

Press release

For Immediate Release

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Swiss International launches its Reward Program "Swiss-Select" at the Swiss International Palace Hotel

Guests get more reason to join the Swiss-Select Reward Program.

Baar (CH)/Ras al Khaimah (UAE)/Manama (Bahrain), August 9, 2016– *Swiss-Select* Reward Program is not new to many, what's new is the wide array of hotel network that adds to the list contributing to the length and breadth of the program and making it an enticing reward system with time. Swiss International Palace Hotel, which came on board effective July 01, 2016, is the fifth hotel participating under the *Swiss-Select* Reward Program. Four more hotels are scheduled to be added in the list before the end of the year 2016.

Swiss International Palace Hotel launched *Swiss-Select* Reward Program on the 1st August 2016. The launch took place after training the hotel staff in Manama, Bahrain which was taken place on the 19th July 2016. Commenting on the launch, the hotel's General Manager, Mr. Harish Bhojwani, said: "We are glad with the successful implementation of the *Swiss-Select* reward program for the benefit of our hotel guests. *Swiss-Select* will enable us to recognize our frequent guests and secure their loyalty."

Swiss International

HOTELS & RESORTS

Samira Demeis, Vice President of VOILA Hotel Rewards added, "It is great to see the addition of new hotels under *Swiss-Select*, and we will continue to provide the support and systems to Swiss International hotels to enhance its membership enrollments and to strengthen the overall Swiss-Select reward program." Swiss-Select and Swiss International are partners of the Voilà program worldwide. Please see: www.vhr.com for more information.

Mr. Henri (Hans) Kennedie, CEO of Swiss International Hotels & Resorts, said "Building long-term relationships with our guests has been of immense importance to us. *Swiss-Select* is a means towards developing established and new relationships with our guests. With the inclusion of our other hotels in the program we intend to create a well-connected network of Swiss International Hotels & Resorts. With the launch of *Swiss-Select* at Swiss International Palace Hotel – Manama, we expect an enhanced membership growth and increased guest loyalty to the Swiss International Brand."



Swiss International Palace Hotel - Manama

Swiss-Select allows the members to earn points not only on their stay in any of the Swiss International hotels but also on the stays at any participating hotels within the VOILA hotel worldwide network. A member can exchange their points to earn complimentary room nights or may redeem it with a range of VOILA partners, which includes a range of retailers, such as best buy, amazon, boots, Emaar gift cards etc. The redemption option also extends to airline miles for airlines including France Air, KLM, Southwest Airlines, Virgin America and many more. Along with the redemption opportunities, members also enjoy perks such as priority check-ins, privilege access to hotel amenities, room upgrades, and other member-only benefits. The guests can apply for it online or at the hotel counters. To learn more about *Swiss-Select*, please visit <http://swiss-select-rewards.com>



Swiss-Select

About:

Swiss International Hotels

Founded in 1982, Swiss International Hotels is established in Switzerland. Swiss International Hotels & Resorts is currently associated with hotels in Switzerland, Germany, the Netherlands, Greater China, the Middle East and Africa. The company is registered in Baar, Switzerland and is operating from the UAE (Ras Al Khaimah). Swiss International is operating and licensing its hotels under the following brands: Royal Swiss (Luxury), Swiss International Hotels & Resorts (Upscale), Swiss Spirit Hotels & Suites (Mid-market) and Yes Inn (Economy).

Please also see: (<http://www.swissinternationalhotels.com/>)

VOILA Hotel Rewards

Launched in 2008, Voila Hotel Rewards is a point-based hotel loyalty program for the independent hotels and groups. Voila Hotel Rewards is operated by HMC (Hospitality Marketing Concepts) which was founded in 1988. HMC engages in providing hotels with marketing materials, tracking data, training website integration, customer service and support. Voila consists of a network of more than 250 independent hotels comprising of more than 20 global hotel brands across the globe.

Please also see: (www.vhr.com)