

MEDIA RELEASE

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GTA marks 30 years with charity Mount Fuji climb

Eight of GTA's senior management team climbed Mount Fuji at the weekend to celebrate three decades since the company opened its first Asian office in Japan. The team marked '30 years in Asia' by planting a flag at the summit of Mount Fuji and in the country where it all began.

Led by Martin Jones, Senior Vice President for Global Sourcing and Commercial Management, fellow senior leaders Tatsuo Masumoto, Andrew Hughes, Daryl Lee, Koksheng Sun, Marc Albert, Patrick Torres and Stuart Dale also used the climb to raise awareness for GTA's global charity partner, ECPAT International.

Says Martin: "Today one of the world's biggest wholesalers for FIT, it's great to be back where we began in Asia thirty years ago. Since establishing our presence here in 1984 with offices in Tokyo and Osaka, Japan has since become GTA's largest Asian source market for fully independent travel (FIT).

"We thought this was also a great chance to raise funds and awareness to help ECPAT protect children from commercial sexual exploitation. The climb was hard work but worth it as we look towards the next 30 years of opportunity and success in this ever growing region."

Executive Director of ECPAT International, Dorothy Rozga says: "We have only just started our long term partnership with GTA but it's great to see such commitment from the company's senior leaders on behalf of our cause. With the support of organisations like GTA, we are able to continue working towards our vision of a world where children live free from commercial sexual exploitation."

Says Daryl Lee, GTA's Vice President of Sales for Asia: "Still going strong after our first Asian offices opened in Hong Kong and Japan in 1984, GTA has built unrivalled expertise about the Asian market, its travel trade and travellers. Thanks to teams of locally employed people, we know better than anyone the destinations that travellers most want to enjoy and thousands of travel agents rely on us to get them competitive hotel rates."

GTA has called on its longstanding relationships with global and regional brands to launch a six month campaign to drive travel to Asia's most popular destinations. Travel businesses throughout Asia are taking advantage of more than 100 special offers with up to 30% and more off bookings. Some of the deals are exclusive to GTA and only available for a limited period. Additionally, all offers qualify for GTA's G-Shop loyalty program which rewards travel agents with points that can be redeemed for products through the G-Shop website.

Daryl adds: "As demand for fully independent travel to and within the region increases, our loyal hotel partners have been quick to support our '30 Years in Asia' campaign with creative, compelling and exclusive offers guaranteeing its welcome by agents."

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Notes to Editors

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