

## RIXOS HOTELS SET TO JOIN GLOBAL HOTEL ALLIANCE

### ***TURKISH GROUP SIGNS LETTER OF INTENT; PLANS FOR FULL MEMBERSHIP IN SECOND HALF OF 2013***

**Berlin, March 6<sup>th</sup>, 2013.** Rixos Hotels has signed a letter of intent to join Global Hotel Alliance (GHA) as its nineteenth member; and the luxury brand is set to become the flag-bearer for Turkey, Middle East and Central Asia, upon the completion of their integration later in the year.

Announcing the news at GHA's annual ITB customer event at Hotel Adlon Kempinski, Chris Hartley, GHA's CEO said "We are delighted Rixos Hotels has decided to join GHA. Turkey is rapidly becoming one of the world's major economies and a gateway for the Middle East and Asia. Travel to and from this region has increased tremendously over the last few years; and to be able to welcome Turkey's first and leading luxury hotel brand is a big step for us and a formidable addition to the alliance's product offering and customer reach."

Rixos Hotels has experienced significant growth in key emerging markets over recent years with over twenty hotels across Turkey, UAE, Croatia, Kazakhstan, Ukraine, Georgia, Libya and Egypt already in operation. Rixos Hotels expects to double its size over the next few years, including significant projects in Azerbaijan, Switzerland, Russia and more locations in the Middle East.

"At an important stage of our company's growth, membership of GHA supports our company vision", explains Rixos' Chairman & CEO, Fettah Tamince. "We are especially excited about participation in the alliance loyalty programme, GHA Discovery, which will enable us to communicate to a database of over three million loyal customers from around the world. Alliances are playing an increasingly important role in the travel industry today and will continue to do so in the future. Rixos Hotels has reviewed its strategic options and it is very clear that joining Global Hotel Alliance is by far the best way for us to strengthen our competitive offering and give guests what they expect and deserve, namely more choice and personal recognition, wherever they wish to travel."

Rixos Hotels' integration into GHA is expected to take approximately six months, with the exact date for the launch of their membership to be announced in due course.

#### **About Global Hotel Alliance ("GHA")**

Based on the airline alliance model, GHA is the world largest alliance of independent hotel brands. GHA uses a shared technology platform to drive incremental revenue and create cost savings for its member brands. A common loyalty programme, GHA Discovery, which has over three million members offers benefits and recognition for customers in all GHA's hotels. GHA's member brands are currently: Anantara, Art Series, The Doyle Collection, First Hotels, Individual Collection, Kempinski, The Leela, Lungarno Collection, Marco Polo, Mokara, Omni, Pan Pacific, PARKROYAL, QT, Rydges, Shaza, Tangram and Tivoli hotels and resorts encompassing over 320 upscale and luxury hotels with over 75'000 rooms across 57 different countries.

[www.gha.com](http://www.gha.com)

**About Rixos Hotels**

Rixos Hotels, established in 2000, is one of the world's fastest growing, luxury hotel chains. Dedicated to offering traditional Turkish hospitality and a unique spa experience in the finest surroundings and luxury ambience, Antalya based group owns and operates premium resorts & villas including city hotels in key regions as diverse as Turkey, Europe, CIS Countries, North Africa and Middle East.

Rixos Hotels' portfolio of exceptional properties is sited in prime and historic locations. With more than 6,500 staff serving all its properties, Rixos Hotels have developed an innovative guest experience that blends the best of the new and old. Designed to offer a unique luxury long stay experience, the Rixos villas are beautifully furnished. Tailor-made service with private butler and concierge is the ultimate choice of the world's most distinguished travellers. At the heart of every Rixos hotel is a revitalizing Wellness and Spa Centre with an authentic Turkish Hammam, offering a unique spa treatment, menu and atmosphere.

Known for their hospitality, attentive personalized service and fine cuisine, Rixos Hotels received global recognition and top ratings from distinguished specialist professional bodies such as the American Five Star Diamond Award, Conde Nast, World Travel Awards and Great Hotels of the World.

For more information about the company, please visit [www.rixos.com](http://www.rixos.com)

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