



**WORLD'S LARGEST ALLIANCE OF INDEPENDENT LUXURY HOTEL BRANDS
LAUNCHES INDUSTRY-FIRST GUEST LOYALTY PROGRAMME**

***Global Hotel Alliance Member Brands Deliver Global Recognition and
Amazing Local Experiences in the World's Most Exciting Locales***

Geneva, Switzerland – March 1, 2011 – Experience life as a maharajah in India, explore Dublin's cultural heritage and the legacy of its theatre greats, or regale your colleagues with tales of tracking cheetahs on Sir Bani Yas Island in Abu Dhabi. And just when it seems they cannot be impressed any further, tell them these experiences were accomplished in between business meetings. Today the Global Hotel Alliance (GHA), the world's largest alliance of independent hotel brands, officially launches **GHA Discovery**.

The new GHA Discovery programme – the first-ever uniting independent luxury hotel brands – was created to deliver recognition and experience-based rewards across 12 brands and nearly 300 hotels globally, turning a business trip or weekend getaway into a one-of-a-kind adventure. With a heightened level of personalised service, not points, the programme also provides access to more than 1000 exceptional Local Experiences – designed by the local hotel employees to provide exclusive access to off-the-beaten path activities around the world.

It goes without saying that members also enjoy benefits during their hotel stays:

GOLD (Upon enrolment)

- Membership profile of preferences
- Choice of Gold Level Local Experience after first stay at a GHA hotel
- Choice of complimentary newspaper
- Complimentary Internet access
- Complimentary bottled water

PLATINUM (10 to 29 nights per annum)

Gold Level privileges, plus:

- Choice of Platinum Level Local Experience
- Upgrade to next room category at check-in
- Late check-out until 3pm
- Guaranteed room availability 48-hours prior to arrival
- Local amenity

BLACK (30 or more nights per annum)

Platinum Level privileges, plus:

- Choice of Black Level Local Experience
- Double upgrade at check-in
- Early check-in beginning at 9am and late check-out until 6pm
- Guaranteed room availability 24 hours prior to arrival
- Personal choice of local amenity
- A local brand benefit (such as access to Executive Lounges, laundry service and more)

Local Experiences vary by membership level – the higher the membership level, the more exclusive the reward. After just one qualifying stay at a GHA hotel, Gold Level members can learn to play traditional "Bodu Beru" drums in the Maldives or enjoy a sunset drive through a nature reserve in Namibia. Platinum Level members can take in a rugby match in New Zealand or rehearse for Carnival at a celebrated samba school in Sao Paulo, Brazil. Guests who reach Black Level membership can experience a helicopter tour over the LA skyline, take a ski lesson with a famous professional or create their own mobile phone ring-tone in Microsoft Studios in Seattle.

Based on the airline alliance model, GHA is the world's largest alliance of independent hotel brands. Five years of technological development, collaboration, research and strategy went into creating GHA Discovery. Each member brand utilises a consistent reservations and customer database platform enabling guests' membership status and personal preferences to be recognised at all hotels – regardless of the brand.

"GHA Discovery was built with the philosophy that recognition and authentic, local experiences - and not just collecting points - are the true pillars of a rewarding hotel loyalty programme, said Chris Hartley, CEO of the Global Hotel Alliance. Whether taking advantage of spare time on a business trip or exploring a destination through a local's eyes on a weekend, the guest experience begins with personal recognition at the front desk of our hotel brands and is made richer with adventures that are not easily accessible to the general public."

About the GHA Discovery programme

GHA Discovery is about making your travel unforgettable. Using a common technology platform, members receive recognition across almost 300 hotels, resorts, palaces and spas in all of the twelve Global Hotel Alliance member brands. *Local Experiences*, the exciting rewards of the GHA Discovery programme, are unique, authentic activities which are designed by the hotels to give you a taste of local traditions and culture. Naturally, members also receive stay benefits, such as complimentary internet access, room upgrades and of course enhanced personal recognition as they move through the membership levels, each and every time they stay at a Global Hotel Alliance hotel. For more information visit www.ghadiscovery.com

About Global Hotel Alliance

Based on the airline alliance model, Global Hotel Alliance is the world largest alliance of independent hotel brands. It uses a common technology platform to drive incremental revenues and create cost savings for its members, while offering enhanced recognition and service to customers across all brands. GHA currently comprises of Anantara, Doyle Collection, First, Kempinski, Leela, Marco Polo, Mirvac, Omni, Pan Pacific, PARKROYAL, Shaza and Tivoli Hotels & Resorts encompassing almost 300 upscale and luxury hotels with 60,000 rooms across 48 different countries. www.gha.com

Contact Information

Vicky Elliot, Global Hotel Alliance, admin.corporate@gha.com – Tel: +41 22 596 4460
Anne Tramer, Weber Shandwick, atramer@webershandwick.com, Tel: +1 469 375 0224

###