



GHA DISCOVERY

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COLLECTION

## 2024 ULTRAS CELEBRATE THE FINEST IN LUXURY TRAVEL AT KENSINGTON PALACE IN LONDON

*Portrait Milano* named hotel of the year, *The Leela Palaces, Hotels & Resorts* voted leading luxury hotel brand, *Italy* shines as most popular holiday hotspot and *The Surrey, A Corinthia Hotel, New York* recognised as best new hotel, while *Emirates* wins best airline in the world

**London, United Kingdom, 8<sup>th</sup> November 2024:** The world's leading hotels, destinations, airlines, and airports, as voted for by the 28 million members of the [GHA DISCOVERY](#) loyalty programme, were revealed at the 18th edition of the prestigious ULTRAS awards ceremony, held in London on Thursday 7<sup>th</sup> November 2024.

Recognising the best of the best in global travel, the ULTRAs (Ultimate Luxury Travel Related Awards) is an eagerly anticipated annual event for the luxury travel industry, organised by Nick Perry, Chairman of multi-media brand *Ultratravel*, with whom [Global Hotel Alliance](#), the world's largest alliance of independent hotel brands and operator of award-winning loyalty programme GHA DISCOVERY has a long-standing joint venture – Ultratravel Collection.

Hosted at London's historic royal residence, The State Apartments and The Orangery Kensington Palace, this year's ULTRAs featured 18 categories, honouring leading names in travel as voted for by millions of GHA DISCOVERY members. The awards reflected a growing global appreciation for excellence across a wide range of luxury travel experiences.

The awards were presented by well-known UK TV presenters Natalie Pinkham and Gethin Jones, with a raft of celebrities in attendance including HRH Princess Eugenie, Dame Kelly Holmes, the Double Olympic Champion, Charlotte Hawkins, one of the anchors on Good Morning Britain and Australian and British author Kathy Lette.

The line-up of 2024 winners included **Portrait Milano**, hailed the 'Ultratravel Collection Hotel of the Year'; **The Leela Palaces, Hotels & Resorts**, which took home the title of 'Luxury Brand of the Year' **The Surrey, A Corinthia Hotel** in New York, named 'Best New Hotel in the World' and **The Apurva Kempinski Bali**, honoured as the 'Best Sustainable Hotel'.

Among the most celebrated hotels, **Lutetia Paris** was crowned 'Best Hotel in Europe'; **Capella Sydney** won 'Best Hotel in Asia/Pacific'; and **The Leela Palace New Delhi** triumphed as 'Best Hotel in the Middle East/India'. **The Royal Livingstone Victoria Falls Zambia Hotel by Anantara** was recognised as 'Best Hotel in Africa/Indian Ocean' and **Sugar Beach, a Viceroy Resort**, was named 'Best Hotel in the Americas/Caribbean'.

Dubai-based **Emirates** once again claimed the title of 'Best Airline in the World,' demonstrating its continued leadership in global aviation and **Regent Seven Seas Cruises** won 'Best Luxury Cruise Line', while **Italy** was revealed as the 'Favourite Country for a Holiday', just a little more popular than runners-up, **Australia** and **Japan**.

**Singapore Changi Airport** emerged victorious in the hotly contested 'Best Airport in the World' category, while **Virgin Atlantic** secured the 'Best Premium Economy Class,' and **Qatar Airways** won 'Best Business Class.'

In celebration of Ultratravel's 20th anniversary, a special award for the year's 'Most Innovative Airline in the Last 20 Years' went to **Qatar Airways**, and **Anantara Hotels & Resorts** was recognised as the 'Best Hotel Brand in the Last 20 Years'.

"The ULTRAs are a true reflection of the highest standards in luxury travel today based on the opinions and preferences of millions of GHA DISCOVERY members," said GHA CEO Chris Hartley. "I extend my congratulations to all the winners for setting new benchmarks in the industry and showcasing the best of hospitality, aviation, and travel."

For more information visit [Global Hotel Alliance](#), the [Ultratravel Collection](#), [Ultratravel](#), and [GHA DISCOVERY](#)

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**About Ultratravel Collection**

Ultratravel Collection brings together hotels of distinction for the discerning traveller. Its membership is reserved for the very best hotels and resorts in the world – genuinely luxurious and iconic properties that deliver the finest service and personalised guest experiences. Member hotels share an integrated global platform for guest recognition and loyalty rewards, the GHA DISCOVERY programme from partner Global Hotel Alliance, as well as a beneficial relationship with the multi-media brand Ultratravel, the other founding partner of Ultratravel Collection. For more information visit [ultratravelcollection.com](http://ultratravelcollection.com).

**About GHA and GHA DISCOVERY:**

Global Hotel Alliance (GHA) is the world's largest alliance of independent hotel brands with 40 brands and more than 800 hotels in 100 countries. Its award-winning loyalty programme—GHA DISCOVERY—provides 28 million members with recognition, D\$ rewards and exclusive experiences across its hotels and partners, both with and without a stay. GHA DISCOVERY generated US\$2.3 billion in revenue and 10 million room nights in 2023.

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. For more information, visit [globalhotelalliance.com](http://globalhotelalliance.com) or [ghadiscovery.com](http://ghadiscovery.com).