



GLOBAL HOTEL ALLIANCE LAUNCHES SECOND ANNUAL “GHA WEEK”

Over 1,000 sales people active across the globe from 13-17 April 2015

Dubai, 12th April 2015. Global Hotel Alliance (“GHA”) today announces its second GHA Week involving a variety of events and activities taking place in dozens of locations around the world during the week commencing 13th April 2015.

Building on the success of the first GHA Week, over 1,000 sales people will again conduct over 3,500 sales appointments, host events, meetings, lunches and cocktails, and spread the word about GHA's 31 member brands and over 550 hotels, with the goal of boosting awareness of the alliance among key customers, thanking them for their business and drumming up incremental revenues for their sister hotels around the world.

Chris Hartley, CEO of Global Hotel Alliance, is excited by such a massive sales effort: “This is the second time all GHA's member brands have joined together on this scale and it's a superb example of the collaborative nature of our alliance. I am sure GHA Week will be another big success as it becomes a permanent fixture on the GHA sales calendar”.

Tim Davis, GHA's Head of Membership Services, is also excited to announce the launch of the new GHA Sales App for tablets which is available in both the App Store and Google Play: “The App allows all sales people to have up-to-date information on the hundreds of hotels in the alliance including details on meeting facilities and banqueting menus.”

For more information on GHA Week, the events and the locations, please contact Tim Davis in Dubai tim.davis@gha.com , Laura Choules in London laura.choules@gha.com and Sarah Quinn in Dallas sarah.quinn@gha.com.

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Editor's Notes:

About Global Hotel Alliance

Founded in 2004, and based on the airline alliance model, Global Hotel Alliance ("GHA") is today the world's largest alliance of independent hotel brands. GHA uses a shared technology platform to drive incremental revenues and create cost savings for its member brands, and operates a multi-brand loyalty programme, DISCOVERY, which has over 5.4 million members. GHA's member brands are currently: Alila, Anantara, Art Series, Atura, AVANI, Corinthia, Doyle Collection, First, GLO, Individual Collection, Kempinski, Leela, Lungarno Collection, Marco Polo, Meritage Collection, Meydan, Mokara, Omni, Pan Pacific, PARKROYAL, Per AQUUM, QT, Rydges, Rixos, Shaza, Tangram, Thon, Tivoli, Ultratravel Collection and Viceroy encompassing over 550 upscale and luxury hotels with 110,000 rooms across 76 different countries. For more information visit www.gha.com

About DISCOVERY programme

DISCOVERY is about making travel unforgettable. Members of the programme receive recognition and rewards across 550 hotels, resorts, palaces and spas in all of the Global Hotel Alliance hotels. *Local Experiences*, the innovative rewards of the DISCOVERY programme are unique, authentic experiences, which are curated by each hotel to give a taste of local traditions and culture. Naturally, members also receive stay benefits, such as complimentary Wi-Fi, room upgrades and of course enhanced personal recognition as they move through the membership levels, each and every time they stay at one of the Global Hotel Alliance hotels. For more information visit www.gha.com

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