

GHA DISCOVERY WINS THREE AWARDS AT THE LOYALTY EXPO 2014

The success of the industry's largest loyalty programme for independent hotel brands is starting to gain recognition

Dubai, March 17, 2014. At the awards luncheon of the Loyalty Expo 2014 held in Orlando, Florida, GHA Discovery, the innovative, multi-brand loyalty programme of Global Hotel Alliance (GHA) won three awards from Loyalty 360, the loyalty marketer's association.

GHA Discovery went home with three major awards, chosen from 170 entries, having been judged by 25 industry experts and evaluated with a numeric scoring system. GHA Discovery won **Gold** for the "**360-Degree Loyalty Award**", which recognises the programme with the highest aggregate score across all categories. GHA Discovery also won **Silver** in the category of "**Reward Program**", as well as **Silver** in the category "**Use of Market Research, Customer Insight or Voice of the Customer in Loyalty Marketing**".

These awards come not long after GHA Discovery won two awards at the Travel Weekly Magellan Awards, namely the 2013 Gold Magellan Award in the Loyalty Programme category and 2013 Silver Magellan Award for the "Marketing Campaign category".

GHA's CEO, Chris Hartley is thrilled with these accolades, "Two weeks ago, we were celebrating GHA's 10th Anniversary at ITB in Berlin, and now GHA Discovery has won these fabulous awards, so it's certainly exciting times for the alliance. I believe the key to our success has been enabling customer recognition across multiple brands, by aligning our technology, and creating a unique CRM platform, thus ensuring all 425 hotels can deliver what we promise the customer each time they stay, regardless of the brand they choose".

"These awards really reflect the efforts that everyone has made across the alliance to make GHA Discovery a success. Together we share 4 million customers, who drive over US\$1 billion in annual sales, but most importantly a growing slice of that revenue is moving across our brands. In 2013, programme revenues were up by 17%, cross-brand revenues by over 50% and gha.com bookings by over 70%. Those numbers speak for themselves"

"Everyone associated with GHA Discovery can be proud of what we've achieved in creating this loyalty programme, which is still only four years old; and we hope and expect that more brands will join us in offering what is becoming an exciting alternative for customers to the points-based, mega-chain programmes, and create further success in the future" concluded Hartley.

Editor's Notes:

About Global Hotel Alliance

Based on the airline alliance model, Global Hotel Alliance (GHA) is today the world's largest alliance of independent hotel brands. GHA uses a shared technology platform to drive incremental revenues and create cost savings for its member brands, while offering all the benefits of a multi-brand loyalty programme, GHA Discovery, which has over 4 million members. GHA's member brands are currently: Anantara, Art Series, AVANI, Doyle Collection, First, Kempinski, The Leela, Lungarno Collection, Marco Polo, Mokara, Omni, Pan Pacific, PARKROYAL, Per AQUUM, QT, Rydges, Rixos, Shaza, Tangram, Thon, Tivoli and Ultratravel Collection encompassing 425 upscale and luxury hotels with over 100'000 rooms across 63 different countries. For more information visit www.gha.com

About the GHA Discovery programme

GHA Discovery is about making travel unforgettable. Using a common technology platform, members receive recognition and rewards across 425 hotels, resorts, palaces and spas in all of the Global Hotel Alliance members' hotels. *Local Experiences*, the innovative rewards of the GHA Discovery programme, are unique, authentic experiences, which are designed by the hotels to give a taste of local traditions and culture. Naturally, members also receive stay benefits, such as complimentary Wifi, 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.gha.com

About Loyalty Expo

Loyalty Expo is a true Voice of the Customer-driven, best practices-focused customer loyalty and rewards conference. Attendees, have the unique opportunity to network with hundreds of fellow marketers and hear how they are reaching their customer relationship-building goals. Market leaders share their experiences and insights on customer retention strategies and trends. Attendees leave Loyalty Expo with a comprehensive understanding of new research, technologies, and solutions to assist their companies on the customer loyalty journey. For more information visit www.loyaltyexpo.com

About Loyalty360

Loyalty360 is an unbiased, market-driven, voice of the customer focused clearing house and think-tank that is committed to bringing loyalty to the forefront as a critical marketing strategy. A trusted source for cutting-edge research, best practices, and networking opportunities, Loyalty360 gives members the expert insights and guidance they need to better understand loyalty and develop programs that effectively engage their customers and employees and build stronger relationships with them. For more information visit www.loyalty360.org

Media Contacts:

☎ Haitham Assem • Marketing Manager • GLOBAL HOTEL ALLIANCE
+971 4 421 4287 • haitham.assem@gha.com