

## **SAS Eurobonus and Global Hotel Alliance sign partnership agreement**

*Geneva, December 01, 2009:* Global Hotel Alliance is proud to announce a new global airline partnership. Effective 1st of December, SAS EuroBonus Members can now earn 500 Extra Points per stay across all participating Global Hotel Alliance (GHA) hotels.

In addition to earning points and as a standard benefit, EuroBonus Gold members can enjoy an upgrade to next room category, subject to availability upon check-in.

"We are delighted to be a partner in the SAS EuroBonus programme." says Chris Hartley, CEO of Global Hotel Alliance. "Scandinavia is an increasingly important outbound market for many of the hotel brands in GHA and with the recent new membership of First Hotels, with 46 hotels across Sweden, Norway and Denmark, it is even more relevant. We look forward to welcoming their Members to GHA properties worldwide."

"The GHA portfolio of hotels, valued for reflecting local traditions, lifestyle and culture through their products and services, are a compliment to our current hotel partnerships and offer an alternative accommodation option for SAS EuroBonus members" says Kerstin Ellerberg Hassel, Director Partnerships EuroBonus.

### **About Global Hotel Alliance**

Global Hotel Alliance is the world largest alliance of independent hotel brands. It uses a common technology platform to drive incremental revenues and create cost savings for its members, while offering enhanced recognition and service to customers across all brands. GHA currently

comprises of Anantara, The Doyle Collection, First Hotels, Kempinski, The Leela, Marco Polo, Omni, Pan Pacific and PARKROYAL hotels and resorts encompassing over 240 upscale and luxury hotels across 47 different countries. [www.gha.com](http://www.gha.com)

### **About SAS EuroBonus**

SAS Scandinavian Airlines frequent flyer program EuroBonus was launched in April 1992. Since then EuroBonus has grown rapidly and today include almost 3 million members. EuroBonus has over 60 valuable partners to earn and redeem points with through travel, car rentals and hotels, as well as a number of co-branded credit cards. In June 2009 EuroBonus launched the most recent program feature SAS EuroBonus Shop. SAS is a member of Star Alliance, the largest airline alliance in the world. For more information about EuroBonus, see [www.flysas.com](http://www.flysas.com).

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