

Gulf Hotels Group and Kanoo Travel announces joint alliance

The Gulf Hotels Group, Bahrain's leading hospitality service provider since 1967, which owns the iconic 5 star Gulf Hotel Bahrain Convention & Spa and the Crowne Plaza Hotel in Bahrain, and operates the K Hotel in Juffair, the Asdal Gulf Inn in Seef and the Gulf Suites Hotel Amwaj, has signed a strategic alliance with renowned travel & tour operator, Kanoo Travel.

The liaison between two heavyweights in Bahrain's travel and hospitality industry, aims to further expand tourism in Bahrain from the Saudi Arabia, GCC and Indian markets

Kanoo Travel Executive General Manager, Mr. Praveen Ghandi stated, "We are excited by this joint collaboration with The Gulf Hotels Group and our key aim will be to drive inbound leisure business through innovative marketing campaigns to our worldwide network.

The Kanoo family's involvement in the travel industry goes back to 1937 when the company provided refuelling facilities in Bahrain for Imperial Airways seaplanes in route to India and Australia. In 1947 Kanoo Travel became the first IATA agency in the Gulf and today, Kanoo Travel is the largest travel company in the Middle East.

Gulf Hotels Group C.E.O Mr. Garfield Jones said, "Our relationship with Kanoo Travel dates back to 1969 when the Gulf Hotel first opened for business so it was only logical that we should develop this alliance with one of our longstanding business partners. The agreement represents a fantastic opportunity for Gulf Hotels Group to further increase its penetration into the KSA and GCC markets, whilst at the same time, targeting inbound business from the sub-continent from Kanoo Travel's extensive Indian network".

He further added "The current business climate for hotels in Bahrain is extremely difficult so the importance of tapping into new markets cannot be under estimated. Kanoo Travel has an enviable network of travel partners and considerable resources and expertise in packaging travel and tour business. That, combined with Gulf Hotels Group's commitment to delivering the best hospitality services will enable us to build some exciting and great value for money travel and accommodation packages"