

Press release

For Immediate Release

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Swiss International launches its Reward Program "Swiss-Select" at the Swiss Spirit Hotel & Suites Alisa-Accra

Swiss Spirit Hotel & Suites Alisa, the 6th hotel to participate in the "Swiss-Select" Reward Program

Baar (CH)/Ras al Khaimah (UAE)/Accra (Ghana), September 8, 2016– Swiss International is glad to announce the launch of its Reward Program "Swiss-Select" at yet another hotel Swiss Spirit Hotel & Suites Alisa. Known for value-for-money, Swiss Spirit Hotel & Suites Alisa has been one of the favorite places to stay among the travellers when in Accra. The launch of the Swiss-Select reward serves as a winning combination for its guests by also getting rewarded for their pleasant stay at the hotel.

The reward program was launched on 1st September 2016 after the hotel staff was trained on 24th August 2016. A month ago, the reward program was launched in Swiss International Palace Hotel located in Manama, Bahrain.



Swiss Spirit Hotel & Suites Alisa – Accra, Ghana

Speaking about the launch, the hotel's General Manager, Mr. Yusuf Olela, said: The "Swiss-Select" reward program will not only help in recognizing loyal customers but will also serve as a touch point with the customers that will enable us to grow our relationship with them and enhance customer engagement."

Mr. Henri (Hans) Kennedie, CEO of Swiss International Hotels & Resorts, said The "Swiss-Select" reward program has witnessed an impressive response ever since its launch. Our strategy has been to create a fruitful program for our customers and get it communicated well to them. With the increasing number of hotels in the "Swiss-Select" reward program makes the reward system even better."

"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. Swiss-Select and Swiss International are partners of the Voilà program worldwide. Please see: www.vhr.com for more information. A member can exchange their points to earn complimentary room nights or may redeem it with a range of VOILA partners, 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, 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)