



GHA DISCOVERY

GLOBAL HOTEL ALLIANCE EXPANDS WITH TWO HOMEGROWN HOSPITALITY BRANDS FROM TURKEY AND POLAND

The Marmara Hotels and PURO Hotels will add 15 hotels to the GHA DISCOVERY loyalty programme

Dubai, UAE, 27th August 2026: [Global Hotel Alliance](#) (GHA), the world's largest alliance of independent hotel brands, is expanding its portfolio with two regional hospitality brands from Turkey and Poland. These brands joining GHA reflect the growing appeal of the alliance model among independent hotel companies looking to expand internationally, while retaining their local cultural appeal and individual identity that has established them in their home countries.

Together, The Marmara Hotels and PURO Hotels will add 15 hotels to [GHA DISCOVERY](#), further enriching GHA's award-winning loyalty programme.

The Marmara Hotels and its six properties across Turkey are already live in the programme, with PURO Hotels' nine-property portfolio set to follow in Q3 2026.

"Independent hotel brands are increasingly looking for ways to reach more international travellers while staying true to their local identity," said GHA CEO Chris Hartley. "GHA enables brands to achieve this by combining global reach and scale with the freedom to maintain their individuality. With their amazing history and unique culture, Turkey and Poland are destinations experiencing significant growth in international demand, as people expand their travel horizons, and we are now able to offer a fabulous choice of hotels in these markets."

The Marmara Hotels - Turkish Hospitality with a Sense of Place

Rooted in Istanbul and shaped by more than four decades of Turkish hospitality, [The Marmara Hotels](#) brings together contemporary comfort with a strong sense of Turkish heritage. From its landmark location in Taksim Square and Pera to properties in Bodrum and Antalya, each hotel reflects the character of its destination while offering the warmth and generosity associated with Turkish hospitality, which now can be experienced by GHA DISCOVERY members. The Marmara Hotels' connection to place also extends to its preservation of cultural heritage, including historic landmarks such as the Esma Sultan Palace by the Bosphorus and the restored Zeyrek Çinili Hamam.

PURO Hotels - Design, Culture and the Energy of the Neighbourhood

[PURO](#) is a modern urban hotel brand, creating distinctive hospitality experiences in Poland and beyond. Today, the portfolio comprises eight hotels located in Warsaw, Wrocław, Kraków, Poznań, Gdańsk, and Łódź. The brand's design-led urban hotels blend high-quality design, art, gastronomy, and local character, creating authentic experiences. PURO responds to the evolving needs of today's conscious travelers by blending local culture with Nordic sensibilities. Every detail is carefully considered, not only to provide comfort but also to inspire. Beyond welcoming guests, PURO's hotels serve as vibrant social hubs where locals and travelers come together over culture, food, work, and shared experiences. The brand continues to expand its footprint, preparing to open its first hotels outside Poland, in Budapest in 2026 and Prague in 2027.

"These brands are particularly exciting additions to GHA, marking the arrival of our first homegrown Polish and Turkish hotel brands. Each brings a strong sense of place, deep local expertise and a distinctive hospitality culture to our portfolio. This is at the heart of what we want to offer our

members: authentic experiences rooted in the destinations they visit, while giving independent brands a global platform to share their unique stories,” concludes Hartley.

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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 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.