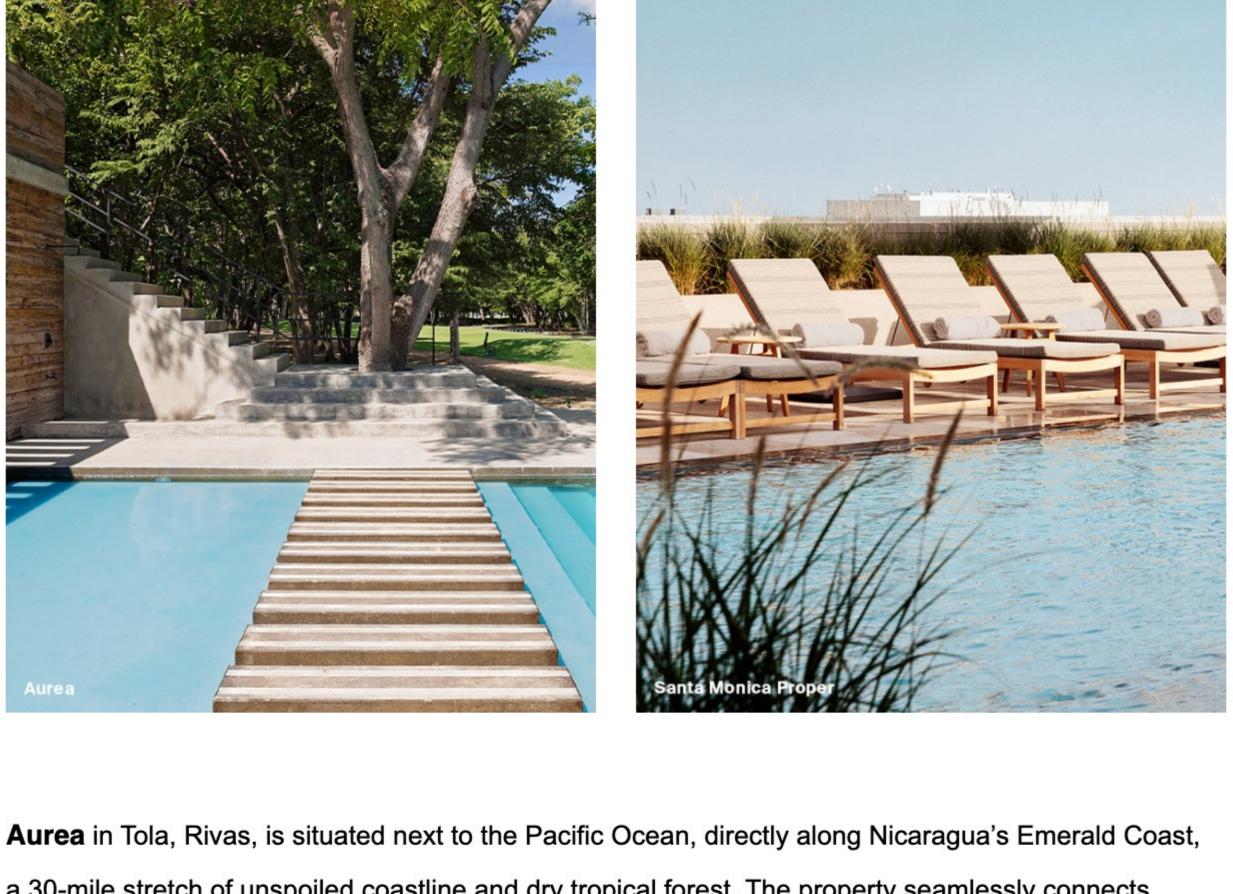


treatments in beachside cabanas, and dine beachfront at Miss Lily's, the first Jamaican outpost of a beloved New York City restaurant known for its Caribbean fare and flair. Also overlooking the Caribbean Sea is Laluna in St. George's, Grenada, the southernmost island in the Antilles archipelago. The tropical retreat combines Caribbean, Balinese, and Italian design elements, and each of the 16 cottages has its own plunge pool. The hotel's main pool, meanwhile, is framed by a wooden deck and ocean views.

At Skylark Negril Beach Resort, in Negril, Jamaica, almost every studio offers views of the crystal-

clear Caribbean waters. Here, guests can take a trip in a glass-bottom boat, enjoy Skylark Spa



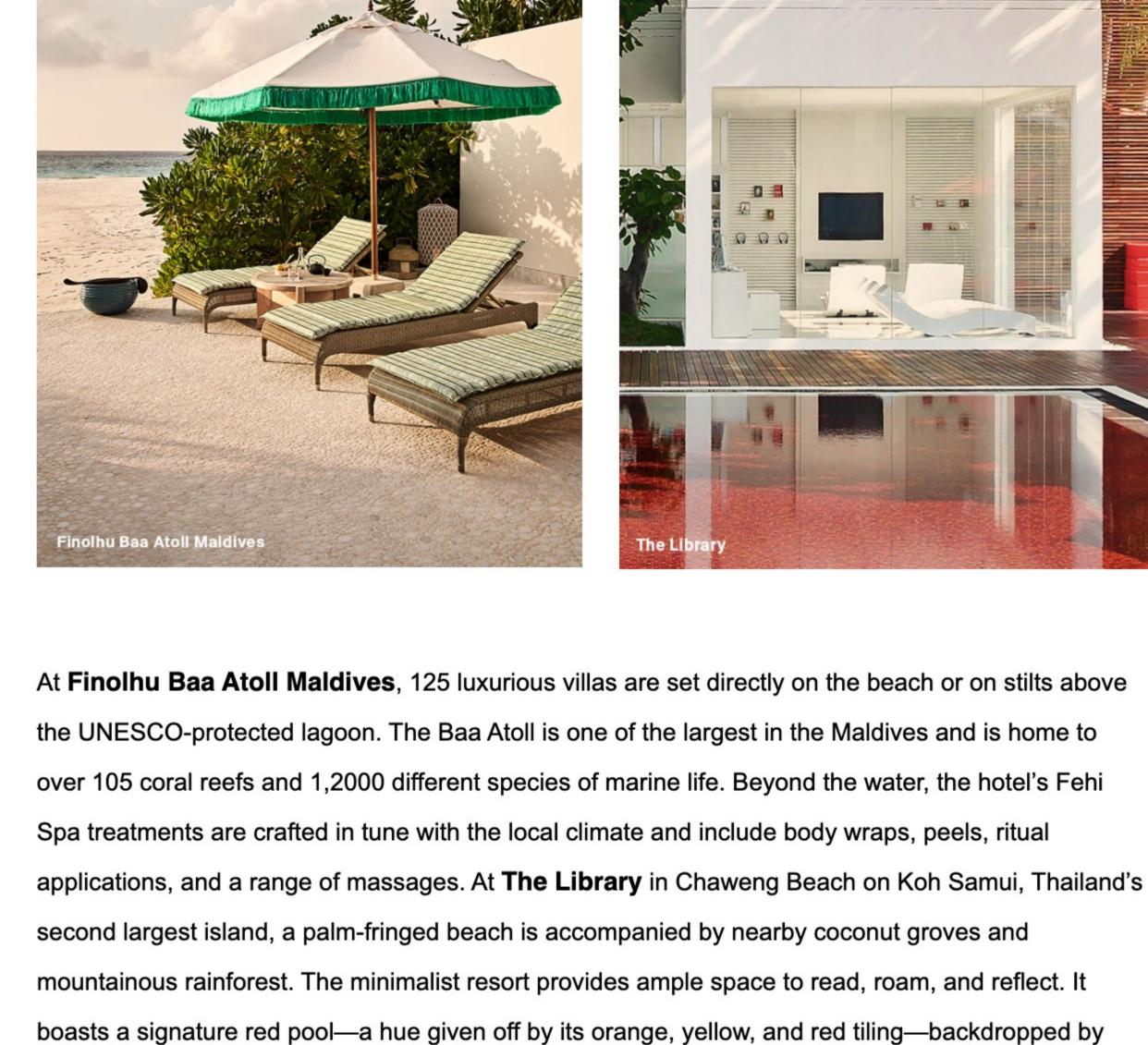


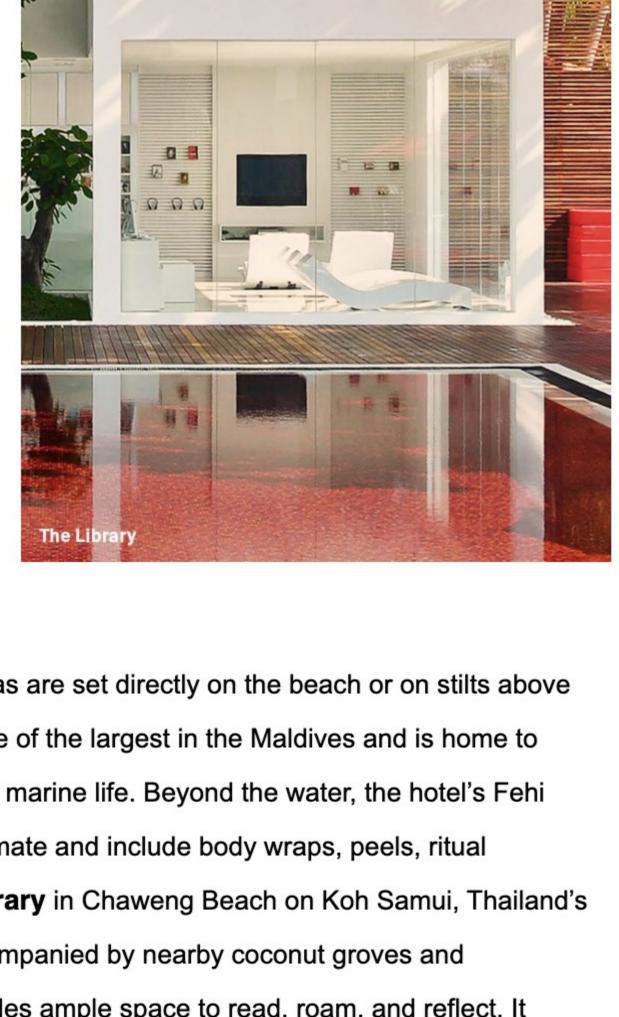
The beach, famous Santa Monica pier, and an abundance of health-conscious and fine dining options are within walking distance, and the city itself is known as the place "where L.A. goes to swim."

indoors and outdoors through wide glass enclosures, and the area boasts world-class surfing as well

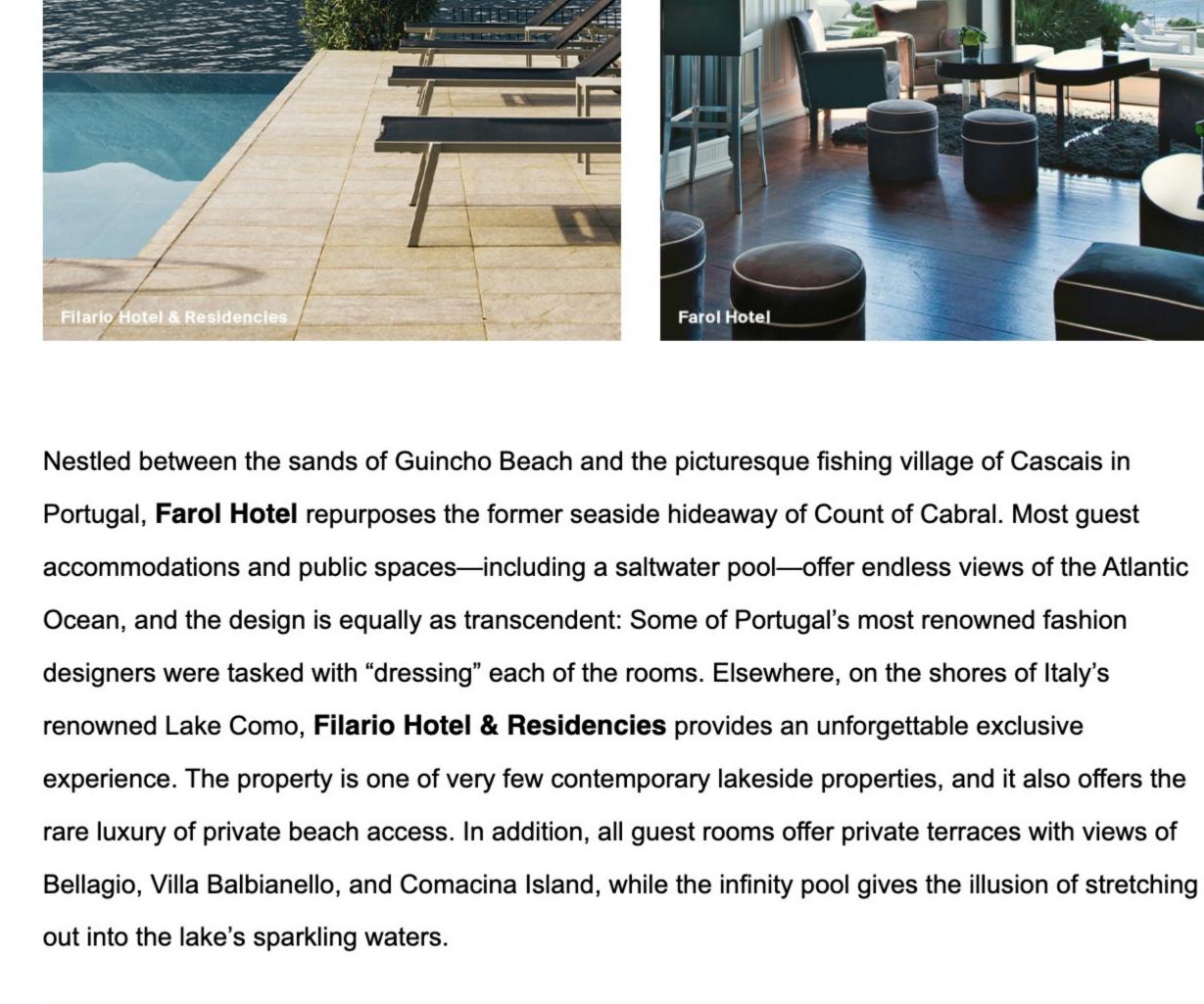
as sunset horseback rides on the shore. Further north, Santa Monica Proper Hotel in California is

home to the only rooftop pool deck on the city's Westside and offers unparalleled views of the Pacific.





soft waves breaking on the shore as well as a library with a curated collection of over 1,400 books.





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About Design Hotels Design Hotels™ represents and markets a curated selection of over 300 independent hotels in more than 60 countries across the globe. More than a collection of hotels, the company is a collection of stories. Each property

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reflects the ideas of a visionary hotelier, an "Original", someone with a passion for genuine hospitality, cultural authenticity, thought-provoking design and architecture. Each "Original" stands for the individual, aesthetic and service-driven experience that his or her hotel provides. In 2017, Design Hotels™ launched Further, a traveling laboratory for experiential hospitality that transforms

hotels across the globe into temporal hubs of thematic exploration. The mission behind Further aligns with the values of the future-facing Promad, a new generation of traveler embracing progressive travel and global nomadism. First identified by Design Hotels™ in collaboration with leading futures consultancy The Future Laboratory, the purpose-driven, self-actualizing Promadic movement is set to shape the future of hospitality.

Founded by Claus Sendlinger in 1993, Design Hotels™ offers its members insightful travel industry knowledge,

from market trend consultancy to international sales representation. The company has its headquarters in Berlin and branches in London, Los Angeles, New York and Singapore. In 2019, Design Hotels™ joined forces with Marriott Bonvoy, enabling its member hotels to have both a greater and more selective reach while offering its Community the benefit of the industry's leading loyalty program.

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