

Global Hotel Alliance holds first CEO meeting in South America; Hopes to expand presence in the market with Tivoli and other members

Sao Paulo, 29th July 2011, Global Hotel Alliance ("GHA") is holding its bi-annual CEO meeting in South America for the first time, hosted by Tivoli Hotels & Resorts in Sao Paulo at the Tivoli São Paulo - Mofarrej hotel. The CEOs of the fourteen member brands are spending three days together discussing GHA's strategy and growth plans, while making the most of the opportunity to discover some of Brazil's culture and traditions.

GHA entered South America in 2010 when Tivoli joined the alliance, bringing their hotels in Sao Paulo and Praia do Forte (Salvador) into GHA's portfolio of nearly 300 hotels. And with Brazil rapidly becoming one of the fastest growing markets in the hospitality industry, GHA, through its partner Tivoli, is keen to expand its presence in Brazil; while GHA is also looking further afield to other parts of the continent to supplement its membership.

GHA's CEO Chris Hartley is very enthusiastic about the prospects for Brazil and South America generally: "we were delighted when Tivoli joined GHA and gave us a presence in Brazil. We are seeing huge outbound growth from Brazil to many of our markets around the world, as well as a growing number of our customers who now have South America, and in particular Brazil, in their travel plans. Bringing all our CEOs to Sao Paulo for this important gathering will not only showcase this thriving country to the leaders of fourteen luxury hotel brands, but sends a message that we see South America as a critical part of our global expansion strategy."

Tivoli's CEO Alexandre Solleiro is proud to host this group of industry leaders at his Sao Paulo hotel, and feels that this meeting coincides with the start of a new golden era for hospitality in South America. "Our two hotels in Brazil are performing exceptionally well, and we can see first-hand the opportunities in this country and the broader continent. I believe we are entering a period of prolonged and sustainable growth and Tivoli intends to be a part of this picture. I am particularly excited for my CEO colleagues from Asia, Australia and Europe to come to Brazil and witness themselves what is happening here."

GHA recently announced the addition of Italy's prestigious Lungarno Collection owned by the Ferragamo family to the alliance, and Valeriano Antonioli is attending his first meeting of GHA CEOs. "As a boutique hotel company with luxury and design hotels in Florence and Rome (Italy) we have been targeting the fast growing Brazil market in the last few years on our own. We are happy now to cooperate with the other hotel brands of GHA to improve our reach to and presence in this prestigious market. Being here in Sao Paulo reinforces to me the huge value of the cross-alliance opportunities which GHA offers to his members."

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, Lungarno Collection, Marco Polo, Mokara, Mirvac, Omni, Pan Pacific, PARKROYAL, Shaza and Tivoli hotels & resorts encompassing almost 300 upscale and luxury hotels with 65,000 rooms across 51 different countries.

www.gha.com

About Tivoli Hotels & Resorts

[Tivoli Hotels & Resorts](#) currently operate 12 properties in Portugal and 2 in Brazil. With over 77 years of experience, Tivoli Hotels & Resorts differentiate through the range of unique experiences offered to guests and an innovative and outstanding service. In Portugal, the group is present in the main tourist destinations with benchmark hotels in Lisbon, Sintra, Coimbra and the Algarve. Of special note in Lisbon is the legendary Tivoli Lisboa located on the most emblematic avenue in the city. In the romantic town of Sintra, the Tivoli Palácio de Seteais is a perfect blend of luxury and history while in the Algarve, nestling between the marina and the beach is the acclaimed Tivoli Marina Vilamoura. Sitting next to the Oceânico Victoria golf course is the grandiose and glamorous Tivoli Victoria. In Brazil, the

Tivoli São Paulo – Mofarrej stands out for its luxury and style, while the Tivoli Ecoresort Praia do Forte is an idyllic destination for nature lovers and ecotourism.

www.tivolihotels.com

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