

## **THON HOTELS AND GLO HOTELS JOIN GLOBAL HOTEL ALLIANCE**

*Alliance now has 120 hotels in the Nordic region, making it one of the biggest players in that market*

**Dubai, 1<sup>st</sup> April 2014,** Global Hotel Alliance (GHA) today announced two new member brands, both from the Nordic region, namely Thon Hotels headquartered in Oslo, Norway, and GLO Hotels based in Helsinki, Finland. Together with existing GHA member First Hotels, GHA now has 120 hotels across Norway, Finland, Sweden and Denmark, giving it significant coverage of these important travel markets.

Thon Hotels is part of the Olav Thon Group, and was established in 1989. It is Norway's third largest hotel chain and has 9,300 rooms and over 64 hotels in Norway, five hotels in Belgium one in the Netherlands and one in Sweden. Intra-regional business travel is Thon Hotels' strength, with hotels designed specifically for the business and convention traveller. Thon Hotels also has properties in some of Norway's most spectacular locations in the Arctic Circle, which is a hugely popular destination for leisure travellers, especially during the summer months. Thon Hotels' membership of GHA will commence officially in the coming months.

Morten Thorvaldsen, Thon Hotels' CEO is excited about joining GHA: "we've had a fruitful marketing partnership with First Hotels for many years, and we've witnessed their successful membership of GHA; and so it made a lot of sense for us to join the alliance. Norway has one of the highest GDPs per capita in the world, and we love travelling as a nation, so GHA membership gives our customers a fabulous choice of hotels, where they'll be recognised around the world."

GLO Hotels is part of The Kämp Group, and has four hotels in Helsinki, three of which are downtown and one at the airport. GLO completes GHA's presence in the region with its first hotels in Finland. Aarne Hallama, CEO of The Kämp Group, sees not only additional choice for GLO's outbound customers, but the opportunity to gain market share in Helsinki: "we are a well-known, local Finnish lifestyle brand and we need access to our key feeder markets in Sweden, Russia the UK and Germany: GHA membership will help us enormously to reach customers in these markets, which we cannot do effectively alone".

Chris Hartley, GHA's CEO is thrilled about adding these two new brands to GHA's growing portfolio: "we recently celebrated our 10<sup>th</sup> Anniversary, and so this is further cause to reflect positively on what the alliance has achieved over the last decade. These two new brands bring the alliance to 425 hotels, and we are gradually gaining strength and recognition in key regional markets, such as the Nordics. This in turn is helping us drive more business to our member brands, so everyone in the alliance benefits from our growth because of the collaborative nature of our business, and in particular our sharing 4 million customers through our loyalty programme, GHA Discovery."

"It's an exciting year for the alliance, and we expect more brands to join in the coming months, as independent players continue to look at how they can compete for market share with the mega-chains; and we're providing that solution" concluded Hartley.



## Editor's Notes:

### About Global Hotel Alliance

Based on the airline alliance model, Global Hotel Alliance (GHA) is today the world's largest alliance of independent hotel brands. GHA uses a shared technology platform to drive incremental revenues and create cost savings for its member brands, while offering all the benefits of a multi-brand loyalty programme, GHA Discovery, which has over 4 million members. GHA's member brands are currently: Anantara, Art Series, AVANI, Doyle Collection, First, GLO, Kempinski, The Leela, Lungarno Collection, Marco Polo, Mokara, Omni, Pan Pacific, PARKROYAL, Per AQUUM, QT, Rydges, Rixos, Shaza, Tangram, Thon, Tivoli and Ultratravel Collection encompassing 425 upscale and luxury hotels with over 100'000 rooms across 63 different countries. For more information visit [www.gha.com](http://www.gha.com)

### About GHA Discovery programme

GHA Discovery is about making travel unforgettable. Using a common technology platform, members receive recognition and rewards across 425 hotels, resorts, palaces and spas in all of the hotels belonging to the GHA member brands. *Local Experiences*, the innovative rewards of the GHA Discovery programme, are unique, authentic experiences, which are designed by the hotels to give a taste of local traditions and culture. Naturally, members also receive stay benefits, such as complimentary Wi-Fi, room upgrades and of course enhanced personal recognition as they move through the membership levels, each and every time they stay at one of GHA's hotels. For more information visit [www.ghadiscovery.com](http://www.ghadiscovery.com)

### About Thon Hotels

Thon Hotels is one of Norway's largest hotel chains with more than 60 hotels throughout Norway, one hotel in Sweden, one in the Netherlands and five in Brussels. By offering a warm and welcoming atmosphere in the hotels and a high level of service among knowledgeable employees, we will give our guests a positive hotel experience every time they stay with us. We know that our guests have different hotel needs on different occasions, which is why we have developed three concepts that make it easier to choose the right hotel.

These three concepts are:

BUDGET: Smart, simple and modern hotels offering you affordable accommodation.

CITY: City-centre, comfortable hotels - perfect for the business traveller.

CONFERENCE: Professional conference hotels - your meeting place in Norway.

For more information visit [www.thonhotels.com](http://www.thonhotels.com)

### About GLO Hotels

Established in 2007, GLO Hotels is the pioneer lifestyle hotel brand in Finland. With properties in Espoo, downtown Helsinki and at Helsinki-Vantaa International Airport, the exceptional locations of our hotels appeal to both leisure and business travellers visiting Finland.

While location, high quality beds, smart architecture and timeless, yet modern design of our hotels may be the highest-acknowledged features of GLO Hotels, it is the experienced and welcoming staff that our guests can ultimately count on when choosing our brand. GLO Hotels offers distinct dining and spa experiences and, located in unique venues, meetings and events that are delivered to the highest of today's standards. For more information visit [www.glohotels.fi](http://www.glohotels.fi)

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