



VICEROY HOTEL GROUP JOINS GLOBAL HOTEL ALLIANCE

Exclusive group of lifestyle luxury hotels joins GHA, with several properties to become a part of the new Ultratravel Collection

Dubai, 19th March 2015. Global Hotel Alliance ("GHA") today announced Viceroy as its latest member brand, expanding the Alliance's presence in North America, the Caribbean, Indian Ocean and the Middle East, with some of the hospitality brand's most luxurious properties being incorporated into the Ultratravel Collection, in addition to Viceroy's Urban Retreat properties in San Francisco and New York City also joining.

Positioned as a full-service modern luxury hotel brand, Viceroy is the flagship brand of Viceroy Hotel Group, delivering an exciting array of 5 star hotels and resorts located across the world. With hotels in five locations globally: Mexico, US, Caribbean, Maldives and UAE and future properties located in the Middle East, Portugal and Colombia, Viceroy offers a stunning collection of hotels and resorts to choose from, further enhancing GHA's current portfolio.

Chris Hartley, GHA's CEO, is thrilled to welcome the contemporary lifestyle brand to the GHA family: "Viceroy Hotel Group joins us at an exciting time, not only as we continue to strengthen our presence in some of the world's most sought-after destinations, but also just as we re-launch our DISCOVERY loyalty programme, with a stronger emphasis on the individuality of our member brands. We feel privileged to have Viceroy's prestigious properties included within our portfolio, both under GHA as well as Ultratravel Collection; and we are now able to offer our 5.4 million DISCOVERY members an even larger variety of hotels to choose from."

Bill Walshe, Viceroy Hotel Group CEO, is excited about the opportunity of the company's properties joining both GHA and Ultratravel Collection: "GHA is a unique proposition, co-created with real travelers seeking timely and authentic recognition. As a leader in modern luxury hospitality, it is Viceroy's privilege to join a movement that believes in the personal currency of 'life long memories' as the ultimate expression of loyalty. We are proud to join such an extraordinary collection of hotel brands, and we look forward to collaborating with them to deliver amazing experiences to guests from across the globe."

The integration of Viceroy Hotels & Resorts into GHA and Ultratravel Collection will be completed by the beginning of April 2015, bringing GHA's network to over 550 hotels and 31 independent brands.

– END –



Editor's Notes:

About Global Hotel Alliance

Founded in 2004, and 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, and operates a multi-brand loyalty programme, DISCOVERY, which has over 5 million members. GHA's member brands are currently: Alila, Anantara, Art Series, Atura, AVANI, Corinthia, Doyle Collection, First, GLO, Individual Collection, Kempinski, Leela, Lungarno Collection, Marco Polo, Meritage Collection, Meydan, Mokara, Omni, Pan Pacific, PARKROYAL, Per AQUUM, QT, Rydges, Rixos, Shaza, Tangram, Thon, Tivoli and Ultratravel Collection encompassing over 550 upscale and luxury hotels with 110,000 rooms across 76 different countries. For more information visit www.gha.com

About DISCOVERY programme

DISCOVERY is about making travel unforgettable. Members of the programme receive recognition and rewards across 550 hotels, resorts, palaces and spas in all of the Global Hotel Alliance hotels. *Local Experiences*, the innovative rewards of the DISCOVERY programme are unique, authentic experiences, which are curated by each hotel to give a taste of local traditions and culture. Naturally, members also receive stay benefits, such as complimentary Wi-Fi, room upgrades and of course enhanced personal recognition as they move through the membership levels, each and every time they stay at one of the Global Hotel Alliance hotels. For more information visit www.gha.com

About Ultratravel Collection

Membership in Ultratravel Collection is reserved for the very best hotels and resorts in the world – genuinely luxurious and iconic properties that deliver the finest service and personalised guest experiences. Member hotels share an integrated global platform for guest recognition and loyalty rewards, the DISCOVERY programme from partner, Global Hotel Alliance, as well as beneficial relationships with Ultratravel Collection's other founding partners, Travel Leaders Group and the multi-media brand, Ultratravel. For more information visit www.ultratravelcollection.com

About Viceroy Hotel Group

Viceroy Hotel Group delivers one-of-a-kind lifestyle experiences that bring together provocative design and intuitive service in sought-after locations. Signature brand amenities and services created for the diverse business and leisure guests include dynamic dining venues featuring world-class culinary talents and destination spas specializing in health, fitness and beauty. Current properties include hotels and resorts in Abu Dhabi, Anguilla, Beverly Hills, Maldives, Miami, New York, Palm Springs, Riviera Maya, San Francisco, Santa Monica, Snowmass, St. Lucia and Zihuatanejo with forthcoming openings in Algarve, Bodrum, Chigaco, Cartagena and Dubai. For more information, visit www.ViceroyHotelGroup.com

Media Contacts:

📞 Kristi Gole • Director of Loyalty Marketing • GLOBAL HOTEL ALLIANCE
+1 972 871 5539 • kristi.gole@gha.com

📞 Jelena Kezika • Marketing Manager • ULTRATRAVEL COLLECTION
+971 4 421 4287 • jelena.kezika@gha.com