



Global Hotel Alliance merges with Asian Hotels Alliance; consolidates position as world's largest hotel alliance

Geneva October 27th, 2006; The Global Hotel Alliance (GHA) partners **Kempinski, Omni, Pan Pacific** and **Rydges** are delighted to welcome three new Members to the GHA. From 1st January 2007, the Asian Hotels Alliance (AHA) will merge with GHA, immediately bringing **Dusit Hotels & Resorts, Landis Hotels & Resorts** and **Marco Polo Hotels** as new members of GHA, while Meritus Hotels & Resorts and New Otani Hotels have an option to join GHA during the next 12 months. GHA thus further consolidates its position as the world's largest hotel alliance of independent and individual brands.

Since 2002, AHA has been made up of five of Asia's most respected hotel groups, who joined to form an alliance of uniquely Asian hotel properties. Their members shared the philosophy of gracious service that distinguishes the art of Asian hospitality as the finest in the world. Now merging with GHA, the firmly established branding of each individual hotel company will be enhanced through broader sales, marketing & distribution networks.

To mark the announcement of this exciting merger, GHA today launches its new web-site (www.globalhotelalliance.com), the gateway to a truly global travel experience. The new site offers not only attractive prices and ease of booking at all GHA hotels, but also enables customers and travel agents to book flights. Moreover, the site offers a wealth of exciting destination information and even the option to book local events and shows and will soon have the possibility to book car-hire and restaurants.

GHA is now a fully incorporated company, based in Geneva, Switzerland, from where it plans to continue expanding its membership. GHA's CEO, Chris Hartley, is delighted with the merger of GHA with AHA. "It's great news to merge with such a

like-minded organization as AHA. Asia is today home to the world's largest emerging markets and this merger gives GHA superb coverage of a continent that is becoming increasingly important for business and attractive for leisure."

Hartley sees GHA as the perfect solution for small to mid-size regional brands that are looking to compete more effectively for international business coming from outside their home markets. "By integrating technology through our chosen partner Micros-Fidelio, GHA members are able to share marketing data, broaden their sales reach and at the same time reduce their distribution costs. GHA enables its members to improve their hotels' financial performance, while retaining their well-established individual brand identities. GHA is now recognized as offering the ideal alternative for smaller brands seeking the commercial benefits of belonging to a large organization, while retaining their independence. Our new web-site gives a first taste of the value GHA is able to bring to both the individual member brands and to their customers."

GHA now consists of 186 upscale and luxury hotels and resorts, spread over 39 different countries. Each brand is a key player in their main region of operation. Kempinski in **Europe**; Omni in **North America**; Pan Pacific in the **Pacific Rim**; Rydges in **Australia and New Zealand**, Dusit in **Thailand**, Landis in **Taiwan & China** and Marco Polo in **China and Hong Kong**. GHA will continue to grow to include selected hotel brands in those regions not currently covered by the alliance.

www.globalhotelalliance.com

www.dusit.com www.kempinski.com

www.thelandis.com.tw www.marcopolohotels.com

www.omnihotels.com www.panpacific.com www.rydges.com

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