



## **Mirvac Hotels & Resorts joins Global Hotel Alliance; One of the region's premier independent brands brings extensive coverage of Australia and New Zealand**

*Geneva, 18<sup>th</sup> January 2010;* During its bi-annual CEO Committee meeting in Bangkok, Global Hotel Alliance (GHA) announced the addition of **Mirvac Hotels & Resorts** as its newest member brand, thereby extending the alliance's reach to Australia and New Zealand.

With an outstanding portfolio of 45+ hotels and resorts, Mirvac offers the choice of beachside resorts, rural retreats, exceptional CBD positions and superb conference venues, located in some of the most beautiful settings in Australia and New Zealand.

Renowned for its uncompromising level of service and attention to detail, Mirvac Hotels & Resorts manages such well known brands as Quay Grand, Quay West Apartments & Resorts, The Como, Citigate Hotels, Cairns Harbour Lights, Sea Temple Resorts & Spas, The Sebel Hotels & Resorts, Hotel Lindrum and Harbour Rocks Hotel Sydney; ten Day Spas and four Golf Courses, making it one of the largest Australian-owned hotel groups.

GHA's CEO, Chris Hartley, is thrilled to have Mirvac Hotels & Resorts join GHA: "Mirvac is the perfect brand for GHA to enter Australia and New Zealand. For some time, we were looking for a strong brand to cover the region, and we have certainly found the ideal partner.

And Hartley is particularly enthusiastic about the sudden surge in new members: "Mirvac Hotels & Resorts is now the third new member to join GHA in the last few weeks (after First Hotels and Tivoli Hotels & Resorts); and although we have always believed that GHA is a compelling business model for independent brands, we are

delighted to see our vision starting to take shape with so many great brands now joining the alliance and, from our customers' perspective, with the launch of GHA's multi-brand loyalty programme later in the year."

Mirvac Hotels & Resorts CEO, Andrew Turner, believes membership of GHA is the best way for his portfolio of hotels to gain new, international customers cost effectively. "Most of Mirvac Hotels & Resorts customer base comes from our own domestic markets, even though Australia and New Zealand are extremely popular destinations, especially for international leisure travel. GHA gives us the chance to compete with the mega-brands for that international business and gain a fair share for our hotels, by offering the brand recognition and distribution power that the big players have," Mr Turner said.

#### **About Global Hotel Alliance**

Based on the airline alliance model, 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, Doyle Collection, First, Kempinski, Leela, Marco Polo, Mirvac, Omni, Pan Pacific, PARKROYAL, Shaza and Tivoli encompassing 265 upscale and luxury hotels with over 60,000 rooms across 47 different countries.

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

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

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#### **About Mirvac Hotels & Resorts**

Mirvac Hotels & Resorts are renowned for an uncompromising level of service and attention to detail and have approximately 5,500 rooms under management across 45+ properties in Australia and New Zealand, making it one of the largest Australian-owned hotel groups. Mirvac Hotels & Resorts is part of the Mirvac Group, a leading ASX-listed, and integrated real estate group with activities across the real estate investment and development spectrum. Established in 1972, Mirvac has more than 37 years experience in the real estate industry and has an unmatched reputation for delivering quality products and services across all of its businesses.

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

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