

# MEDIA RELEASE

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21 October 2014

## GTA's enhanced distribution deal with Outrigger goes live

- GTA and Outrigger Resorts offer more accommodation options in Australia, Fiji, Mauritius and Thailand for leisure travellers
- GTA's travel agent and tour operator customers can book an even greater choice of accommodation from Phuket in Thailand to Surfers Paradise in Australia
- Outrigger properties benefit from more markets, more customers and more bookings
- Working with GTA, Outrigger is looking to grow its group-wide Asia-Pacific business in 2015 by 25%

[GTA](#), one of the world's largest travel distributors, has launched its enhanced distribution deal with ten properties in Australia, Fiji, Mauritius and Thailand from the [Outrigger Enterprises Group](#). The news will mean even more choice for businesses selling accommodation and travel, while bringing more of the world's travellers to stay at Outrigger properties, all of them in iconic beach locations

The special selection of Outrigger Resorts, Boathouse Apartments and Castaway Island offers deluxe, oceanfront hotels and resorts in leisure beach destinations. 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.

Martin Jones, GTA's Senior Vice President for Global Sourcing and Commercial Management, says: "GTA offers different contracting models to 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 will give travel selling businesses an even greater choice of accommodation and extend the variety of rate options we offer their clients."

Outrigger Resorts benefit from GTA's new Margin Agreement contract which gives hotels flexibility in pricing and yield management. Given the rapid pace of change in travel and hospitality, Margin Agreements are an increasingly attractive option for many of GTA's partners. 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 less well-known accommodation. In the last three years alone, deals with 69 chains have added more than 29,000 properties to the inventory that agents and tour operators can sell on.

"Working with GTA, Outrigger is looking to grow our group-wide Asia-Pacific business in 2015 by 25%," says Mark Simmons, Outrigger Resorts Vice President of Sales and Marketing for Asia Pacific. "That's why we have signed up for GTA's Dynamic Margin services. It gives us flexibility in pricing, added FIT incremental business, high materialisation of bookings and the prospect of a growing ADR in the wholesale sector."

Simmons adds: "Outrigger believes this will be a long and productive partnership, especially as GTA is moving in a more leisure-focused direction, which fits with our aim to be the premier beachfront resort brand in the world."

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

Visit [www.gta-travel.com](http://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 Outrigger.

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

**Outrigger Mauritius Resort and Spa**

An incredible sunrise and stunning sunset begin and end the day in full view from each exquisite guest room and suite. Flavours from east and west find new expression at the hands of talented chefs who transform fresh catch and island harvests into celebrated cuisine. Signature Navasana Spa enlivens body and spirit with luxurious pampering.



**Outrigger Laguna Phuket Beach Resort, Thailand**

The exquisite resort community of Laguna Phuket is a paradise of sparkling beaches and refined living. Be captivated by the tranquil lagoon, stylish dining inspired by local Thai cuisine and exclusive Club services for travellers who expect the very best. Envision an enchanting wedding by the sea, a relaxing golf getaway, an elephant trek through lush woodlands or a family holiday captured in endless images you'll treasure and share.

**Castaway Island, Fiji**

Welcome to the stunning 174-acre rainforest preserve traditionally known as Qalito Island. This intimate resort offers a refreshing nature experience with all the comforts of a resort hotel. Surrounding coral reefs are abundant with brilliant sea life and beautiful beaches invite guests to explore, relax and renew. Thatched beachfront and garden *bures* embrace stylish contemporary décor finished with traditional Fijian *tapa* bark cloth. From barefoot boxing to world-class surfing, beach activities to land and ocean excursions; there are exciting choices for all.



**Outrigger Guam Resort**

In the heart of Guam's exciting Tumon Bay resort district, the hotel is surrounded by top show and entertainment venues, fine restaurants and luxury retailers. Its beachfront is a sun lover's dream and the OHANA Beach Club is a popular gathering place for casual al fresco dining and cocktails. Every guest room features an ocean view while the hotel's renowned Mandara Spa pampers with a full menu of rejuvenating therapies.

**Outrigger Surfers Paradise, Queensland, Australia**

Sunbathe at magnificent Surfers Paradise beach, stroll the tree-lined Esplanade, indulge in diverse dining, explore hinterland natural wonders, and thrill-ride at nearby theme parks. Spacious guest rooms with high-speed internet and private balcony offer sweeping views of the Pacific Ocean and stunning Gold Coast skyline. On-site recreation includes an outdoor swimming pool, children's pool, and tennis courts.



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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 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](http://www.gta-travel.com)

**About Outrigger Enterprises Group**

- [Outrigger Enterprises Group](#) is one of the largest and fastest growing privately held global hospitality companies in the Asia Pacific, Oceania and Indian Ocean regions. As part of its unique hospitality offering, the values-based company extends exceptional hospitality and authentic cultural experiences at each of its properties worldwide. Guided by more than 67 years of family leadership, Outrigger runs a highly successful, multi-branded portfolio of hotels, beachfront resorts, condominiums and vacation resort properties, including Outrigger® Resorts, Hawaii Vacation Condos by Outrigger®, OHANA® Hotels and Resorts, Embassy Suites®, Holiday Inn®, Best Western®, Wyndham Vacation Ownership® and Hilton Grand Vacations™. Currently, Outrigger operates and/or has under development 45 properties with approximately 11,000 rooms located in Hawaii; Australia; Guam; Fiji; Thailand; Mauritius; Maldives; Vietnam; and Hainan Island, China. For online information, log on at [www.outriggerenterprisesgroup.com](http://www.outriggerenterprisesgroup.com) and [www.outrigger.com](http://www.outrigger.com).
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