



ULTRATRAVEL COLLECTION PROMPTS STRONG GROWTH IN REVENUES THROUGH THE DISCOVERY LOYALTY PROGRAMME

*Early members of the Ultratravel Collection seeing incremental business
from the 6.1 million of DISCOVERY members*

Dubai, 14th September 2015, Ultratravel Collection, a joint venture between Travel Leaders Group, Global Hotel Alliance ("GHA") and multi-media brand Ultratravel, has precipitated strong revenue growth since its inception.

Launched in late 2013, Ultratravel Collection enables the world's most luxurious hotels to gain access to DISCOVERY, the exclusive loyalty and recognition programme of Global Hotel Alliance, the largest alliance of independent hotel brands across the world. Over six million members of the programme benefit from authentic Local Experiences rather than gain traditional loyalty points, with some 2,300 unique rewards on offer across more than 550 hotels, 32 brands and 76 countries.

Christopher Hartley, GHA's CEO and Ultratravel Collection's Chairman, says: "DISCOVERY is what the future of travel is all about, recognising that ultimately it is the experience itself that will create repeat customers because experiences are what people want to share through social media mostly, whereas earning points has only served to commoditise travel. Our rich content of Local Experiences, combined with a choice of hundreds of very individual hotels, means that we are quickly able to drive incremental revenue from our six-million-strong membership when new hotels join the programme."

Currently Ultratravel Collection includes over 50 luxurious hotels around the world, with brands now including Viceroy Hotels & Resorts, Corinthia Hotels, Grace, Alila and many more.

Simon Naudi, CEO of Corinthia Hotels, comments: "We are delighted to be part of Ultratravel Collection and the DISCOVERY programme. We have already tracked significant incremental business since we went live in February, in the thousands of room-nights, and at good rates, which are exceeding our projections. We now have access to a huge new customer base, to which we can promote the Corinthia brand, and those customers are starting to discover our fantastic portfolio of hotels, from the iconic Corinthia in London, to cultural gems in cities like St. Petersburg, Malta and Budapest."

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Editor's Notes:

About Ultratravel Collection

Membership in Ultratravel Collection is reserved for the very best hotels and resorts in the world – genuinely luxurious and iconic properties that deliver the finest service and personalised guest experiences. Member hotels share an integrated global platform for guest recognition and loyalty rewards, the DISCOVERY programme from partner Global Hotel Alliance, as well as beneficial relationships with Ultratravel Collection's other founding partners, Travel Leaders Group and the multi-media brand, Ultratravel. For more information visit www.ultratravelcollection.com

About Global Hotel Alliance

Founded in 2004, and 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, and operates a multi-brand loyalty programme, DISCOVERY, which has over six million members. GHA's member brands are currently: Alila, Anantara, Art Series, Atura, AVANI, Corinthia, Doyle Collection, First, GLO, Individual Collection, Kempinski, Leela, Lungarno Collection, Marco Polo, Meritage Collection, Meydan, Mokara, Omni, NICCOLO by Marco Polo, NUO, Pan Pacific, PARKROYAL, PER AQUUM, QT, Rixos, Rydges, Shaza, Tangram, Thon, Tivoli, Ultratravel Collection and Viceroy encompassing over 550 upscale and luxury hotels with 110,000 rooms across 76 different countries. For more information visit www.gha.com

About Travel Leaders Group

Travel Leaders Group is transforming travel with a commitment to our vacation and business travel clients via our progressive approach toward each unique travel experience. Having already assisted millions of travellers – through our beginnings as Carlson Leisure Group, a division of Carlson Companies, Travel Leaders and Tzell Travel Group and through the additions of Nexion, Protravel International and Vacation.com – Travel Leaders Group manages leisure, business and franchise travel operations under a variety of diversified divisions and brands. With sales of approximately \$20 billion, Travel Leaders Group not only ranks as the #1 corporate travel management company by *Business Travel News*, but it is also among the top ten travel companies on the 2013 *Travel Weekly Power List*. In 2013, *Entrepreneur* ranked a Travel Leaders Franchise Brand #1 in the category of "Travel Agencies-Miscellaneous." For more information visit www.travelleadersgroup.com

About Ultratravel

Ultratravel is a multi-media brand first launched in the United Kingdom in 2004 alongside best-selling upscale daily newspaper Daily Telegraph, Ultratravel magazine now has editions in the Middle East in English and Arabic – and in the United States. The UK edition of Ultratravel was last month voted Newspaper Supplement of the Year in the 2014 Newspaper Awards. The brand now encompasses the ultra.travel community website, ULTRAs Awards, Ultratravel Currency Card and Ultratravel Forums. An Ultratravel TV programme is also being developed in the UK.

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