

# **GDHM Announces Global Partnership With STAAH**

GDHM is the largest hospitality group in the Kingdom of Bahrain and a market leader in hospitality trends in the region. Now, the Gulf Diwaniya Hotel Management Co. announces partnership with STAAH, an innovative company that is creating perfect solutions for accommodating operators.

STAAH's comprehensive distribution, revenue management solutions, and high service standards are key for it being chosen as GDHM's Global Business Partner. Another driver for the integration has been Kingdom of Bahrain's increased demand as a tourist destination.

Bahrain Tourism and Exhibitions Authority (BTEA) is pushing its tourism proposition aggressively with an agenda to attract 15 million visitors by 2018. For hospitality operators, the increased demand brings with it a need for global pricing intelligence, seamless distribution and reliability. GDHM will be using STAAH's reliable, high-performing and user-friendly channel management and booking engine platforms to meet these needs.