



The Global Hotel Alliance welcomes Omni Hotels, Appoints CEO, Prepares for expansion

Berlin March, 2006; As the Global Hotel Alliance (GHA) this month celebrates its second anniversary, the alliance partners **Kempinski, Pan Pacific** and **Rydges** are delighted to welcome **Omni Hotels** as its new North American member.

Omni Hotels offers sensible luxury at 36 hotels and resorts in leading business gateways and leisure destinations across North America that reflect the distinct flavor of each city. From exceptional golf and spa retreats to dynamic business settings, each location features four-diamond services, including award winning signature restaurants, Wi-Fi connectivity and unique fitness options. Omni Hotels' unique approach to personalized service creates a truly memorable experience recognized by consumer organizations, such as J.D. Power and Associates and *Consumer Reports*, as well as top travel magazines such as *Condé Nast Traveler* and *Travel + Leisure*. Omni Hotels recently ranked "Highest in Guest Satisfaction Among Upscale Hotel Chains" in the J.D. Power and Associates 2005 North America Hotel Guest Satisfaction Study(SM)*.

*Study based on 37,471 responses from guests who stayed in a hotel between December 2004 and May 2005. Fourteen upscale hotel chains were ranked in the study. www.jdpower.com

Mike Deitemeyer, president of Omni Hotels, said of his company's joining GHA: "this is a great opportunity for our brand to expand its customer network and recognition outside of North America by working with our GHA partners in markets that would otherwise be difficult for Omni Hotels to penetrate. GHA represents the perfect opportunity for a mid-sized luxury brand like Omni to compete more effectively with the mega-chains on the world stage for a share of the international customers who are coming in growing numbers to Omni Hotels destinations."

GHA is currently incorporating a company, which will be based in Switzerland, from where it plans to expand its membership considerably over the coming months. To spearhead this expansion, GHA has appointed Chris Hartley, formerly senior vice president sales & marketing of Kempinski, as its CEO. Hartley sees GHA as becoming the perfect solution for small to mid-size regional brands that are looking to compete more effectively for international business coming from outside of their home markets. "By sharing technology through our chosen partner Micros, GHA members are able to share marketing data, broaden their sales reach and at the same time reduce their distribution costs. GHA is thus enabling its members to improve their hotels' financial performance while retaining their well-established individual brand identities. In an increasingly global market, where mega-brands rule the roost, we see GHA as offering the ideal alternative to smaller brands seeking the commercial benefits of belonging to a large organization, but which, at the same time, do not wish to give up their brand's independence and local flavour."

GHA now consists of 150 upscale and luxury hotels and resorts, spread over 22 different countries. Each brand is a key player in their main regions of operation. Omni Hotels in **North America**; Kempinski Hotels and Resorts in **Europe**; Pan Pacific Hotels and Resorts in the **Pacific Rim**; and Rydges Hotels and Resorts in **Australia and New Zealand**. GHA will continue to grow to include selected hotel brands in those regions not currently covered by the alliance.

www.globalhotelalliance.com

www.kempinski.com, www.omnihotels.com,

www.panpacific.com or www.rydges.com.

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