

TANGRAM HOTELS TO JOIN GLOBAL HOTEL ALLIANCE

GHA welcomes the innovative new brand, with an eye to the next generation of business traveller

Geneva, Switzerland, June 7th, 2012 – An innovative new brand, Tangram Hotels, will become the latest member of Global Hotel Alliance (“GHA”).

Having recently celebrated the opening of their first hotels in Beijing, PR China and Erbil, Kurdistan, Iraq, Tangram reinvigorates the business hotel landscape, focusing on the regional business traveller, in rapidly emerging markets.

At Tangram, a guest's stay can be customised to their business travel needs. Designed with the new generation of business traveller in mind, each hotel will offer a contemporary working environment, combined with exceptional comfort and connectivity.

“Tangram is a new and exciting hotel brand, which sets the stage for tomorrow's business traveller. By accessing the distribution channels, and loyalty programme that membership of GHA gives us, we will accelerate the growth and recognition of Tangram” enthuses Michael Henssler, CEO Tangram.

“GHA is excited to add Tangram to our growing portfolio of member brands”, adds Chris Hartley, CEO of Global Hotel Alliance. “Tangram has ambitious expansion plans in emerging markets, where we don't have coverage; and we're confident their innovative product concept will appeal to our international customer base.”

Tangram Hotels expect to be fully integrated into GHA's products and services by the end of summer 2012.

About Global Hotel Alliance

Based on the airline alliance model, Global Hotel Alliance (“GHA”) is the world's largest alliance of independent hotel brands. Through the collaboration of its member brands, GHA hotels offer enhanced recognition and service to customers, regardless of where they choose to stay, through its unique loyalty programme, GHA Discovery. GHA's current member brands are Anantara, Doyle Collection, First, Kempinski, Leela, Lungarno Collection, Marco Polo, Mokara, Omni, Pan Pacific, PARKROYAL, Shaza,

Tangram and Tivoli hotels & resorts, encompassing over 320 upscale and luxury hotels with 70,000 rooms in 56 different countries.

gha.com [@globalhotels](https://www.instagram.com/globalhotels) [facebook.com/GlobalHotelAlliance](https://www.facebook.com/GlobalHotelAlliance).

About Tangram Hotels

Tangram was created for the business people of today. The trendy travellers that want everything on the move, stay connected at all times, work hard and unwind. Tangram is stylish, fresh, yet focused on the basics. Located in business centres, transportation hubs or convention centre, Tangram brings life to the business hotel landscape. Tangram is an international chain with regional customisation that offers high standards and meaningful design to provide its guests with a functional and customisable experience. Tangram develops hotels with local partners in order to best match the needs of each market. From China to the Middle East, all regions bear the same common trademarks in style, connectivity, and functionality, but food and service offering is specifically created for each market. tangramhotels.com / info@tangramhotels.com

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