



GHA DISCOVERY

GLOBAL HOTEL ALLIANCE CELEBRATES EXCELLENCE AT 2026 GHA AWARDS

Leading hotel brands and properties recognised for outstanding performance, innovation, loyalty engagement and sustainability

Monte Carlo, 6th July 2026: [Global Hotel Alliance](#) (GHA), the world's largest alliance of independent hotel brands, has announced the winners of its 2026 GHA Awards, recognising outstanding achievements by member brands and hotels across the alliance's global portfolio.

Presented during GHA's annual CEO conference aboard Regent Seven Seas Cruises luxury cruise ship Seven Seas Splendor on 5th July 2026, the awards celebrated excellence across 13 categories spanning loyalty performance, guest engagement, technology, sustainability, marketing and luxury hospitality. The event brought together senior leaders from GHA's hotel brands for the alliance's first-ever CEO meeting held at sea.

The choice of venue reflects the successful partnership between Global Hotel Alliance and Regent Seven Seas Cruises, which extends GHA DISCOVERY recognition and benefits beyond hotels to the luxury cruise sector, creating a more rewarding travel experience for members.

Commenting on the awards, Chris Hartley, CEO of Global Hotel Alliance, said: "The GHA Awards recognise the brands and hotels that consistently raise the bar in delivering exceptional experiences for our members while contributing to the success of the alliance. This year's winners have demonstrated outstanding commitment to operational excellence, guest satisfaction, innovation and collaboration. Their achievements highlight the strength of our global network and the collective efforts that continue to drive the growth and success of GHA DISCOVERY."

The alliance's **most prestigious accolade, the Best Brand Performance Award**, was presented to **Wharf Hotels** in recognition of its outstanding overall performance across the GHA DISCOVERY programme, achieving the highest levels of guest satisfaction while consistently delivering exceptional member recognition and engagement. **Kempinski Hotels** and **Outrigger Resorts & Hotels** were named runners-up, reflecting the exceptionally high standard of performance across the alliance.

The Hotel of the Year Award was presented to **Anantara Mai Khao Phuket Villas** as the top-performing hotel based on GHA DISCOVERY member room nights booked over the past year, reflecting exceptional loyalty engagement and commercial success. The Best New Hotel Award went to **Lanson Place Parliament Gardens, Melbourne**, celebrating the most successful new addition to the portfolio based on strong member engagement and rapid performance growth.

Cheval Collection earned the Best Cross-Brand Contribution Award for driving strong engagement across multiple brands within the alliance and encouraging members to explore the wider GHA portfolio. **Wharf Hotels** took home its second award of the evening, receiving the Best Member Recognition Award as the brand with the highest guest satisfaction scores across the alliance.

Among other winners, **Hotel Groove Shinjuku, A PARKROYAL Hotel** in Tokyo received the Web & App Hotel of the Year Award for outstanding booking and revenue performance through GHA DISCOVERY's digital channels, while **JA Resorts & Hotels** was recognised with the Marketing Excellence Award for exceptional engagement across the programme's campaigns, promotions and content initiatives.

For excellence in growing the programme's member base, **Minor Hotels** received the Best Enrolment Performance Award, having generated the highest number of new GHA DISCOVERY member enrolments over the past year. **Rotana Hotels & Resorts** was recognised with the Best Use of Technology Award for innovative deployment of digital solutions to enhance both member experiences and operational efficiency.

At brand level, **The Doyle Collection** received the Most Improved Brand Performance Award for delivering significant gains in performance, engagement and collaboration within the alliance, while **SAii Hotels & Resorts** was named Best New Brand Performance for achieving the strongest results among brands that joined GHA in the past year.

The Green Collection Exceptional Engagement award was presented to **PARKROYAL COLLECTION Pickering**, Singapore in recognition of outstanding contribution to sustainable hospitality, including initiatives supporting local communities and environmental preservation. The Ultratravel Collection Hotel of the Year Award went to **Capella Bangkok**, honouring exceptional leadership in luxury hospitality and a consistent ability to meet the evolving expectations of high-end travellers.

The ceremony also paid tribute to the alliance's long-standing members. **The Leela Palaces, Hotels and Resorts** and **Marco Polo Hotels** were recognised for 20 years of membership, while **Lungarno Collection** and **Shaza Hotels** marked 15 years with the alliance. **Outrigger Resorts & Hotels** was honoured for its 10-year milestone, underscoring its valued contribution to GHA.

A further highlight of the event was the keynote address by French freediving world champion Arthur Guérin-Boëri, who shared insights on discipline, resilience, mental strength and achieving peak performance under pressure, drawing parallels between elite sport and excellence in hospitality leadership.

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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, Facebook and WeChat.

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About GHA and GHA DISCOVERY:

Global Hotel Alliance (GHA) is the world's largest alliance of independent hotel brands with over 55 brands and 1,000 hotels across 100 countries. Its award-winning loyalty programme – GHA DISCOVERY – provides 36 million members with recognition, D\$ rewards and exclusive experiences across its hotels and partners, both with and without a stay.

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 or ghadiscovery.com.