

MEDIA RELEASE

GTA's "Premium Collection" Campaign Returns to Boost Hotel Revenues

- Annual campaign aimed at driving increased bookings and higher ADR
- Guests offered free upgrades, extra room nights and big savings on premium hotels
- Results of first campaign show major impact on partner hotels and destinations
- Three-month initiative to run from now until 30th September 2016

11 July 2016, Singapore - GTA, Kuoni's global travel distribution arm, has introduced yet another proactive initiative to improve the performance of its partner hotels, with the launch of its second annual "Premium Collection" campaign.

First unveiled last summer and timed to coincide with the traditional high season, GTA's Premium Collection campaign is a proven way of driving more bookings and higher Average Daily Rate (ADR) to hotels and destinations across the world.

The global promotional campaign offers free room upgrades, extra nights and savings of up to 70 per cent on higher category rooms at hotels in the Premium Collection.

Now back for a second year, this campaign is giving GTA's partner hotels the ability to drive higher occupancy, ADR and revenues for the forthcoming peak season.

"GTA's inaugural Premium Collection campaign was a tremendous success, with partner hotels in all regions demonstrating significant performance improvements," stated Daryl Lee, GTA's Regional Vice President for Asia Pacific, Middle East & Africa.

"The results were clear: hotels that participated in GTA's Premium Collection campaign outperformed those that didn't. But this is not simply about increasing volumes - the campaign also demonstrated a clear ability to increase the value of hotel transactions and drive higher ADR.

"We're not just filling hotel rooms; we're generating excellent returns and delivering long-term benefits to our partners and their destinations," Mr Lee added.

The results of last year's Premium Collection campaign showed clear improvements - both for partner hotels and destination markets. For example, in Asia Pacific, Middle East & Africa, total transaction values at promoted hotels increased 30% during last year's campaign. But overall citywide transaction values also increased 21%, demonstrating the broader influence of the campaign on destinations. Likewise, room nights booked at promoted hotels rose 27%, and citywide they increased 12%.

Similar results were seen in Europe and the Americas, demonstrating GTA's ability to effect positive change within the industry on a global scale.

"With our global network of travel partners, GTA is able to drive practical improvements for hotels, and the entire industry," said Andrew Hughes, GTA's Vice President of Hotel Sourcing for Asia Pacific, Middle East & Africa.

“For our premium hotel partners, quality is as important as quantity. With its focus on room upgrades, extended lengths-of-stay and value-added services, GTA’s Premium Collection campaign has a proven ability to raise ADR and drive higher revenues, as well as showcasing our partner hotels to a new audience of premium travelers.”

The 2016 Premium Collection campaign is available for bookings from now until 30 September 2016, for stays until 31 December 2016.

For more information, please visit: apmea.gta-marketing.com/premiumcollection.

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About GTA

Powering global travel, GTA provides ground travel products and services for fully independent travel, supporting the biggest and best in travel. Part of the Kuoni Group, GTA is trusted to deliver because of its wealth of experience, privileged relationships and on the ground expertise. Its technology solutions easily connect travel suppliers and sellers worldwide. As well as its XML, booking sites – GTA retail, TravelCube and Travel Bound, as well as GTA wholesale – process over 21,000 bookings daily, in more than 25 languages. Connect now with GTA. www.gta-travel.com

GTA 驱动全球旅业，服务于全球旅业将近 40 年，隶属于 Kuoni 集团——百年瑞士上市公司。GTA 为旅行社，批发商，在线旅行社和差旅管理公司，提供最专业优质的服务。GTA 的产品包括酒店、公寓、私人/公共接送、铁路产品、观光产品、演出戏剧门票、浏览胜地门票、博物馆美术馆和餐厅，还有定制套餐等。GTA 全球每天有超过 21,000 个预定，每年销售超过 1200 万间夜酒店。詳情請瀏覽 www.gta-travel.com

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