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## Coral Hotels launches loyalty program

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*VOILÀ Hotel Rewards* has announced the launch of *Hadaya*, a loyalty program developed for frequent guests of Coral Hotels & Resorts in the Middle East.

*VOILÀ*, launched in June 2008, unites a network of four- and five-star independent hotels and luxury hotel brands worldwide. Hotels co-brand their programs under the *VOILÀ* umbrella and members earn points and redeem rewards through its network of over 170 premier properties worldwide. *VOILÀ* supports hotels and guests in nearly 100 cities and on three continents.

*Hadaya*, which translates in Arabic to "gift," marks *VOILÀ*'s first network of hotels based in the Middle East. The program will provide members benefits and reward opportunities at properties within the *VOILÀ* network as well as at the nine hotels in the Coral chain throughout the Middle East and Africa.

"With the dramatically changing market landscape, we are increasingly focused on identifying and engaging our most loyal customers," says Michel Noblet, Managing Director of Coral Hotels & Resorts. "Through our partnership with *VOILÀ*, we can effectively reach this important market segment and deliver benefits that truly meet their travel needs both locally and around the globe."

Enrollment in the Coral *Hadaya* program is free. Members earn points for stays redeemable for complimentary nights or room upgrades. Members-only perks include exclusive room rates, welcome amenities, VIP access to hotel facilities, and more through *VOILÀ*'s private label-regional programs, including *Husa Plus*, *Lucerna Rewards*, *Great Hotels Rewards*, and now, *Hadaya*.

"We are pleased to increase the *VOILÀ* network once again by partnering with Coral Hotels & Resorts in the Middle East," says Gabi Kool, Senior Vice President and Managing Director of *VOILÀ Hotel Rewards*. "We will continue supporting independent hotels and luxury hotel groups as they protect and grow their market share against the mega brands. Our vision remains the same: to be the largest and most respected frequent-guest program worldwide."

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