

**PARKROYAL HOTELS AND RESORTS BECOMES ELEVENTH MEMBER  
OF GLOBAL HOTEL ALLIANCE;  
ALLIANCE MARKS FIVE YEARS WITH SERIES OF CUSTOMER EVENTS**

**Geneva, 24<sup>th</sup> March 2009.** Global Hotel Alliance this week officially unveiled Parkroyal Hotels & Resorts as its eleventh member brand during the Asian leg of a series of customer events around the world, which mark five years since the alliance's creation.

Headquartered in Singapore, Parkroyal adds another six upscale hotels to GHA's rapidly expanding Asian network. The hotels are located in the heart of the cities in Singapore, Malaysia, Myanmar and Vietnam, offering easy access to major attractions, key business districts and shopping areas. The Parkroyal brand promises a lifestyle-approach to hospitality that will leave guests with an experience to remember.

Patrick Imbardelli, President and CEO of Parkroyal Hotels & Resorts, is delighted that Parkroyal is joining GHA. "For a regional brand like Parkroyal, which aims for greater recognition outside the region, it is a strategic move to become part of a global network, which gives us access to new customers, new revenue opportunities and the ability to drive down distribution and technology costs. Our switch to gha.net, GHA's GDS distribution platform, went smoothly, and overall we're optimistic about what the GHA membership will bring us."

GHA is holding customer events in major cities around the world in the next few months to mark its fifth anniversary. Representatives of every GHA member are coming together to familiarise customers with GHA's eclectic mix of independent luxury hotel brands. The events start this week in Tokyo, and then in Parkroyal's home city of Singapore. The GHA road-show then moves to New York, before completing its 2009 anniversary celebrations in Frankfurt and London.

GHA's CEO, Christopher Hartley, is buoyant about the alliance reaching the five-year milestone. "When we started out five years ago, as a good-will organisation to promote each other's brands, no-one really believed that we could have achieved what we have today. We have eleven terrific brands as members, we have a unique central technology platform and we have already delivered many millions of dollars to our members in cost savings, and new business."

Hartley went on to talk about the next five years: "It's going to be a tougher business environment, there's no doubt about that. But then again, that's what alliances are built for: in good times smaller brands rise with the tide, but in tough times this alliance should help prevent our members from running aground." As if proof were needed Hartley added "My phone has been ringing more since the beginning of this year. I think GHA has exciting times ahead".

**About Parkroyal Hotels & Resorts**

Headquartered in Singapore, Parkroyal Hotels & Resorts is part of Hotel Plaza Group, the listed hotel subsidiary of UOL Group Limited, one of Asia's largest hotel and property companies. It has a portfolio of seven hotels and service residences in Asia Pacific with Global Sales Offices in Australia, Hong Kong, London, San Francisco, Singapore and Tokyo. For more information, please visit [parkroyalhotels.com](http://parkroyalhotels.com)

**About Global Hotel Alliance**

Based on the airline alliance model, Global Hotel Alliance is the world's largest alliance of independent hotel brands. It uses a common technology platform to drive incremental revenues and create cost savings for its members, while offering enhanced recognition and service to customers across all brands. GHA currently comprises of Anantara, Cham, Dusit, Kempinski, Landis, Leela, Marco Polo, Omni, Pan Pacific, Parkroyal and The Doyle Collection encompassing over 180 upscale and luxury hotels with over 50,000 rooms across 43 different countries.

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