



ULTRATRAVEL COLLECTION SIGNS SEVERAL HOTELS

A selection of Alila & Grace hotels set to be among the founder members of the new luxury travel joint venture

Dubai, 7th May 2014, Ultratravel Collection, a joint venture between Travel Leaders Group, Global Hotel Alliance ("GHA") and Ultratravel, today announced that several hotels from the portfolios of Alila and Grace Hotels are set to become founder members.

The three partners in this new collaboration announced the creation of Ultratravel Collection at the end of 2013. Ultratravel Collection will enable the world's most luxurious hotels to gain access to Global Hotel Alliance's loyalty programme of 4 million members, as well as Travel Leaders Group's customer base of travellers.

Joining other founder members, which include Hotel Adlon Kempinski in Berlin, Leela Palace in New Delhi, Lungarno Portrait Suites in Rome, Emirates Palace in Abu Dhabi and the Anantara Kihavah Villas in the Maldives, will be such unique properties as Grace Santorini, Grace Mykonos, Grace Cafayate in Argentina, the Alila Villas Uluwatu in Bali and the Alila Jabal Akhdar in Oman.

Nick Perry, Ultratravel's Founder & Chairman is thrilled to add these hotels to the new Ultratravel Collection "When we created this collaboration, these are exactly the sort of superlative hotels we envisioned bringing together to help each other build recognition, reach more customers and ultimately compete more efficiently for the growing luxury travel segment. With access to GHA's database of over 4 million customers, each of Ultratravel Collection's member hotels will benefit from incremental revenue opportunities, while sharing a platform with some of the very best hotels in the world".

Marco Novella, Grace Hotels COO, commented, "These days hotel brands that seek to reach discerning audiences need to reach out to global communities of like-minded guests. The Ultratravel Collection of complementary properties provides us with the guest access and involvement that is an important part of enriching our brand and sharing the Grace story internationally".

Frederic Simon, Alila's CEO concurs "Alila is a young company, but each and every time a guest stays at our property, they ask us where else they can find an Alila because they have relished the experience. So this is a fantastic platform for us to showcase our growing collection of Alila Hotels, where we can all share and connect our discerning clientele with some of the world's most established luxury brands".

Ultratravel Collection is currently making final preparations for its formal launch, which is anticipated to be in July 2014. Ahead of that launch, Ultratravel Collection is planning to announce further member hotels.

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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 GHA 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

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: Alila, Anantara, Art Series, AVANI, Corinthia, Doyle Collection, First, GLO, Grace, 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

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 travelers – through our beginnings as Carlson Leisure Group, a division of Carlson Companies, TraveLeaders 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 Alila Hotels

Alila Hotels and Resorts offer stylish, relaxing environments with surprisingly different lifestyle concepts and guest experiences that are continuously redefined by the latest developments in design and living. The Alila Experience is centred on building unique "emotional moments" between the guest, the hotel and destination. Alila Villas represent Alila's new generation of ultra-luxurious yet sustainable developments in some of the most spectacular locations, set apart by an unprecedented level of private space, design and architecture, personalised hospitality and destination experiences. Designed by award-winning teams of architects, interior designers and artisans, an Alila Villas project is the only brand that is designed, built and operated to EarthCheck standards, integrating the natural, physical and cultural elements of its environment. For more information visit www.alilahotels.com



About Grace Hotels

Grace Hotels (www.gracehotels.com) is an award-winning luxury hotel group that offers sanctuary and quality for discerning guests in the world's most sought after resorts and cities. The company's hotels have attracted critical acclaim since the first opened in Greece's Cyclades Islands in 2007. Each hotel is a wholly authentic expression of its locality allowing guests to enjoy a true immersion in local culture with an experience incorporating both tradition and modernity. Gastronomy is an integral part of all hotels, with menus showcasing the finest local ingredients combined with international touches. The group is undergoing a period of significant expansion and will soon be present on five continents. Grace Hotels is part of the Libra Group, an international business group owned by the Logothetis family.

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