



GHA DISCOVERY

GLOBAL HOTEL ALLIANCE IS FOUNDING MEMBER OF NEWLY LAUNCHED GLOBAL LOYALTY ORGANISATION

Dubai, UAE, 10th January 2023: UAE-headquartered [Global Hotel Alliance \(GHA\)](#), the world's largest alliance of independent hotels brands, has become a founding member of the new international loyalty entity, [Global Loyalty Organisation \(GLO\)](#).

Launched this month, UK-based GLO is a global professional network of specialists in loyalty, rewards, consumer engagement and loyalty innovation, uniting companies across travel, hospitality, retail, finance as well as technology. Its key objectives are to promote partnerships, growth, and loyalty innovation among members. With the help of GLO News - a platform which shares insights, provides interviews & chat for members - loyalty technology expertise, roundtables, conferences and training, the organisation is supporting members in growing businesses, building stronger brands, and deepening relationships with their customers.

As a founding member of GLO, Global Hotel Alliance, a fast-growing alliance of 40 hotel brands with more than 800 hotels across 100 countries, brings a wealth of international experience to the network, with its successful loyalty programme, [GHA DISCOVERY](#), expanding to more than 23 million members globally since its December 2021 relaunch.

Global Hotel Alliance is one of a select group of leading loyalty and rewards players joining GLO with others including aviation giants Star Alliance and Air France/KLM, as well as Loyalty Juggernaut, a provider of next-gen enterprise solutions that power loyalty programmes for multinational brands.

Kristi Gole, Head of Product at Global Hotel Alliance, has been appointed a GLO advisory board member, a role where she will share her knowledge and experience to promote innovation in the loyalty industry.

“Loyalty is our business, and it is exciting to play a pivotal role in creating and growing an organisation that is dedicated to this sector on a global scale,” Gole said.

“We are looking forward to sharing our insights with GLO and helping to shape the discussion about the future of loyalty.”

For more information visit [Global Hotel Alliance](#) and [GHA DISCOVERY](#)

GHA DISCOVERY is complimentary to join, and travellers can [sign up online](#) or download the GHA DISCOVERY app and register on their mobile phones. Travellers can also connect with GHA DISCOVERY on Instagram and Facebook.

Media contact:

Andrea Krenn

M: +971566818025

E: andrea.krenn@gha.com

About Global Hotel Alliance (GHA)

Global Hotel Alliance (GHA) brings together a unique collection of independent hospitality brands with GHA DISCOVERY, a multi-brand loyalty programme leveraging a shared technology platform. Through membership in GHA, brands expand their global reach, drive incremental revenue, and reduce dependence on third-party channels, all while maintaining management independence and individual positioning. GHA represents a collection of 40 brands with more than 800 hotels in 100 countries serving 23 million members. The award-winning GHA DISCOVERY programme generates over \$2 billion in revenue and more than six million room nights annually. GHA's brands currently include Anantara, Araiya, Avani, Campbell Gray, Capella, Corinthia, Discovery Destinations, Divani, Doyle, Elewana, Fauchon, GLO, JA Resorts, Kempinski, Leela, Lungarno, Marco Polo, Mysk, NH Hotels, NH Collection, nhow, Niccolo, Nikki Beach, NUO, Oaks, Outrigger, Pan Pacific, PARKROYAL COLLECTION, PARKROYAL, Patina, The Residence by Cenizaro, The Set Collection, Shaza, Sukhothai, Sun International, Tivoli, Ultratravel Collection and Viceroy. For more information, visit globalhotelalliance.com

About GHA DISCOVERY

Launched in 2010, GHA DISCOVERY is the world's largest loyalty programme for independent hotel brands, featuring more than 800 hotels, resorts, and palaces across 40 brands. Members enjoy VIP recognition, thoughtful benefits and generous rewards at home or away. GHA DISCOVERY members earn and spend DISCOVERY Dollars (D\$), an exclusive rewards currency. They also enjoy member-only Experiences curated by each hotel, plus they have access to properties close to home, without a stay, through member-only Local Offers. For more information, visit ghadiscovery.com