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HelmsBriscoe and the Global Hotel Alliance (GHA) enter into a Global Partnership Agreement

Scottsdale, Ariz. (February 23, 2011) – [HelmsBriscoe](#) and the [Global Hotel Alliance](#) (GHA) have entered into a worldwide partnership agreement, effective February, 2011. Through this new agreement, both organizations present meeting planners with a previously unseen level of global reach. GHA represents twelve brands with nearly 300 luxury hotels and resorts in 48 countries, creating a unique collection of hotels each which reflect the local culture and traditions of their location. The twelve brands include: Anantara, Doyle Collection, First, Kempinski, Leela, Mirvac, Marco Polo, Omni, Pan Pacific, PARKROYAL, Shaza and Tivoli.

“Our past work with HelmsBriscoe has clearly been successful,” said Chris Hartley, chief executive officer of GHA. “This new partnership cements an already proven relationship which we are confident will continue to grow and flourish.”

HelmsBriscoe has enjoyed a successful partnership with both Omni Hotels & Resorts and Pan Pacific for a number of years but is elated to welcome the ten additional brands as their newest industry partners.

“With its twelve different and unique brands, GHA gives us the ability to have partner representation in a variety of diverse geographic regions throughout the globe,” said Roger Helms, founder and CEO of HelmsBriscoe. “We are excited to embark on this partnership with GHA. This relationship will further enhance our ability to introduce our Clients to this quality collection of brands.”

About HelmsBriscoe

[HelmsBriscoe](#) is the global leader of independent site selection and RFP services for over 9,000 corporate, association and government clients that plan off-site meetings and conferences. HelmsBriscoe Associates accelerate the decision making process for meeting planners by researching hotels and other meeting venues that match their clients' criteria, negotiating rates and concessions by leveraging its volume purchasing power, and facilitating the contracting process. Founded in 1992, HelmsBriscoe offers the industry's most respected network of procurement specialists, with more than 1200 associates spanning more than 40 countries.

About Global Hotel Alliance

Based on the airline alliance model, [Global Hotel Alliance](#) is the world's 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 is currently comprised of Anantara Hotels & Resorts, The Doyle Collection, First Hotels, Kempinski Hotels, The Leela Hotels, Palaces and Resorts, Marco Polo Hotels, Mirvac Hotels & Resorts, Omni Hotels & Resorts, Pan Pacific Hotels & Resorts, PARKROYAL Hotels & Resorts, Shaza Hotels and Tivoli Hotels & Resorts, encompassing nearly 300 upscale and luxury hotels with over 65,000 rooms across 48 different countries.

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