



GHA DISCOVERY



## **CHEVAL COLLECTION JOINS GLOBAL HOTEL ALLIANCE WITH LUXURY SERVICED APARTMENTS ACROSS EDINBURGH, LONDON, AND DUBAI**

- *Cheval Collection is an award-winning hospitality group with 13 luxury residences with 800 apartments in London, Edinburgh and Dubai.*
- *First presence in Edinburgh for GHA DISCOVERY.*
- *First loyalty programme for Cheval Collection.*
- *GHA DISCOVERY's 26 million members will be recognised and rewarded for their stays at Cheval Collection properties.*

**Dubai, UAE, 4<sup>th</sup> April 2024:** [Global Hotel Alliance](#) (GHA), the world's largest alliance of independent hotel brands which this year marks its 20th anniversary, is expanding its award-winning loyalty programme, GHA DISCOVERY, to include luxury serviced apartments in London, Edinburgh and Dubai with Cheval Collection.

Once integrated later this year, Cheval Collection will offer the 26 million members of GHA DISCOVERY benefits such as Member Rates and room upgrades along with the ability to earn and spend DISCOVERY Dollars (D\$) – a transparent rewards currency that is spent like cash.

Each Cheval Collection residence brings a unique personality, offering apartments for any length of stay, from brief business trips to extended holidays.

Cheval Collection opened its first property in 1981, in Knightsbridge, London and currently owns and operates a portfolio of more than 800 apartments across nine locations in central London, three in Edinburgh and one in Dubai, all of which are well appointed within key neighbourhoods. With an ambitious pipeline for future growth, Cheval Collection remains dedicated to providing its guests with superior service at all its destinations worldwide.

“We are thrilled to announce the addition of Cheval Collection to our alliance, marking our first venture into serviced apartments. Travellers are seeking larger accommodation options and now they can enjoy recognition and rewards across a greater selection of properties and destinations, including Edinburgh which we are excited to add”, said Chris Hartley, CEO of GHA.

Mohammed Alawadhi, Managing Director of Cheval Collection adds “Guests increasingly expect a loyalty programme as part of their stay and, as we expand around the world, Global Hotel Alliance offers the potential to raise our profile, while also gaining valued guest feedback. GHA DISCOVERY is the only loyalty scheme run by hotels, for hotels, encouraging direct bookings as well as providing additional marketing support and access to new markets. Our goal is to recognise and reward the loyalty of our guests and GHA DISCOVERY, with its proven track record, is the most appropriate fit.”

**For more information visit [Global Hotel Alliance](#), [GHA DISCOVERY](#) and [Cheval Collection](#).**

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.

DISCOVERY Dollars (D\$) can be redeemed at GHA hotels and resorts, including at Cheval Collection properties once live later this year.

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**About Global Hotel Alliance (GHA)**

Global Hotel Alliance (GHA) brings together a diverse 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. The award-winning GHA DISCOVERY programme serves 26 million members and generated \$2.3 billion in revenue and 10 million room nights in 2023. GHA's brands currently include Anantara, Araiya, ASmallWorld, Avani, Bristoria, Capella, Corinthia, Divani, Doyle, Elewana, JA Resorts, Kempinski, Leela, Lore, Lungarno, Maqo, Marco Polo, Mysk, NH Collection, NH Hotels, 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 Cheval Collection**

Cheval Collection is an award-winning luxury hospitality company specialising in high quality serviced apartments worldwide. The collection includes the Cheval Residences, Cheval Maison and MY Locanda brands. Cheval Collection has extensive expertise and resources available to take on new projects, from inception to opening alongside support functions across the business, from technical services, operations and facilities management to revenue and reservations, human resources and sales and marketing. Cheval Collection is actively engaging with numerous investors and developers worldwide. Presently, the company manages 9 properties in London, 3 in Edinburgh, and 1 in Dubai, with the upcoming openings of Cheval Maison - Expo City Dubai in 2025 and Cheval Maison - West Regent in Glasgow in 2026.