



GHA DISCOVERY



THE SET COLLECTION COMPLETES INTEGRATION WITH GLOBAL HOTEL ALLIANCE GIVING GHA DISCOVERY MEMBERS EVEN MORE CHOICE OF LANDMARK PROPERTIES

GHA DISCOVERY's 22 million members can now access The Set Collection's iconic founding hotels as they are incorporated into the alliance's Ultratravel Collection and earn triple DISCOVERY Dollars when staying at these luxurious properties

Dubai, UAE, 31st October 2022: The Set Collection, a carefully curated luxury hotel collection comprising some of the world's most exceptional independent hotels worldwide, has completed its integration with the Global Hotel Alliance (GHA), operator of the multi-brand loyalty programme, GHA DISCOVERY.

With their four landmark hotels in Europe and Israel incorporated into the alliance, within the prestigious Ultratravel Collection – GHA DISCOVERY's 22 million members can now access an even wider range of iconic hotels in sought-after-destinations, including the Conservatorium in Amsterdam, Hotel Café Royal in London, the Lutetia in Paris, and the Mamilla in Jerusalem.

The reimagination of GHA DISCOVERY, launched in December 2021, introduced the industry's first digital rewards currency, DISCOVERY DOLLARS (D\$). With cross-brand redemptions made possible as part of the relaunch, members can redeem their D\$ on stays and experiences at any GHA hotel property globally, which now includes The Set Collection's hotels.

Celebrating the integration of The Set Collection' iconic founding hotels, GHA DISCOVERY members can earn triple D\$ when booking between 1st and 30th November 2022 for stays between 2nd January to 31st March 2023. The promotion is open to all GHA DISCOVERY members, including new members; they can simply opt in as part of their free membership. After registering, members will earn triple the usual amount of D\$ for all eligible spend on their stays within the promotion period, when booked on the GHA DISCOVERY website or app and the hotel's channels.

For guests of The Set Collection, the group's integration into GHA and GHA DISCOVERY – which will be referred to as 'The Set DISCOVERY' – expands their reach with a programme encompassing 40 hotel brands and more than 800 hotels in 100 countries, as well as a raft of benefits designed to meet the needs of modern travellers.

Mirroring the reimagined GHA DISCOVERY, The Set DISCOVERY is modelled around three member-centric concepts, which in addition to DISCOVERY Dollars (D\$) includes 'Recognition', with multiple ways to earn elite status and benefits from the first stay and 'Live Local', inviting members into the hotels even without a stay, through offers and experiences from pool access to spa days to dining and more.

"With The Set Collection's hotels now fully integrated into GHA DISCOVERY, we are providing our 22 million loyalty programme members with even more ways to earn and redeem DISCOVERY Dollars (D\$) in these ultra-luxury properties in some of the world's most popular destinations" said Chris Hartley, CEO, Global Hotel Alliance.

“Our recently reported 2022 performance figures revealed that D\$ redemptions are driving a huge boost in repeat and cross-brand stays, proving GHA DISCOVERY’s refresh is a winning formula with our members, who appreciate its flexibility, transparency and endless redemption possibilities, which now includes The Set Collection.”

Jean-Luc Naret, Executive Director of The Set Collection, added: “With The Set DISCOVERY now activated, we look forward to receiving new guests from across the alliance to our iconic hotels, where they will be instantly recognised and warmly welcomed.”

For more information visit www.globalhotelalliance.com, [GHA DISCOVERY](#) & www.thesetcollection.com

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About Global Hotel Alliance (GHA)

Global Hotel Alliance (GHA) brings together a unique collection of independent hospitality brands with GHA DISCOVERY, a multi-brand loyalty programme leveraging a shared technology platform. 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. GHA represents a collection of 40 brands with more than 800 hotels in 100 countries serving 22 million members. The award-winning GHA DISCOVERY programme generates over \$1 billion in revenue and more than six million room nights annually. GHA’s brands currently include Anantara, Araiya, Avani, Campbell Gray, Capella, Corinthia, Discovery Destinations, Divani, Doyle, Elewana, Fauchon, GLO, JA Resorts, Kempinski, Leela, Lungarno, Marco Polo, Mysk, NH Hotels, NH Collection, nhow, Niccolo, Nikki Beach, NUO, Oaks, Outrigger, Pan Pacific, PARKROYAL COLLECTION, PARKROYAL, Patina, The Residence by Cenizaro, The Set Collection, Shaza, Sukhothai, Sun International, Tivoli, Ultratravel Collection and Viceroy. For more information, visit www.globalhotelalliance.com.

About GHA DISCOVERY

Launched in 2010, GHA DISCOVERY is the world’s largest loyalty programme for independent hotel brands, featuring more than 800 hotels, resorts, and palaces across 40 brands. Members enjoy VIP recognition, thoughtful benefits and generous rewards at home or away. GHA DISCOVERY members earn and spend DISCOVERY Dollars (D\$), an exclusive rewards currency. They also enjoy member-only Experiences curated by each hotel, plus they have access to properties close to home, without a stay, through member-only Local Offers.

About The Set Collection

The Set Collection is a new luxury brand representation company of like-minded independent hotels, run by hoteliers for hoteliers. It has been designed for owners, investors and management teams seeking an alternative to the traditional representation and distribution service. With an agile and flexible business model, The Set Collection provides a tailored solution to supply only the services that hoteliers need, designed to adapt quickly to continually evolving market conditions and business needs of our member hotels whilst providing a competitive fee structure. Under The Set Collection, owners and

management teams retain their hotel brand and identity alongside the day-to-day operations of their property, whilst taking advantage of tailored services to support their operation and existing teams. The founding members of The Set Collection are Conservatorium, Café Royal, Lutetia & Mamilla (available as part of The Set DISCOVERY). In 2021 Upper House, Middle House, Temple House and Opposite House joined the Group. For more information, visit thesetcollection.com