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**abba hotels Selects Discover the World for marketing its properties
in Argentina, France, Italy, Mexico, Russia and UK**

SCOTTSDALE, ARIZ, March 10, 2014—abba hotels, an exclusive urban Spanish hotel chain, is primed to bolster its sales and marketing efforts in Argentina, France, Italy, Mexico, Russia and the UK with its new Discover the World partnership.

“We selected Discover to represent our hotels because of their global network, understanding of local markets and strong relationship with the trade, corporate segment and key players in these marketplaces,” said Ramón Regás, abba hotels’ commercial director. “These markets are key in our strategic plans for global expansion because they have demonstrated great potential and opportunities for our hotels.”

According to Jenny Adams, CEO for Discover the World, “We are delighted to be partnering with abba hotels, which operates more than 25 hotels across Spain and has expanded internationally into Andorra and Berlin. abba’s four-star hotels have high quality standards and believe in personalized customer service by providing guests with an unforgettable stay. We intend to promote this welcoming approach that caters to all the needs of its guests, whether on business or vacation.”

For more information about Discover the World, visit discovertheworld.com or call +1 480 707 5566 or +44 203 598 8030.

abba hotels web site is www.abbahoteles.com/en/index.html?src=af.

About Discover the World

Discover the World has earned a reputation as a leader in global travel distribution and its success in developing a worldwide network of 85 offices in more than 60 countries capable of exceptional representation performance is unmatched. With a portfolio of more than 80 clients utilizing its sales, marketing and business process outsourcing services, Discover the World remains a dominant innovator for the travel industry.

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