



PRODUCTIVITY REACHES AN ALL TIME HIGH: BUSINESS TRAVELERS EXPLORE, UNWIND AND TAKE IN THE LOCAL CULTURE WITH GHA DISCOVERY "EXPERIENCE EXPRESS"

Global Hotel Alliance Member Brands Deliver Global Recognition and 90-Minute Local Experiences in the World's Most Exciting Locales

Geneva, Switzerland (May 16th, 2011) – The traveller that just zoomed past you in line to visit the Kremlin advanced the queue thanks to membership in GHA Discovery – the guest loyalty programme delivering recognition and experience-based awards across 12 independent luxury hotel brands and nearly 300 hotels globally. Following GHA Discovery's successful launch this last winter, the Global Hotel Alliance (GHA) now announces "**GHA Discovery Experience Express**," designed for the time-challenged traveller.

Customise Lucchese cowboy boots with Omni Hotels in Austin, Texas; enjoy a rooftop vodka tasting in Russia or boxing matches ringside in Thailand with Kempinski Hotels; an aroma facial in Australia with Mirvac Hotels; or cycle along the Yangtze River in China with Marco Polo Hotels. Whether your business meeting breaks early or you have a couple of hours to spare before heading to the airport, there are approximately 100 speedy experiences for the fashionable, the foodie, the history buff and outdoorsman.

Each "Experience Express" activity was designed by the local hotel to provide exclusive access to cultural and off-the-beaten path activities in 2 hours or less. The GHA Discovery programme also focuses on delivering a heightened level of personalised service while still honouring loyalty programme benefits provided by its participating brands.

"I travel all the time myself, so I can relate to the traveller who wants to take advantage of a bit of spare time on a business trip," said Chris Hartley, CEO of the Global Hotel Alliance. "GHA Discovery's Experience Express was built to offer fun and fascinating local experiences so that business travellers don't need to go home, like they so often do, having seen no more than an airport terminal, a hotel and an office "

The Experience Express awards vary by membership level – the higher the membership level, the more exclusive the reward. Of course, beyond the Local Experiences, members will also enjoy numerous benefits during their hotel stays:

GOLD (From enrolment to nine nights)

- Membership profile of preferences
- A Gold Level Local Experience after first stay at a GHA brand
- Complimentary newspaper
- Complimentary Internet access
- Complimentary bottled water

PLATINUM (10 to 29 nights)

Gold Level privileges, plus:

- A Platinum Level Local Experience
- Upgrade to next room category

- Late check-out until 3pm
- Guaranteed room availability 48-hours prior to arrival
- Local amenity

BLACK (30 or more nights)

Platinum Level privileges, plus:

- A Black Level Local Experience
- Double room upgrade
- Early check-in from 9am and late check-out until 6pm
- Guaranteed room availability 24 hours prior to arrival
- Personal choice of local amenity
- Local brand benefit (such as access to Executive Lounges, laundry service and more)

"Since we launched GHA Discovery, our Local Experiences have been very well received," said Chris Hartley, "However, guest feedback highlighted the need for Local Experiences that could be booked when they arrive, that didn't take too long but gave them a flavour of their location, so they can go home with at least one memorable insight into the destination they visited. Experience Express delivers just that."

Learn more about GHA Discovery and Experience Express at www.ghadiscovery.com/express.

About the GHA Discovery programme

GHA Discovery is about making your travel unforgettable. Using a common technology platform, members receive recognition across almost 300 hotels, resorts, palaces and spas in all of the twelve 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 www.ghadiscovery.com

About Global Hotel Alliance

Based on the airline alliance model, Global Hotel Alliance is the world 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, Marco Polo, Mirvac, Omni, Pan Pacific, PARKROYAL, Shaza and Tivoli Hotels & Resorts encompassing almost 300 upscale and luxury hotels with 60,000 rooms across 48 different countries. www.gha.com

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