

MEDIA RELEASE

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Agents earn tablets, smartphones and more as GTA launches *g shop* in the Middle East & Africa

- Global travel distributor GTA launches its new client loyalty programme at Arabian Travel Market
- With Asian travel agents already redeeming rewards worth US\$83,000 a month, now the Middle East and African travel trade can earn points for every booking too
- Almost 70% of source markets in the Middle East & Africa have seen the number of room nights booked increase year on year, so GTA's clients could benefit from big rewards

At [Arabian Travel Market](#) (4-7 May 2015), global travel distributor [GTA](#) launches a new loyalty programme for the Middle Eastern and African travel trade that books hotels, services and experiences with it.

The launch of *g shop*, www.gshop-mea.com, in the region means that once enrolled, every booking a client makes earns them points to be redeemed for fantastic rewards. Smartphones, tablets, shopping vouchers, theme park tickets and more can all be earned.

First launched across 11 Asian countries in 2012, GTA's *g shop* today has over 16,000 registered users with US\$83,000 redeemed on average every month. To date, more than US\$2 million in rewards has been given away.

Rami Mashini, GTA's Vice President of Sales and Marketing for the Middle East & Africa, says: "This is one of GTA's most successful regions and I am enormously pleased we can recognise the loyalty that travel agents continue to show us with the launch of *g shop*. The world's travel trade books nearly 13 million room nights every year through GTA so agents could benefit from big rewards."

GTA's Middle East & Africa region is increasingly influential as the number of room nights sold through the region's travel trade enjoyed double digit growth last year. While the United Arab Emirates and Turkey remain the top two destinations for travellers from the region, the United States, United Kingdom and France complete the top five.

While intra-regional travel – particularly within Africa – is still prevalent, many of the world's destinations are benefiting from GTA's success in distributing accommodation, 'in destination' services and experiences. Australia, Japan, Romania and Portugal have all seen the number of room nights booked in their hotels rise by more than 50%. Many more European and Asian destinations are also enjoying double digit growth.

Almost 70% of source markets in the Middle East & Africa have seen the number of room nights booked increase year on year. This is in large part due to the strength of GTA's general sales agents in the region who have a deep knowledge of consumer travel trends in their particular markets and valuable insight into the political, economic, cultural and technological circumstances influencing travel businesses.

As Rami adds: "We are already enjoying considerable success and the launch of *g shop* will help cement our leadership position in this growing region."

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Notes to Editors

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