



MERITAGE COLLECTION JOINS GLOBAL HOTEL ALLIANCE

Four resort hotels in California add to the alliance's growing presence in North America

Dubai, 9th June 2014, Global Hotel Alliance ("GHA") today announced California-based Meritage Collection as its latest member brand, bringing its presence in the United States to 60 hotels, making it GHA's largest single market, both in terms of hotel coverage and its significant customer base.

Meritage Collection is a life and style collection from Pacific Hospitality Group and includes four distinctive properties in legendary California destinations: The Meritage Resort and Spa in Napa Valley, Bacara Resort & Spa in Santa Barbara, Balboa Bay Resort in Newport Beach and Estancia La Jolla Hotel & Spa in La Jolla.

Chris Hartley, GHA's CEO, is excited about extending the alliance's footprint in the United States: "California is one of the most popular destinations in the world, and we've now got four more amazing hotels for our 4.5 million customers to choose from. Our loyalty programme, GHA Discovery, is all about creating local experiences; and with world-class golf, wine-country and the unique pacific coast all nearby, these hotels offer exactly the sort of amazing experiences that our customers are looking for, and so further enrich our offering."

Steve Arnold, president of Pacific Hospitality Group, feels that GHA membership will provide his hotels a window to the world: "California is not just about attracting the US market, we want and need to reach a global audience, and it's difficult to do that cost-effectively, being a small and young brand. Through GHA, our hotels are immediately going to be in front of the customers of all the other alliance brands. But most importantly, now that we share a common technology platform with all these other hotels, we'll be able to recognize and reward these customers when they stay with us, and make them feel immediately part of the Meritage Collection family".

Meritage Collection is set to become a full GHA member brand upon the completion of its integration in the coming months.

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Editor's Notes:

About Global Hotel Alliance

Based on the airline alliance model, Global Hotel Alliance (GHA) is today the world's largest alliance of independent hotel brands. GHA uses a shared technology platform to drive incremental revenues and create cost savings for its member brands, while offering all the benefits of a multi-brand loyalty programme, GHA Discovery, which has over 4.5 million members. GHA's member brands are currently: Alila, Anantara, Art Series, AVANI, Corinthia, Doyle Collection, First, GLO, Kempinski, The Leela, Lungarno Collection, Marco Polo, Mokara, Omni, Pan Pacific, PARKROYAL, Per AQUUM, QT, Rydges, Rixos, Shaza, Tangram, Thon, Tivoli and Ultratravel Collection encompassing 450 upscale and luxury hotels with over 100'000 rooms across 63 different countries. For more information visit www.gha.com



About GHA Discovery programme

GHA Discovery is about making travel unforgettable: offering personal recognition and unique rewards across the 450 hotels, resorts, palaces and spas belonging to the GHA member brands. *Local Experiences*, the innovative rewards of the GHA Discovery programme, are authentic experiences, which are created by each of the hotels to give a taste of local traditions and culture. Naturally, members also receive stay benefits, such as complimentary Wi-Fi, room upgrades and enhanced personal recognition as they move through the membership levels, each and every time they stay at one of GHA's hotels. For more information visit www.ghadiscovery.com

About Meritage Collection

Meritage Collection is a new life and style collection from Pacific Hospitality Group, which includes independent hotels, resorts, wineries, and golf courses. Meritage Collection offers exceptional travel and one-of-a-kind experiences in four of California's most spectacular locations: La Jolla, Napa Valley, Newport Beach, and Santa Barbara. Blending the best in leisure and group travel, Meritage Collection debuted in 2013 and includes The Meritage Resort and Spa, Bacara Resort & Spa, Balboa Bay Resort, and Estancia La Jolla Hotel & Spa. For more information about Meritage Collection, please visit www.meritagecollection.com

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