

MEDIA RELEASE

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Meet us at Stand GV300

GTA's enhanced distribution deal with Omni Hotels & Resorts goes live

- GTA launches its enhanced distribution deal with luxury hotel brand Omni Hotels & Resorts
- 54 properties in leading business gateway and leisure destinations across North America
- Helping more of the world's travellers to stay at Omni properties for beach, spa, golf and other activities

GTA, one of the world's largest travel distributors, has launched its latest enhanced distribution deal with luxury hotel brand Omni Hotels & Resorts: owner, operator and manager of 60 properties in leading business gateway and leisure destinations across North America. Known for creating genuine and authentic guest experiences, the news will mean even more choices for businesses selling accommodation and travel, while bringing more of the world's travellers to stay at Omni properties for beach, spa, golf and other activities.

Properties are **now live** for retail and wholesale travel businesses to book on TravelCube, Travel Bound and GTA or via XML feed. The deal further extends the variety of accommodation and experiences that GTA sells in over 185 countries.

James Phillips, GTA's Vice President for Sourcing Americas, says: "GTA's different contracting models help hotels maximise revenue. Thanks to our longevity we have a wealth of data analysis and this, coupled with the ability of our locally employed people to understand destination and source market trends, allows us to share insights that will help our customers succeed. This partnership gives travel selling businesses an even greater choice of accommodation and extends the variety of rate options we offer their clients."

The new dynamic inventory agreement gives Omni Hotels & Resorts enhanced distribution opportunities from GTA's wholesale and retail HTML and XML systems, as well as access to its expertise and a global network of over 3,200 local professionals worldwide. Processing tens of thousands of travel bookings every day, GTA also helps hoteliers succeed in previously untapped marketplaces and welcome more guests.

"Through our new partnership with GTA, Omni Hotels & Resorts is excited to grow production and increase brand exposure in areas of the world where GTA has strong local partnerships and a global presence," said Olivia Crossey, director of international accounts for Omni Hotels & Resorts. "By working with GTA's dynamic margin agreement, it offers us the flexibility in pricing and yield management, increased FIT incremental business, and ultimately, the opportunity to grow ADR in the wholesale segment."

These agreements strengthen GTA's partnerships with hotel suppliers and those who sell travel. Dynamic inventory also gives high street and online travel agents, tour operators and their consumer clients access to a chain's full portfolio of properties including the 'long tail' of accommodation in less familiar locations. In the last three years alone, deals with 89 chains have added more than 31,000 properties to the inventory that agents and tour operators can sell on.

"GTA's technology, privileged relationships and wealth of experience means travel businesses trust us to help them profit," concludes James.

Among the properties added to GTA's portfolio to ensure it continues to suit the differing needs of fully independent travellers (FIT):



Omni La Costa Resort & Spa, California

Get into the swing of things in the Southern California sun on 17 hard and clay courts, including seven lighted courts for night play, stadium seating for 1,000 people and a seasoned staff of USPTA certified professionals. Enjoy every opportunity to refine your game with a tennis partner, personal instruction or clinics. From world-class shopping and dining destinations to championship golf to spa sessions that soothe stress and revitalize the spirit, the resort near San Diego strikes a balance between excitement and peacefulness.

Omni Mount Washington Resort, New Hampshire

Nordic and Alpine ski in the pristine beauty of White Mountain National Forest where you'll want to stay on our slopes until after dark, as the resort also offers night skiing and riding. Nestled in the shadow of the magnificent Presidential Range of New Hampshire's White Mountains, this is a beautifully restored historic inn with picturesque perennial gardens and access to a variety of activities including horseback riding, golf, tennis and a canopy tour.



Omni Royal Orleans, New Orleans

Offering graceful elegance on the most fashionable corner of the French Quarter – St. Louis at Royal – the full property renovation incorporates modern amenities with classic design in our guest rooms, including 24 new iconic wrought-iron balconies and redesigned public spaces inspired by the liveliness of the area's culture through various colour palettes and artwork. Our popular *Zagat*-rated Rib Room – Rotisserie Extraordinaire has been the haunt of literary greats and the politically infamous for more than 50 years.

Omni Barton Creek Resort & Spa, Texas

Experience championship golf and Texas hospitality while finding a balance between mind, body, and spirit at this southern resort. The spa delivers holistic treatments ranging from professional skin therapies to guided meditation sessions. Whether you want to relax under the care of our trained masseuses, play a round of some of the best golf in the country, or experience everything the "Live Music Capital of the World" has to offer, we'll provide the perfect accommodations.





Omni Amelia Island Plantation Resort, Florida

Named one of the “Top 121 Golf Resorts in the World” by *Condé Nast Traveler* our resort features 36 holes of the best championship golf in Florida. Tee off from two signature courses, Oak Marsh and Ocean Links, or perfect your game by attending the golf academy. Nestled on 1,350 acres at the tip of a barrier island just off the Northeast Florida coast, enjoy luxurious oceanfront accommodations, world-class resort pools, endless dining options and family-friendly activities.

The Omni Homestead Resort, Virginia

Enjoy 3,000 acres of timeless comforts and modern amenities in this historic and beautiful resort with a two acre water park, nationally ranked golf courses and plenty of indoor and outdoor activities to keep all guests happy. Across 45 acres experience two mineral hot springs, ski and snowboard or enjoy ice skating and snowmobiling. Summer guests can enjoy world-class golf, tennis on our beautiful clay courts or horseback riding.



Omni King Edward Hotel, Toronto, Canada

Enjoy old world charm with modern luxuries in this historic hotel in downtown Toronto. Having hosted visitors for over a century, to this day it remains a hallmark of luxury and comfort. 301 spacious guestrooms and suites offer regal elegance and comfort. Our luxuriously newly appointed premier guest rooms feature the finest in furnishings, custom bedding and detailed crown mouldings, all with beautifully appointed marble bathrooms.

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 more than 60,000 properties, attractions, services and experiences, including Omni Hotels & Resorts.

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Notes to Editors

- Powering global travel, [GTA](http://www.gta-travel.com) 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 easily connect travel suppliers and sellers worldwide. Booking sites – GTA retail, Travel Cube 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 Omni Resorts & Hotels

- Omni Hotels & Resorts exists to give guests an authentic feel for the local flavor in leading business gateways and leisure destinations across North America. From exceptional golf and spa retreats to dynamic business settings, each Omni property blends seamlessly into the local culture while featuring four-diamond services, signature restaurants, WiFi connectivity and unique wellness options.