



GHA DISCOVERY

## **GHA DISCOVERY MEMBERS WILL GET UP TO 14% BACK IN D\$ FOR STAYS THROUGH JUNE WITH THIS DOUBLE DISCOVERY DOLLAR PROMOTION**

Global Hotel Alliance's loyalty programme encourages customers to stay in the collection's more than 500 hotels with more savings and perks to enjoy

**Dubai, UAE, 19<sup>th</sup> April 2022:** [Global Hotel Alliance](#) (GHA) announces the Double DISCOVERY Dollar (D\$) promotion, enabling members to earn more, as they indulge in luxurious stays and try new experiences. DISCOVERY Dollars, the industry's first digital rewards currency is part of the reimagining of [GHA DISCOVERY](#), the world's largest loyalty programme for independent hotel brands.

The [Double D\\$ promotion](#) started on 15<sup>th</sup> April and runs through 31<sup>st</sup> May 2022 with stays to be completed by 30<sup>th</sup> June. 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 twice the usual amount of D\$ for all eligible spend on their stays through the end of June, when booked on the GHA DISCOVERY website or app and any of the hotel brands' channels.

With this promotion, an entry level Silver member will earn 8% back in D\$ rather than his usual 4%, and the top Titanium level members will earn 14% back in D\$ rather than their usual 7%.

"Since the launch of our new digital rewards currency in December 2021, we have issued approximately D\$100,000 per day, rewarding members for indulging across our hotels", said GHA's Head of Product Kristi Gole.

"In addition to the encouraging recovery of international travel in certain markets, we are seeing that domestic stays and experiences have increased, proving members want the flexibility of earning and redeeming D\$ both in their home market and when travelling, or more simply put - at home or away. D\$ can be used across the hotel toward the room, dining, drinks, spa or golf, and even for curated Experiences outside the hotel. With this promotion, we are putting more D\$ in our members' digital wallets to make our hotels their first choice and help them relish the moment, however they choose", she adds.

One D\$ equates to one US\$ and members earn D\$ at all properties in the GHA DISCOVERY collection. At checkout, D\$ earned on previous stays can be used for extras as a form of payment. Members start earning D\$ from day one, while the percentage earned on eligible spend increases with membership status - with the new Double D\$ promotion this percentage starts at 8% rising to 14%.

Customers can partake in the promotion by signing up for the GHA DISCOVERY programme for free [here](#). D\$ rewards will be automatically credited to your GHA DISCOVERY account and be eligible for six months from the date of issuance, valid at all properties within the collection.

The GHA DISCOVERY programme and D\$ are accepted at more than 500 hotels across 35 independent hotel brands worldwide. For more information about GHA hotel brands, please click [here](#).

Travellers can manage their membership easily on the [GHA DISCOVERY app](#) as well as connect with GHA DISCOVERY on [Instagram](#) and [Facebook](#).

**For more information visit [GHA DISCOVERY](#)**

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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 35 brands with over 500 hotels in 85 countries serving 11 million members. The award-winning GHA DISCOVERY programme generates approximately \$2 billion in revenue and more than eight 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, Niccolo, Nikki Beach, NUO, Oaks, Outrigger, Pan Pacific, PARKROYAL COLLECTION, PARKROYAL, Patina, The Residence by Cenizaro, Shaza, Sukhothai, Sun International, Tivoli, Ultratravel Collection and Viceroy. For more information, visit [globalhotelalliance.com](http://globalhotelalliance.com).

**About GHA DISCOVERY**

Launched in 2010, GHA DISCOVERY is the world's largest loyalty programme for independent hotel brands, featuring more than 500 hotels, resorts and palaces across 35 brands. Members enjoy VIP recognition, thoughtful benefits and generous rewards at home or away. Recently the programme has evolved to include an additional tier and flexible paths to upgrade through nights/stays, eligible purchases or number of brands stayed, making it easier and faster for members to reach elite status. Unlike more traditional programmes, GHA DISCOVERY does not ask members to count points towards their next upgrade. Instead, members earn and spend DISCOVERY Dollars (D\$), an exclusive rewards currency. They also enjoy members-only Experiences curated by each hotel and have access to properties close to home, without a stay, through member-only Local Offers.