



GHA DISCOVERY

Far East
HOSPITALITY

**GLOBAL HOTEL ALLIANCE SIGNS ON FAR EAST HOSPITALITY,
SINGAPORE-BASED REGIONAL HOTEL MANAGEMENT OPERATOR,
EXPANDING ITS PRESENCE ACROSS ASIA PACIFIC**

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Singapore, 21 October 2026: [Global Hotel Alliance](#) (GHA), the world's largest alliance of independent hotel brands, today announces the addition of [Far East Hospitality](#) (FEH) to its growing global portfolio. The partnership brings 26 hotels and serviced residences, comprising 6,212 rooms across Singapore, Malaysia and Japan, into the GHA ecosystem.

The addition further strengthens GHA's footprint in Asia Pacific, one of the world's most dynamic and important travel markets. It also brings the group into GHA's award-winning loyalty programme, GHA DISCOVERY, connecting its guests to a global community of more than 38 million members, who are able to benefit from the programme's shared recognition and rewards ecosystem, including Discovery Dollars (D\$), which can be earned and redeemed across all GHA brands, as well as member rates, room upgrades, local offers and experiences.

"We are delighted to welcome Far East Hospitality to our alliance. Its strong regional presence, diverse portfolio and distinctly Asian approach to hospitality are a natural fit. Singapore continues to play an important role as a gateway to Asia, while the group's presence across Malaysia and Japan further strengthens our ability to offer GHA DISCOVERY members more choice in some of the region's most popular destinations. This partnership demonstrates the value of our model: enabling independent and regional hotel groups to retain their identity while benefiting from the scale and reach of a global alliance," said Chris Hartley, CEO, Global Hotel Alliance.

Far East Hospitality will integrate 26 hotels and serviced residences across Singapore, Malaysia and Japan into GHA DISCOVERY in early 2027. Spanning five distinct brands, Oasia, Quincy, Rendezvous, Village, and Far East Collection, the properties cater to both business and leisure travellers, offering flexible accommodation options for short- and long-term stays. Known for its "Singapore-inspired hospitality" which is built on the four key attributes of comfort, attention, aesthetics, and elegance, the company thoughtfully crafted its brands to meet the evolving needs of today's travellers - from urban explorers and heritage seekers to wellness advocates and social urbanites - delivering authentic guest experiences.

"Joining Global Hotel Alliance is an exciting milestone for our group as we continue to strengthen our presence across Asia Pacific. Our brands are rooted in Singapore-inspired hospitality, but each has its own distinctive character and approach to the guest experience. At a time when guest loyalty matters more than ever to both travellers and hoteliers, GHA DISCOVERY gives us the opportunity to retain that individuality while connecting our hotels and serviced residences with a truly global audience. We look forward to introducing our portfolio to more travellers, and creating new opportunities for guests to experience our brands across the region", said Mark Rohner, Managing Director, Far East Hospitality.

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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 60 brands and 1,000 hotels across 100 countries. Its award-winning loyalty programme – GHA DISCOVERY – provides 38 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.

About Far East Hospitality

Far East Hospitality Holdings Pte Ltd (Far East Hospitality) is an international hospitality owner and operator with a diverse portfolio of 10 unique and complementary brands of hotels, serviced residences and apartment hotels, including Oasia, Quincy, Rendezvous, Village, Far East Collection, A by Adina, Adina Hotels, Vibe Hotels, Travelodge Hotels and Collection by TFE Hotels.

Far East Hospitality owns more than 10 hospitality assets and operates a combined portfolio of more than 18,000 rooms under its management across over 100 hotels and serviced residences in 11 countries – Australia, Austria, Denmark, Germany, Hungary, Japan, Malaysia, New Zealand, Singapore, Switzerland and United Kingdom, with more in its development pipeline. In 2024, the group ranked amongst the top 100 hotel companies by HotelsMag.

Far East Hospitality is a 70-30 joint venture formed in 2013 between Far East Orchard Limited (a listed company under Far East Organization) and The Straits Trading Company Limited. In the same year, Far East Hospitality, through its wholly-owned subsidiary Far East Hospitality Investments (Australia) Pte Ltd, completed a 50-50 joint venture with Australia's Toga Group to form Toga Far East Hotels (TFE Hotels).

For more information, visit www.FarEastHospitality.com.