



GHA DISCOVERY

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## GLOBAL HOTEL ALLIANCE ENTERS LANDMARK PARTNERSHIP WITH LUXURY CRUISE LINE REGENT SEVEN SEAS CRUISES

*Regent Seven Seas Cruises® is the first cruise line to partner with the alliance and its award-winning loyalty program GHA DISCOVERY*

*GHA DISCOVERY members will be rewarded for experiencing luxurious stays on land and at sea*

**UAE, 18th July 2023:** [Global Hotel Alliance](#) (GHA), the world's largest alliance of independent hotel brands, is taking its award-winning loyalty program, GHA DISCOVERY, to the high seas after entering a landmark partnership with [Regent Seven Seas Cruises \(Regent\)](#), the world's leading luxury cruise line, based in Miami, Florida.

This exclusive agreement marks the first time a cruise line has partnered with GHA, bringing together two leading luxury brands in the travel sector.

GHA DISCOVERY members, who have access to 800 hotels, resorts and palaces operated by 40 hotel brands in 100 countries, are rewarded with the program's innovative rewards currency, DISCOVERY Dollars (D\$1 equal to US\$1).

Through this exclusive partnership, the program's 24 million members will now enjoy the additional benefit of earning D\$ by reserving a voyage with Regent and will be able to redeem those benefits in any GHA hotel, resort and palace.

GHA DISCOVERY members who reserve a Regent cruise will also be fast-tracked to GHA DISCOVERY Titanium status, which provides a number of benefits at GHA hotels and resorts worldwide.

In addition, GHA members will receive a special welcome gift of champagne and chocolates to be enjoyed once on board their reserved voyage.

"We are the perfect match, with Regent Seven Seas Cruises being the world's leading luxury cruise line, offering itineraries that connect key cities across the globe, and GHA DISCOVERY uniting the world's largest collection of luxury hotel brands, with some of the best hotels in the world in those same destinations," said GHA CEO Chris Hartley. "This strategic partnership will expand our reach, provide more choice and rich new benefits to our customers; and for GHA, it will drive significant enrolments notably from key markets such as the U.S., generating incremental revenue to our hotel brands."



GHA DISCOVERY



“We are delighted to partner with GHA to bring Regent Seven Seas Cruises’ unrivaled luxury experiences to even more discerning guests around the world,” stated Andrea DeMarco, President for Regent Seven Seas Cruises. “We are confident that Regent’s all-inclusive, immersive destination experiences, lavishly appointed, spacious suites, exquisite gourmet restaurants and world class service will appeal to GHA DISCOVERY’s millions of members who desire the highest standards of luxury whether on land or at sea.”

**The partnership benefits are as follows:**

For every Regent booking made by a GHA DISCOVERY member, guests will be rewarded:

- Between D\$750 and D\$2,500 for every Regent cruise reservation made, which can be spent at any GHA hotel or resort worldwide, valid for 12 months.
- Fast-track upgrade to GHA DISCOVERY Titanium status, valid for over 12 months, offering benefits such as double room upgrades, special amenities, early check-in, and late checkout at GHA hotels and resorts worldwide.
- On-board welcome gift of premium chocolates and Champagne with any Regent voyage reserved by a GHA DISCOVERY member.

To celebrate the launch of this partnership, GHA DISCOVERY members can collect triple rewards of up to D\$7,500, redeemable at any participating GHA hotel or resort. The offer is valid for bookings until 30 September 2023 and cruises departing on or before 31 December 2023.

“The partnership with Regent Seven Seas Cruises underlines our strategy to focus on partnerships that strengthen our position as the world’s largest alliance of independent hotel brands, with an innovative loyalty program at its heart. This paves the way for continued growth in 2023 and beyond as we look to expand our travel ecosystem with like-minded partners for mutual gain,” said Chris Hartley.

Andrea DeMarco continued, “We view this landmark partnership as a win-win as it offers GHA members the opportunity to be rewarded for sailing with Regent, while also providing the many benefits of the GHA DISCOVERY loyalty program to current Regent guests who choose to enroll, at no extra cost. With the addition of our newest ship, Seven Seas Grandeur, later this year, this partnership comes at a perfect time as there are now more opportunities than ever before to create life-long memories aboard *The World’s Most Luxurious Fleet*.”

For more information about this partnership and offer, luxury travellers can contact their Travel Advisor or visit [RSSC.com/ghadiscovery](https://RSSC.com/ghadiscovery) and [www.ghadiscovery.com/regent-cruises](https://www.ghadiscovery.com/regent-cruises).

**For more information visit [Global Hotel Alliance](#), [GHA DISCOVERY](#) and [RSSC.com/gha](https://RSSC.com/gha).**



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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.

GHA DISCOVERY Dollars can be redeemed at GHA hotels and resorts, but not while sailing onboard Regent Seven Seas Cruises ships.

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**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 program 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 24 million members. The award-winning GHA DISCOVERY program generated over \$1.4 billion in revenue and more than six million room nights in 2022. 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 [www.globalhotelalliance.com](http://www.globalhotelalliance.com).

**About GHA DISCOVERY**

Launched in 2010, GHA DISCOVERY is the world's largest loyalty program 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](http://ghadiscovery.com).

**About Regent Seven Seas Cruises**

Regent Seven Seas Cruises® is the leading luxury cruise line, delivering An Unrivalled Experience™ for 30 years. Carrying no more than 746 guests, the line's spacious and stylish ships - *Seven Seas Explorer*®, *Seven Seas Mariner*®, *Seven Seas Navigator*®, *Seven Seas Splendor*®, *Seven Seas Voyager*® and from 2023 *Seven Seas Grandeur*™ - form The World's Most Luxurious Fleet™ and explore more than 500 immersive destinations globally. Offering Unrivalled Space at Sea™, guests enjoy sumptuous all-suite accommodations, nearly all with private balconies, which are among the largest at sea, as well as highly personalised service throughout lavish public areas and expansive outdoor spaces. Unique to Regent Seven Seas Cruises, unlimited complimentary shore excursions are

available in every port, making it the only truly all-inclusive cruise line. Voyage fares also include flights, gourmet cuisine in a range of speciality restaurants and al-fresco dining venues, fine wines and spirits, entertainment, unlimited internet access, free valet laundry, gratuities, ground transfers and one-night, pre-cruise hotel packages for guests staying in Concierge-level suites and higher.

*Regent*  
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