



Global Hotel Alliance welcomes Tivoli Hotels & Resorts as its latest member; Enters Portugal & Brazil with highly reputed regional brand

Geneva, 4th January 2010; Global Hotel Alliance (GHA) is delighted to start 2010 by welcoming **Tivoli Hotels & Resorts** as their latest member, as the rapidly-growing alliance now extends its reach to include two important new markets, Portugal & Brazil, with one of the regions' most respected brands.

Founded in 1933, Tivoli owns and operates some of Portugal's most reputed hotels in locations such as Lisbon, Sintra, Coimbra, the Algarve and Madeira. In 2006 they have expanded into Brazil, with a luxury resort in Praia do Forte in Bahia and more recently with a landmark hotel in Sao Paulo.

GHA's CEO, Chris Hartley, says Tivoli's membership is a critical step in GHA's growth plans, and underlines how the alliance's business model is gaining recognition as the ideal solution for independent hotel brands. "Not only is Tivoli a great brand, with some outstanding hotels, but Tivoli gives GHA its first foot-print in South America, in that continent's most important emerging market, as well as giving excellent coverage of Portugal, as we strengthen our position in Europe'".

Hartley adds, "2010 was always going to be a landmark year for GHA with the creation of our multi-brand loyalty programme, but the addition of Tivoli gives us extra momentum, as we prepare to launch our first consumer-facing product."

For Alexandre Solleiro, Tivoli's Chief Operating Officer, Tivoli joining GHA is a big step to gaining international recognition for the brand. "We already have a strong, loyal customer base in Portugal and Brazil, but GHA will give us access to markets, such as the US, the UK, Germany and Scandinavia, which are critical to our hotels' success, but which are expensive to reach on our own. We are especially excited

about the pending launch of the GHA loyalty programme, which will enable us to communicate with over a million loyal customers of GHA's members across the globe, giving us incremental revenue opportunities and greater recognition for our brand."

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, Marco Polo, Omni, Pan Pacific, PARKROYAL, Shaza and Tivoli encompassing 223 upscale and luxury hotels with 55,000 rooms across 45 different countries.

www.gha.com

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About Tivoli Hotels & Resorts

With 13 properties around Portugal and 2 in Brazil, the Tivoli Hotels & Resorts group is one of the main hotel chains in Portugal, providing accommodation through approximately 3,600 rooms in the four and five star categories. The Tivoli Group was founded in 1933 with the prestigious Tivoli Lisboa, located on Av. da Liberdade, the most emblematic avenue in Lisbon. Other investments in new properties then followed: The Tivoli Palácio de Seteais, Tivoli Jardim, Tivoli Sintra and Tivoli Coimbra which opened their doors to the public in this order. With Espírito Santo Group's acquisition, the Tivoli brand substantially increased its supply in the congress segment and also diversified supply in tourism through expanded facilities in leisure and golf with 5 hotels in the Algarve region.

In 2006, the Tivoli Hotels & Resorts Group started its internationalization in Brazil.

With an ongoing commitment to excellence and distinction, the Tivoli Hotels & Resorts stands out by offering unique experiences for its guests.

www.tivolihotels.com

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