



PRESS RELEASE

**GLOBAL HOTEL ALLIANCE BUILDS A SOLID FOUNDATION FOR GROWTH,
AS ITS GHA DISCOVERY PROGRAMME ENROLLS ITS TWO MILLIONTH MEMBER!**

Geneva, 31st October 2011 - Just sixteen months after its launch last year, GHA Discovery, the loyalty programme of Global Hotel Alliance, this week enrolled its two millionth member.

Recognising programme members across 14 upscale and luxury hotel brands with nearly 300 hotels in 51 countries, GHA Discovery broke with tradition by offering guests not only the most sought-after benefits during their hotel stays, such as complimentary internet access and room upgrades, but also amazing “Local Experience” awards, allowing members to discover their destination through unique and off-the-beaten-track activities, designed by local experts, namely the hotel employees themselves.

GHA's CEO, Chris Hartley, is delighted with customer interest in the new loyalty programme: “GHA Discovery has seen phenomenal uptake since launch, generating more than US\$600 million of rooms revenue across our hotel brands in the first year of operation, of which over US\$25 million has been generated from cross-brand sales, in other words members moving between the different GHA brands. The results are clearly demonstrating that there is a large market of customers looking for a more authentic hotel experience when they travel, and GHA Discovery is opening up these hotels to such customers.”

Hartley added “GHA continues to add new hotel brands to its portfolio, and potential member brands already see GHA Discovery as one of the most attractive benefits of alliance membership. We are currently in negotiation with several hotel brands in South Africa, Spain, Japan and the UK, as we continue to fill our “white spots”.

Meanwhile, GHA Discovery will re-launch its website in early December making it easier for members to book rooms, to claim their Local Experience awards, and to ensure that they get personal recognition across the full GHA portfolio of hotels.

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 fourteen Global Hotel Alliance member brands. Local Experiences, the exciting awards 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 and to enroll, visit www.ghadiscovery.com

About Global Hotel Alliance

Based on the airline alliance model, Global Hotel Alliance (GHA) 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, Lungarno Collection, Marco Polo, Mokara, Mirvac, Omni, Pan Pacific, PARKROYAL, Shaza and Tivoli hotels & resorts encompassing almost 300 upscale and luxury hotels with 65,000 rooms across 51 different countries.

www.gha.com

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