

**THE GLOBAL HOTEL ALLIANCE EXTENDS 900,000 OPPORTUNITIES FOR AMAZING
LOCAL EXPERIENCES TO 2.2 MILLION MEMBERS**

GHA Celebrates First Anniversary of Guest Loyalty Programme

Geneva, Switzerland - March 14, 2012 - In the first year since its official launch, the Global Hotel Alliance's (GHA) guest loyalty programme, GHA Discovery, has grown to over 2.2 million members, rewarding them with over 900,000 "Local Experience" awards for exclusive adventures in gateway cities, destinations resorts and exotic locales.

GHA, the world's largest alliance of luxury hotel brands with more than 300 hotels spanning 53 countries, prides itself on offering member benefits unlike any other in the industry. GHA Discovery aligns multiple independent brands, including Omni, Kempinski and Pan Pacific, behind a single, unified global loyalty programme.

Centred on personalised service, not points, GHA Discovery membership consists of three levels: Gold, Platinum and Black. Each level is based on the number of nights: Gold - enrolment to nine nights; Platinum - 10 to 29 nights; and Black - 30 or more nights. Members receive preferences based their own profile, complimentary amenities and Internet access. They also gain behind-the-scenes access to special activities, cultural experiences, attractions and events called Local Experiences. Local Experience awards vary by membership level - the higher the membership level, the more exclusive the reward. Some of the most popular Local Experiences in the past year, based on membership level, include:

GOLD

Montreal Night Life (Omni Mont-Royal)

Fishing at Night (Tivoli Marina Vilamoura)

PLATINUM

At The Heart of Chinese Dining (Pan Pacific Singapore)

Swim with the World's Largest Fish, the Whale Sharks (Djibouti Palace Kempinski)

BLACK

Sleep Out Under the Great African Sky (Kempinski Mokuti Lodge)

Dog Sledding on the Snow Capped Steppes of Mongolia (Kempinski Hotel Khan Palace)

“The first anniversary of an industry first is tremendous milestone. No other loyalty program provides such authentic, local experiences to its guests, and brings so many great regional brands together” said Christopher Hartley, chief executive officer of GHA.

About Global Hotel Alliance

Based on the airline alliance model, Global Hotel Alliance (“GHA”) is the world's largest alliance of independent hotel brands. Through the collaboration of its member brands, GHA hotels offer enhanced recognition and service to customers, regardless of where they choose to stay, through its unique loyalty programme, GHA Discovery. GHA's current member brands are Anantara, Doyle Collection, First, Kempinski, Leela, Lungarno Collection, Marco Polo, Mokara, Mirvac, Omni, Pan Pacific, PARKROYAL, Shaza and Tivoli hotels & resorts, encompassing over 300 upscale and luxury hotels with 65,000 rooms in 53 different countries.

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