

MEDIA RELEASE

18 July 2016

GTA Reservations Appreciation Week celebrates the heart of hospitality around the world.

- GTA staff visit over 950 hotels in 60 major destinations
- GTA's Reservations Appreciation Week thanks hotels' front-line reservations teams, who are the heart of hospitality and ensure a seamless experience for travellers
- It acknowledges high standards of co-operation and support, as well as the world-class welcome and great service they guarantee travellers who have been booked through GTA

Commencing on 18 July 2016, staff from GTA's offices will race to visit over 950 hotels in 60 major destinations across the globe.

Successfully launched in 2015 in Asia-Pacific, Middle East and Africa (APMEA), the GTA Reservations Appreciation Week becomes a global initiative with teams in Europe and America also joining forces this year to recognise the high standards of co-operation, contribution and support GTA receives from front-line reservations teams.

From Sydney, Bali, Shanghai, Singapore, Tokyo, Delhi, Cape Town and Dubai to Budapest, Rome, Berlin, Paris, London, Dublin, New York, Miami, Las Vegas, San Francisco, Honolulu, Lima, Buenos Aires or Rio de Janeiro, GTA staff will be on tour to present a small gift and a card to say 'Thank You' to local reservations teams for their hard work and dedication to provide seamless fulfilment and world-class customer services to travellers who have been booked through GTA.

Stuart Dale, Vice President of Sourcing for Americas, says: "Working with so many great hotel partners around the world, we can sometimes forget to recognize them for the support and hard work that they put into our business. The Reservations Appreciation Week is about not only acknowledging these efforts but is also providing an opportunity to put faces to the names and to get to know our partners even better. We know that the Reservations Departments in the hotels work tirelessly behind the scenes to ensure that our mutual clients' experience is as smooth as possible and therefore it simply affords us the opportunity to say 'Thank You'".

The expertise and experience of its people have always been an important part of GTA's success, complementing the market-leading performance of its cutting-edge technology solutions. Coupled with its authoritative presence in 'hot spots' and rising destinations and source markets, the global travel distributor makes it easier for its partners to sell more.

- ends -

Media enquiries: Wanda Tholon, Supplier Marketing Manager, GTA - wanda.tholon@gta-travel.com

Notes to Editors

- GTA's Reservations Appreciation Week 2016 starts 18 July 2016 in 60 global destinations in Asia- Pacific, Middle East, Africa, Europe and North and Latin America.
- Powering global travel, GTA provides ground travel products and services for fully independent travel, supporting the biggest and best in travel. 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 – TravelCube and TravelBound, as well as GTA wholesale – process over 21,000 bookings daily, in more than 25 languages. Connect now with GTA. www.gta-travel.com.