

GLOBAL HOTEL ALLIANCE GIVES NEWS ON ITS INNOVATIVE LOYALTY PROGRAMME

***ALL TWELVE MEMBER BRANDS NOW RECOGNISING EACH OTHERS CUSTOMERS
ALREADY ONE MILLION MEMBERS BY THE END OF 2010***

Tokyo, 28 October 2010. As part of a customer show-case in Tokyo, Global Hotel Alliance (GHA) today shared more details of its recently launched multi-brand loyalty programme, GHA Discovery, which is the first of its kind in the industry.

Using a sophisticated customer relationship management (CRM) system, specially customised for multiple brands by its technology partner Micros-Fidelio, GHA has now fully launched "**GHA Discovery**", an innovative loyalty programme, which enables their customers to receive enhanced service and recognition, while earning experience-based awards across all of its twelve brands and nearly 300 hotels.

Modelled on the airline alliances' successful philosophy of providing reward and recognition across multiple brands, GHA enables customers' membership status and personal preferences to be recognised in all hotels, regardless of the brand they choose.

GHA's CEO Chris Hartley is enthusiastic about the programme progress since its July launch: "GHA Discovery has now launched across all our twelve member brands and we are forecasting to pass the one million member mark by the end of the year. Customers are looking for greater value for their money, as well as personal recognition and they want to feel that they've experienced something unique when they travel. Initial customer feedback suggests we are meeting those expectations with this programme."

Indeed, Hartley believes that it is recognition that will be one of the keys to GHA Discovery's success. "Anyone can launch a loyalty programme, but if you don't recognise the customer when he checks in, or you don't know their personal preferences, you've fallen at the first hurdle."

Beyond technology though, GHA Discovery is offering the component that so many customers say they miss in today's commoditised hotel loyalty environment. Folker Heim, GHA's Director of Loyalty Marketing, explains

“we’ve gone back to the basic idea of travel being about experiencing something different. GHA Discovery is offering amazing ‘Local Experiences’ as its awards, rather than a free night somewhere you may not even want to go. Customers earn their chosen airline miles in all of our hotels, because mostly they tell us that this is their preferred loyalty currency, but beyond that we are offering something that money can’t easily buy.”

GHA hotel staff have spent a number of months, as part of a cross-alliance on-line community, compiling a database of ‘Local Experiences’ and now proudly presents customers with a choice of over 1,000 aspirational activities around the world.

“The wealth of awards that we are offering is quite staggering”, enthuses Heim: “you could experience a day in the life of one of the most famous bullfighters in Spain, a back-stage tour of a West-End musical, or even dress up like a Maharana or a Maharani and spend the day as a King!: there is really something to suit everybody’s taste and fire their imagination. For GHA Discovery members, just looking through our list of Local Experiences will be inspirational in itself.”

GHA Discovery has now launched across all twelve member brands, and more information on the programme and ‘Local Experiences’ can be found on www.ghadiscovery.com

About Global Hotel Alliance

Based on the airline alliance model, Global Hotel Alliance 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, First, Kempinski, Leela, Mirvac, Marco Polo, Omni, Pan Pacific, PARKROYAL, Shaza, The Doyle Collection and Tivoli, encompassing nearly 300 upscale and luxury hotels with over 65,000 rooms across 48 different countries.

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