

**Emirates Skywards and Global Hotel Alliance sign partnership agreement**

Geneva, May 1, 2008: Global Hotel Alliance is proud to announce a new global airline partnership. Effective today, Skywards Members can now earn 500 Skywards Miles per eligible stay across all participating Global Hotel Alliance hotels.

“Emirates is one of the World’s fastest growing airlines with new and existing destinations to many cities where we have hotels, including the Dusit Thani and Kempinski Mall of the Emirates hotels in Dubai itself.” says Chris Hartley, CEO of Global Hotel Alliance. “We are proud to be a partner in the Skywards programme and looks forward to welcoming their Members to Global Hotel Alliance properties worldwide.”

“As an example of our commitment to value and outstanding service, we are delighted to add Global Hotel Alliance as a prestigious new partner adding substantial value for our Skywards members and those new to our programme. Skywards aims to provide more choice and rewarding loyalty with free travel, upgrades and other rewards,” said Brian Labelle, Senior Vice President of Skywards.

**About Global Hotel Alliance**

Global Hotel Alliance is the world largest alliance of independent hotel brands. It uses a common technology platform to drive incremental revenues and create cost savings for its members, while offering enhanced recognition and service to customers across all brands. GHA currently comprises of Anantara, Cham, Dusit, Kempinski, Landis, Leela, Marco Polo, Omni and Pan Pacific, encompassing 163 upscale and luxury hotels with

over 52,000 rooms in 126 cities and across 42 different countries.  
[www.globalhotelalliance.com](http://www.globalhotelalliance.com)

**About Skywards:**

Skywards, the frequent flyer programme of Emirates offers three tiers of membership - Blue, Silver and Gold - with each membership tier providing exclusive privileges.

Members earn Skywards Miles, one Skywards Mile for every mile they fly on Emirates or partner airlines, or when they use the programme's designated hotels, car rentals, financial, leisure and lifestyle partners.

Skywards Miles can be redeemed for an amazing range of rewards, including tickets on Emirates and other Skywards partner airlines, flights upgrades, hotel accommodation, car rentals, excursions, and exclusive shopping.

Skywards has consistently demonstrated success in award recognition. Among its many accolades, the programme has been named Best Loyalty Program by Middle East Traveller Magazine. Over the last three years, the programme has also secured top honours at the annual Freddie Awards, the 'Oscars' of customer loyalty programmes.

**For further information, please contact:**

Stephanie Buchholz  
Global Hotel Alliance, Geneva  
Tel: +41 22 596 4462  
Email: [stephanie.buchholz@globalhotelalliance.com](mailto:stephanie.buchholz@globalhotelalliance.com)

-end-