

Hotel Café Royal, Palais Namaskar and Meydan Hotels join ULTRATRAVEL COLLECTION

Dubai, 1st October 2014

Ultratravel Collection, a recently formed joint venture between Global Hotel Alliance ("GHA"), Travel Leaders Group and multi-media brand Ultratravel, have announced that four luxury properties including Hotel Café Royal London, Palais Namaskar Marrakech, The Meydan Hotel and Bab Al Shams Desert Resort and Spa both in Dubai (managed by Meydan Hotels and Hospitality) have joined Ultratravel Collection, which enables the world's most luxurious hotels to gain access to GHA's loyalty programme of 4.8 million members, as well as Travel Leaders Group's customer base of 5 million high-end travellers.

Hotel Café Royal London is the second member of The Set, a collection of individual hotels located in existing landmark buildings in London, Paris and Amsterdam. **Palais Namaskar Marrakech** opened in April 2012 as a new masterpiece hotel and spa of the prestigious Oetker Collection, in the Palmeraie oasis beneath the Atlas Mountains. Award-winning **The Meydan Hotel** is located minutes away from Downtown Dubai. **Bab Al Shams Desert Resort and Spa** is an iconic hotel nestled in the heart of the Arabian desert among the sloping sand dunes and located a mere 40 minute drive from Dubai's city centre.

Established in 2013, the Ultratravel Collection is an exclusive association of independent, ultra-luxury hotel brands and properties. Members share an integrated global platform for guest recognition and loyalty, the GHA Discovery programme from partner Global Hotel Alliance, as well as beneficial relationships with Ultratravel Collection's other founding partners, Travel Leaders Group and the award-winning, multi-media brand, Ultratravel. To date over 40 properties are included around the world.

Nick Perry, one of Ultratravel Collection's founders and Chairman of the eponymous magazine, is thrilled by the addition of these four unique hotels: "We are delighted to welcome four such renowned properties, which all provide a landmark of luxury in their spectacular locations."

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: "Travel Leaders Group is delighted to add such wonderful new properties, which further enrich the Ultratravel Collection. In turn this enhances the choices that our agents are able to offer their best customers, who are assured of the highest level of personal recognition and exclusive benefits in these hotels."

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 almost 5 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 more than 500 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.

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