

## **GLOBAL HOTEL ALLIANCE announces summer marketing drive with chance to win a very unique round-the-world trip in conjunction with Star Alliance Network**

Geneva 16<sup>th</sup> July 2007: Global Hotel Alliance (GHA), the world's largest alliance of independent hotel brands, will launch an extensive marketing campaign this summer, starting this month with the launch of an exclusive 'Travel the World in Style' competition to win a unique round-the-world trip staying in the finest suite accommodation in several exclusive hotels.

GHA will be working in collaboration with Star Alliance Network, the largest airline alliance in the world, to offer GHA guests the chance to win a once-in-a-lifetime opportunity to travel round the world in first class and enjoy presidential suite accommodation on every step of their journey. From premier suites in New York, Berlin and Beijing to a duplex suite overlooking the Indian Ocean via a presidential suite on the steps the Great Wall of China, winners can choose the itinerary of their dreams and discover how it feels to truly Travel the World in Style. Two additional prizes of regular round the world tickets and accommodation will also be available as runner-up prizes.

Anyone booking a hotel stay through [www.globalhotelalliance.com](http://www.globalhotelalliance.com) between July 16 and November 30, 2007 will be automatically entered into the competition. "In addition to the chance to win the trip of a lifetime, they will also experience the unique local flavour that each brand provides to its guests," says Christopher Hartley, CEO, GHA. "This 'Cultural DNA' is a key component to the genetic make up of each of the alliance brands, and guarantees the guest a truly authentic stay each and every time."

In preparation for the launch of the campaign, the online booking engine, [www.globalhotelalliance.com](http://www.globalhotelalliance.com), has undergone an extensive review and upgrade in order to provide a simpler, more user-friendly service for customers. "Combining flight reservations and hotel bookings in an easy to use, seamless process, is what customers expect and what we deliver," said Hartley. "With the inclusion of extensive destination information on cities, countries and airports on the website, guests have all the information at their fingertips."

Global Hotel Alliance currently comprises 7 luxury brands encompassing 151 upscale and luxury hotels with over 43,000 rooms in 39 different countries. Each brand is a key player in their main region of operation: **Kempinski** in Europe, Middle East and Africa, **Omni** in North America, **Pan Pacific** in the Pacific Rim, **The Leela Group** in India, **Dusit** in Thailand, **Landis** in Taiwan and China, and **Marco Polo** in China and Hong Kong. GHA will continue to grow to include selected hotel brands in those regions not currently covered by the alliance.

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

[www.dusit.com](http://www.dusit.com) [www.kempinski.com](http://www.kempinski.com)

[www.landishotelsresorts.com](http://www.landishotelsresorts.com) [www.theleela.com](http://www.theleela.com)

[www.omnihotels.com](http://www.omnihotels.com) [www.panpacific.com](http://www.panpacific.com) [www.marcopolohotels.com](http://www.marcopolohotels.com)

- ends -

**For further information:**

Contact: Stephanie Buchholz, Global Hotel Alliance, Geneva  
[stephanie.buchholz@globalhotelalliance.com](mailto:stephanie.buchholz@globalhotelalliance.com)