



Luxury Hotels Group makes ME debut

Hopes to expand agent and hotel contracts...

London-based Luxury

Hotels Group will be making its ATM debut this week to promote its hotels to the regional travel trade.

The hotel group, which represents 126 hotels including **The Montcalm** in London, will be showcasing its properties to the market and also hopes to sign up more African and Middle East hotels to its portfolio.

The group has its own GDS code under LU and hopes to boost on the 10% rise in GCC visitors it has seen to its London hotels, as well other markets.



“With the majority of our hotels located in Europe, which is a summer favourite for both GCC nationals and expatriates, we can offer agents a tool to expand their reach beyond the standard brand offerings,” said Mark Jones, vice president of Luxury Hotels Group.

