

GHA DISCOVERY REACHES THREE MILLIONTH MEMBER MARK

Celebrates with luxury weekend break giveaway in Vienna!

Geneva, 28th January 2013 – Three is the magic number for the Global Hotel Alliance (GHA) as it is on the verge of welcoming its three millionth member to its GHA Discovery loyalty programme. GHA Discovery, launched in June 2010, is the guest loyalty programme of all GHA member hotels and encompasses 14 independent hotel brands with over 300 luxury hotels in 55 countries on 6 continents.

To celebrate reaching this exciting milestone, GHA Discovery invites members to win an indulgent weekend stay for two in Vienna, Austria. The prize includes return business class flights, courtesy of Austrian Airlines, from any of their 140 worldwide destinations.

The lucky winner will also be treated to two nights in a sumptuous suite at Palais Hansen Kempinski, the latest addition to Kempinski's European portfolio, and a glamorous hot spot in this city of culture. Originally built as a hotel for the World Exhibition in Vienna in 1873, the hotel will open in late March bringing stately living to new heights. During their stay, the winners will be able to enjoy an amazing Local Experience to ensure they leave with unforgettable memories of their getaway.

And if that isn't already enough, as an added bonus, GHA Discovery will upgrade the winner's programme membership to Black Level for one year to ensure the easily acquired taste for luxury is a given on every stay at a Global Hotel Alliance hotel.

"Since we launched the GHA Discovery programme, less than three years ago, we have seen the programme grow beyond even our best estimates," said Chris Hartley, CEO of Global Hotel Alliance. "The member hotel brands in the alliance are all realising favourable cross-brand business as guests explore more and more exciting destinations and the unique properties that are all part of programme."

Focusing on personalised service and not points, GHA Discovery rewards members with stay benefits such as free internet access, already at entry level, as well as room upgrades, guaranteed room availability, local amenities and more as you move up the membership levels. Local Experience awards are core to the programme allowing members to redeem them for a chosen activity or event that exemplifies their destination and that are often off the beaten path or providing access that only the best local contacts can obtain.

"Moreover the ever increasing number of redemptions of Local Experience awards is very encouraging as it shows our GHA Discovery members are engaging with the programme and consider these experiences as a valuable bonus of membership," added Hartley.

To enrol or register for the prize draw, visit www.gha.com/3million. Full participation terms and conditions available on the website. Hurry! Entries close on 28th February 2013!

About the GHA Discovery programme

GHA Discovery is about making your travel unforgettable. Using a common technology platform, members receive recognition across over 300 hotels, resorts, palaces and spas in all of the fourteen Global Hotel Alliance member brands. Local Experiences, the exciting rewards 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 visit gha.com

About Global Hotel Alliance

Based on the airline alliance model, Global Hotel Alliance (GHA) is the world's 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, Omni, Pan Pacific, PARKROYAL, Shaza, Tangram and Tivoli hotels & resorts encompassing over 300 upscale and luxury hotels with 75,000 rooms across 55 different countries.

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