



PRESS RELEASE

FOR IMMEDIATE RELEASE

Hospitality Sales Solutions signs exclusive sales and marketing agreement to represent seven Dubai hotels.

London, May 01, 2007 – Hospitality Sales Solutions (HSSO) has signed an exclusive sales and marketing agreement with Dubai-based Global Hotel Sellers to promote their contracted hotels within the UK and wider European markets. HSSO will provide a broad range of sales and promotional activities to these seven hotels in the United Arab Emirates covered within this agreement.

Launched in London earlier this year, HSSO seeks to address the strategic sales needs of the rapidly expanding hotel industry in Asia and the Middle East.

As part of this agreement, HSSO will promote three hotels belonging to the Lotus hospitality group, as well as four others among specific target audiences, including travel agents, tour operators and wholesalers, incentive travel organizers, meeting planners, airlines, national tourism organisations, companies and other sources of business.

“We are delighted to announce this new and exclusive arrangement. Under the agreement HSSO will provide targeted sales management in the UK and mainland Europe where these hotels are not currently represented. As a result we expect that new sales avenues will be opened up along with increased revenue generation”, said HSSO Director, Vineeth Purushothaman.

HSSO provides the added advantage of a specialised sales representation organisation by providing hotel companies with a cost-effective but long term perspective. This is achieved through having an active presence in the market, optimising existing client relationships and continually exploring new possibilities for revenue generation.

‘If the clients have the opportunity to see a hotel sales manager only once a year at a trade fair or an industry event, there is no possibility of establishing an ongoing relationship and trust, which is essential to long term customer retention and sales success’, said HSSO Director, Vineeth Purushothaman.

The agreement between HSSO and Global Hotel Sellers brings seven vibrant hotels in Dubai closer to their clients in Europe. It comes at a time when the Emirate’s tourist industry is experiencing rapid levels of growth. European travellers are critical to this growth and they formed a big part of the 6.5 million guests hosted by Dubai in 2006.

Visit www.hospitalitysalessolutions.co.uk for more details.

Notes for Editors

Hospitality Sales Solutions (HSSO) offers customised solutions to small and mid-sized hotel companies to enhance their sales reach and potential for revenue generation. As a specialist business based in the dynamic business hub of London, HSSO works actively with expanding hotel companies to access new European markets. HSSO also work to optimise internal sales processes and to introduce effective sales technology.

For further information, please contact:

Sophia Wilkinson
20 Lexham House
53 Lexham Gardens
W8 5JT London
United Kingdom
Phone: +44 20 7341 4831
E-Mail: sophia@hospitalitysalessolutions.co.uk