



Global Hotel Alliance Launches Its First Four Airline Partnerships

2008-05-02

Global Hotel Alliance is proud to announce four new global airline partnerships. Emirates Skywards, Etihad Guest, Jet Airways JetPrivilege and Singapore Airlines KrisFlyer members can now all earn 500 Miles per eligible stay across all participating Global Hotel Alliance hotels.

"Global Hotel Alliance is thrilled to be a partner in these great frequent flyer programs," says Chris Hartley, CEO of Global Hotel Alliance. "Through such strategic partnerships, Global Hotel Alliance aims to enhance global brand awareness for its Member Brands and build relationships with frequent travelers by enabling them to earn their preferred airline currency at all of our hotels."

Global Hotel Alliance is about offering greater choice and enhanced recognition to customers in a growing collection of hotels, managed by individual, regional brands, which are valued in their home markets for reflecting local traditions, lifestyle and culture through their hotels' products and services.

Global Hotel Alliance aims to launch several more global partnerships throughout 2008, extending the choice of rewards available to their valued customers.

This article comes from Hotel News Resource

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