

## **British Airways Executive Club and Global Hotel Alliance sign partnership agreement**

*Geneva, July 01, 2009:* Global Hotel Alliance is proud to announce a new global airline partnership. Effective today, British Airways Executive Club Members can now earn 500 BA Miles per stay across all participating Global Hotel Alliance hotels. And, until 30 September 2009, all eligible stays will earn double BA Miles (1'000) as a welcome bonus.

In addition to earning BA Miles and as a standard benefit, Executive Club Gold members can enjoy an upgrade to next room category, subject to availability upon check-in.

"We are delighted to be a partner in the British Airways Executive Club programme." said Chris Hartley, CEO of Global Hotel Alliance. "British Airways is a leading global airline with an extensive route network serving many of our destinations and we look forward to welcoming their Members to Global Hotel Alliance properties worldwide."

James Hiller, BA's Executive Club manager, said: "The Global Hotel Alliance's worldwide reach of luxury hotels and resorts will give BA Executive Club members even more choice and opportunities to earn BA Miles when they travel. Critically, GHA brings with them a wide selection of properties in Asia and the Middle East, which we believe will prove very popular with our members."

### **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, The Doyle Collection, Dusit, Kempinski, Landis, The Leela, Marco Polo, Omni, Pan Pacific and Parkroyal encompassing 192 upscale and luxury hotels with over 54,000 rooms in 140 cities and across 44 different countries. [www.globalhotelalliance.com](http://www.globalhotelalliance.com)

### **About British Airways Executive Club**

British Airways is the UK's largest international airline, operating to nearly 150 destinations worldwide. Last year it carried 33 million people across its network.

The British Airways loyalty scheme, the Executive Club, allows the company to offer its most frequent travellers benefits all over the world as a thank-you for their continued custom.

The Executive Club has more than four million members worldwide.

Customers who apply to join the Club accumulate points when they travel. As they continue to fly regularly, the points accumulate to advance the customer from the Blue card, through Silver to Gold. Each level holds more privileges.

### **For further information, please contact:**

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