

MEDIA RELEASE

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GTA renews global distribution deal with Hilton Worldwide

- GTA has renewed its distribution deal with Hilton Worldwide
- Businesses selling leisure travel that are already booking more than 3,000 Hilton Worldwide hotels will soon have access to the full portfolio of more than 4,000 properties in 90 countries
- Hilton Worldwide continues to benefit from GTA's growing business and unrivalled global distribution, which generates thousands of travel bookings for hotels around the world everyday
- GTA benefits from access to Hilton Worldwide's 10 world class brands
- Travellers get the best possible prices and availability in the most popular destinations, but also access to a chain's full portfolio of properties including the 'long tail' of accommodation in less well known locations

GTA's mission to bring more of the world's travellers to Hilton Worldwide's portfolio of ten distinct hotel brands will cement its reputation as the leading wholesaler of accommodation, services and experiences for fully independent travel (FIT) across the globe.

GTA has renewed its distribution deal with the most recognised name in the industry ensuring that businesses selling leisure travel can book more than 4,000 hotels in 90 countries available under Hilton Worldwide's brands. Together *Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Hilton Hotels & Resorts, DoubleTree by Hilton, Embassy Suites, Hilton Garden Inn, Hampton Hotels, Homewood Suites by Hilton, Home2 Suites by Hilton* and *Hilton Grand Vacations* serve the needs of all kinds of travellers with a wide variety of accommodation options. Hilton Worldwide continues to benefit from GTA's growing business and global distribution, which generates thousands of travel bookings for hotels around the world every day.

Martin Jones, GTA's Senior Vice President for Global Sourcing & Product Development, says: "We are delighted to accelerate our global partnership with Hilton Worldwide and to have signed a long term enhanced deal. Thanks to the strength of our longstanding relationship with Hilton Worldwide, customers can book an even greater choice of accommodation for their clients. The deal further extends their access to the full portfolio of hotels and the variety of rate options which we sell in over 185 countries."

Eduardo Schutte, Senior Vice President for Global Sales Services & Distribution Group: "By sourcing global products with selective focus, GTA complements the reach of Hilton Worldwide's distribution network and gives consumers a wider choice when booking through travel retailers. It means that retailers can give customers the best prices in the most popular destinations, but also access to a chain's full portfolio of properties including the long tail of accommodation in less well known locations. Hilton Worldwide's hotels further enhance GTA's portfolio of tens of thousands of accommodation options, services and experiences."

Nigel Home, GTA's Senior Vice President for Global Sales & Marketing, says: "GTA has been helping the world's hospitality and tourism industry reach customers in all parts of the world for nearly four decades. Our reputation for providing relevant and unrivalled global distribution, our financial stability and expertise helps businesses capture opportunities presented by growth markets, while gaining share in established ones. Today we attract over 21,000 bookings a day and sell 12 million room nights in more than 25 languages online and throughout the world."

GTA provides dynamic inventory and rates to strengthen its connections with those who sell fully independent travel. Its fast, flexible and reliable technology saves partners time and money and supports year-round business by helping them adjust to seasonal fluctuations and market forces.

Visit www.gta-travel.com to find out how your property can benefit from GTA's powerful proposition or how to access a portfolio of tens of thousands of properties, attractions, services and experiences, including Hilton Worldwide.

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Notes to Editors

- Powering global travel, GTA provides ground travel products and services for fully independent travel, supporting the biggest and best in travel. Part of Kuoni Global Travel Services, a division of Kuoni, GTA is trusted to deliver because of its wealth of experience, privileged relationships and on the ground expertise. Its technology solutions, such as XML, easily connect travel suppliers and sellers worldwide. 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
- **About Hilton Worldwide:** Hilton Worldwide is a leading global hospitality company, spanning the lodging sector from luxury and full-service hotels and resorts to extended-stay suites and focused-service hotels. For 94 years, Hilton Worldwide has been dedicated to continuing its tradition of providing exceptional guest experiences. The company's portfolio of ten world-class global brands is comprised of more than 4,000 managed, franchised, owned and leased hotels and timeshare properties, with nearly 672,000 rooms in 90 countries and territories, including Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Hilton Hotels & Resorts, DoubleTree by Hilton, Embassy Suites Hotels, Hilton Garden Inn, Hampton Hotels, Homewood Suites by Hilton, Home2 Suites by Hilton and Hilton Grand Vacations.