



**GLOBAL HOTEL ALLIANCE LAUNCHES INAUGURAL “GHA WEEK”  
TO MARK ITS 10<sup>th</sup> ANNIVERSARY**

***Over 1,000 sales people to host customer events across the globe from 7-11 April***

**Dubai, April 3, 2014** Global Hotel Alliance (“GHA”) today launches its inaugural “GHA Week”, which coincides with celebrations of its 10<sup>th</sup> anniversary, and involves a variety of events and activities, which will take place in dozens of locations around the world.

Over 1,000 sales people will host events, meetings, lunches and cocktails, and spread the word about GHA's 24 member brands and 425 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.

Tim Davis, GHA's Head of Membership Services, is spearheading the initiative for GHA and is excited about the potential of such a massive sales effort “in a world where everything seems to be done electronically and virtually, to get over 1,000 sales people out meeting customers personally and talking about the alliance is going to create a positive impression. Our member brands are all actively engaged in promoting GHA Week and are contributing an unprecedented number of stays as prizes in a selection of some of our most glamorous hotels and exciting destinations, to encourage our customers to attend the events.”

The grand prize during GHA Week is five nights stay in a luxurious suite at Palais Hansen Kempinski Vienna, including two return business class flight tickets with GHA's partner, Austrian Airlines.

David Sparrow, Kempinski's VP Sales, is a big advocate and agrees: “this is the first time all GHA's member brands have joined together on this scale and in a carefully co-ordinated sales effort; and it's a superb example of the collaborative nature of our alliance. I am sure GHA Week will be a big success and that it will become an annual activity on the GHA sales calendar”.

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

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## **Editor's Notes:**

### **About Global Hotel Alliance**

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, while offering all the benefits of a multi-brand loyalty programme, GHA Discovery, which has over 4 million members. GHA's member brands are currently: Anantara, Art Series, AVANI, Doyle Collection, First, GLO, Kempinski, The Leela, Lungarno Collection, Marco Polo, Mokara, Omni, Pan Pacific, PARKROYAL, Per AQUUM, QT, Rydges, Rixos, Shaza, Tangram, Thon, Tivoli and Ultratravel Collection encompassing 425 upscale and luxury hotels with over 100'000 rooms across 63 different countries. For more information visit [www.gha.com](http://www.gha.com)

### **About the GHA Discovery programme**

GHA Discovery is about making travel unforgettable. Using a common technology platform, members receive recognition and rewards across 425 hotels, resorts, palaces and spas in all of the Global Hotel Alliance members' hotels. *Local Experiences*, the innovative rewards of the GHA Discovery programme, are unique, authentic experiences, which are designed by the hotels 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 a Global Hotel Alliance hotel. For more information visit [www.gha.com](http://www.gha.com)

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