

Four Corinthia Hotels accepted as founding members of Ultratravel Collection

Corinthia brand to become a member of Global Hotel Alliance

London, 15 May 2014, Ultratravel Collection, a recently formed joint venture between Global Hotel Alliance ("GHA"), Travel Leaders Group and multi-media brand Ultratravel, announced today that four Corinthia hotels are to become members, as part of its upcoming launch.

Ultratravel Collection will enable the world's most luxurious hotels to gain access to GHA's loyalty programme of over 4 million members, as well as Travel Leaders Group's customer base of 5 million travellers, of which a significant share are high-end.

The Corinthia hotels in London, Budapest, St. Petersburg and Tripoli have been selected to become members of this elite collection of hotels, and will join landmark properties such as Hotel Adlon Kempinski in Berlin, Emirates Palace in Abu Dhabi, Lungarno Portrait Suites in Rome, The Leela Palace in New Delhi, Grace Hotel in Santorini, and Alila Villas Uluwatu in Bali.

Nick Perry, one of Ultratravel Collection's founders and Chairman of the eponymous magazine, is thrilled by the addition of these Corinthia hotels: "Ultratravel Collection was created by its partners to give independent luxury hotels access to a larger customer base, more revenue streams and ultimately enable them to compete more effectively with the global luxury brands. By bringing together some of the world's most iconic hotels, such as these Corinthia hotels, we are able to enrich the already large customer pool with even more high end consumers, who we know seek out the very best in luxury hotels when they travel. And of course, we're going to use Ultratravel magazine to further showcase these great hotels to a luxury consumer audience."

Simon Naudi, Corinthia Hotel's CEO, said: "As members of Ultratravel Collection, our flagship hotels, such as our newest addition in London, are going to be in the company of some of the world's very best hotels and we are more than happy to recognise each other's customers and give them a reason to choose a more individual experience. Moreover, our entire Corinthia portfolio will benefit from the products and services of the broader alliance, which means with one relationship, we have created access to a significant incremental revenue opportunity for all of our hotels. The relationship with Travel Leaders Group and GHA allows us access not just to pure luxury consumers, but also corporate travellers who regularly stay in upscale hotels on business, and seek more luxurious experiences when on leisure."

Michael Batt, Travel Leaders Group's Chairman said that the combination of its agency network and the alliance's hotel network will create even more opportunities for hotels and customers alike. "We're proud that a large number of America's most discerning luxury oriented travel agents are under Travel Leader Group's umbrella. Naturally, these leading agents are always looking for hotels where they can be confident that their clients will experience enhanced service and receive personal recognition. Having the peace of mind that the Ultratravel Collection can deliver exactly that through its exclusive group of hotels, further strengthens our own selling proposition. In turn, everyone benefits from this new joint venture."

Ultratravel Collection is currently making final preparations for a formal launch, which is anticipated to be held in July 2014. Ahead of their launch, Ultratravel Collection is expected to announce additional new hotel members.

Editor's Note:

About Ultratravel Collection

Membership in Ultratravel Collection is reserved for the very best hotels and resorts in the world: genuinely luxurious and iconic properties that deliver the finest service and personalised guest experiences. Member hotels share an integrated platform for guest recognition, benefiting from the reach of the GHA Discovery loyalty programme operated by Global Hotel Alliance, as well as special relationships with Ultratravel Collection's other founding partners, Travel Leaders Group and the multi-media brand, Ultratravel. For more information visit www.ultratravelcollection.com

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: Alila, Anantara, Art Series, AVANI, Corinthia, Doyle Collection, First, GLO, Individual Collection, 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 450 upscale and luxury hotels with over 100'000 rooms across 63 different countries. For more information visit www.gha.com

About Travel Leaders Group

Travel Leaders Group is transforming travel with a commitment to our vacation and business travel clients via our progressive approach toward each unique travel experience. Having already assisted millions of travelers – through our beginnings as Carlson Leisure Group, a division of Carlson Companies, TravelLeaders and Tzell Travel Group and through the additions of Nexion, Protravel International and Vacation.com – Travel Leaders Group manages leisure, business and franchise travel operations under a variety of diversified divisions and brands. With sales of approximately \$20 billion, Travel Leaders Group not only ranks as the #1 corporate travel management company by *Business Travel News*, but it is also among the top ten travel companies on the 2013 *Travel Weekly Power List*. In 2013, *Entrepreneur* ranked a Travel Leaders Franchise Brand #1 in the category of "Travel Agencies-Miscellaneous." For more information visit www.travelleadersgroup.com

About Ultratravel

Ultratravel is a multi-media brand launched in 2004 and is therefore celebrating its tenth anniversary this year. First launched in the United Kingdom alongside best-selling upscale daily newspaper Daily Telegraph, Ultratravel magazine now has editions in the Middle East in English and Arabic – and in the United States. The UK edition of Ultratravel was last month voted Newspaper Supplement of the Year in the 2014 Newspaper Awards. The brand now encompasses the ultra.travel community website, ULTRAs Awards, Ultratravel Currency Card and Ultratravel Forums. An Ultratravel TV programme is also being developed in the UK.

About Corinthia Hotels

Corinthia is a collection of hotels founded in Malta. We are in our 51st year of business and growing. Corinthia is a family-inspired business, with family values underpinning the Spirit of Corinthia, meaning that we look out for one another, support one another and positively encourage one another. As a hotel business, we focus on giving honest, discreet service. We see ourselves as craftsmen in the world of hospitality, valuing authenticity, passion, precision and understanding. Each of the hotels and resorts we have created in some of the most exciting places in the world is a tribute to local architecture and cultural traditions. The Corinthia portfolio includes the newly-opened flagship Corinthia Hotel in London, as well as award-winning Corinthia Hotels in Budapest, Malta, Prague, St Petersburg, Tripoli and Lisbon.

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