

## WORLDHOTELS Welcomes Airline Partner Iberia

2008-01-30

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Partnership allows almost 500 independent hotels to credit points to three million frequent flyers of the Iberia Plus programme

WORLDHOTELS is pleased to announce that Iberia became its 18th airline partner. WORLDHOTELS' airline partnership network is the largest for independent hotels in the world. The new partnership with Iberia allows the WORLDHOTELS properties to credit points to three million frequent flyers of the Iberia Plus programme, in total the hotels get access to 240 million frequent flyers worldwide, collecting points resp. miles from programmes like Miles & More by Lufthansa, Flying Blue by Air France/KLM, MilleMiglia Club by Alitalia, and Mileage Plus by United Airlines.

Members of the carrier's Iberia Plus points programme will be able to earn 70 points per stay on qualifying rates in all participating WORLDHOTELS properties worldwide.

'This 18th airline partnership is great news for our hotels' says Michael Ball, CEO of WORLDHOTELS. 'Our partnership with Iberia will allow us and our hotels to access a range of new sales and marketing opportunities through frequent flyers which are a highly attractive target group for independent hotels. Iberia is one of Europe's top airlines and has some of the most modern planes in the world.'

Founded in 1927 Iberia flies to more than 100 destinations and offers the largest number of flights and destinations from Spain to Europe and from Europe to Latin America. The Iberia Plus points scheme was Europe's first international frequent flyers programme and has more than 3 million cardholders in 200 countries.

For more information on WORLDHOTELS' frequent flyers scheme visit [www.worldhotels.com](http://www.worldhotels.com).

This article comes from Hotel News Resource

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The URL for this story is:

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