

## DISCOVERY LOYALTY LAUNCHES 10 DAYS OF GIVEAWAYS TO CELEBRATE 10 MILLION MEMBERS

**Dubai, 29 June 2017** DISCOVERY, the loyalty programme shared by the 35 independent brands of Global Hotel Alliance, reached **10 million members** this month!

To celebrate this amazing milestone, it is thanking new and existing members with 10 days of unique giveaways. Beginning July 7<sup>th</sup>, they can win one of the following daily prizes:

- 10 free stays at participating hotels
- Complimentary booking on gha.com, every 10 bookings
- 10 automatic tier renewals
- 10 Platinum-level upgrades
- 10 Black-level upgrades
- 10 Platinum-level Local Experiences
- 10 Black-level Local Experiences
- Additional awards, to the first 10 Local Experience redeemers

On July 15<sup>th</sup>, **a 10-year Black-level membership will be awarded to one lucky winner**. Black-level membership is usually earned only after staying 30 nights per year. It includes 10 Black-level Local Experiences, which are valued at approximately \$300 each and add a taste of the local culture to make each stay more memorable. The Grand Prize will be awarded on July 16<sup>th</sup>, the last day of the giveaway. **One member will receive a US\$10,000 travel gift card** to his or her choice of 13 participating hotel brands, including Omni Hotels & Resorts; Anantara Hotels, Resorts & Spas; The Doyle Collection; Thon Hotels; Rydges Hotels; and more.

These prizes are a one-of-a-kind chance to create years of memorable vacations. Details for how to enter the giveaway will be available at [discoveryloyalty.com](http://discoveryloyalty.com), on Facebook and through email to existing members.

Launched in 2010, DISCOVERY provides benefits at more than **550 hotels, resorts and palaces** — all with their own unique character — spread across **76 countries**. DISCOVERY was the first hotel loyalty programme to recognize the importance of experiences in driving loyalty. With its unique rewards system, it remains the only programme dedicated to experiential travel. **In lieu of points, members accrue “Local Experiences”** — curated rewards that connect travellers to the people, places and things that make a destination unique.

“We are grateful for the continuous high rate of new customer enrolments in DISCOVERY, which enable us to build a lasting relationship with our members and thank them with recognition, attractive hotel benefits and experiential rewards,” explains Chris Hartley, Global Hotel Alliance’s CEO. “We’ve pioneered a move away from points and free nights, and millions of customers have followed us. Our members **will spend over \$1.5 billion in our hotels this year**, and half-a-million nights with brands that they didn’t know about before they joined our programme. That’s the power of DISCOVERY: we’re enriching the customer experience by showcasing a diverse collection of truly local and eclectic brands around the world.

**Editor's Notes:****About DISCOVERY programme**

A memorable trip demands more than a comfortable stay. DISCOVERY, an award-winning global loyalty programme, provides over 10 million members recognition and perks across 550 hotels, resorts and palaces in 76 countries. Elite members have the opportunity to immerse themselves in local culture through Local Experiences, distinctive activities that capture an authentic taste of each destination. For more information, visit [discoveryloyalty.com](https://discoveryloyalty.com)

**About Global Hotel Alliance**

Global Hotel Alliance (GHA) is the world's largest alliance of independent hotel brands, bringing together 35 brands with 550 hotels in 76 countries. GHA uses a shared technology platform to drive incremental revenues and create cost savings for its member brands. GHA's award-winning loyalty programme, DISCOVERY, provides over 10 million members exclusive opportunities to immerse themselves in local culture wherever they travel. GHA's hotel brands currently include: Alila, Anantara, Art Series, Atura, AVANI, Corinthia, Doyle, Elewana, First, GLO, Kempinski, Leela, Lungarno, Marco Polo, Meritage, Meydan, Mokara, Niccolo, NUO, Omni, Outrigger, Pan Pacific, PARKROYAL, QT, Rixos, Rydges, Shaza, Tangram, Thon, Tivoli, Ultratravel Collection and Viceroy. For more information, visit [gha.com](https://gha.com)

**Media Contact:****Global Hotel Alliance**

Kristi Gole • Director of Loyalty Marketing  
+1 972 871 5539 • [kristi.gole@gha.com](mailto:kristi.gole@gha.com)