



## **ELEWANA COLLECTION JOINS GLOBAL HOTEL ALLIANCE**

*Minor Hotel Group's fifth member brand further enriches the alliance with unique lodges and camps in iconic locations across Kenya and Tanzania*

**Dubai, 19 May 2016** Minor Hotel Group ("Minor"), an international hotel owner and operator of over 140 hotels, strengthens its presence in Global Hotel Alliance ("GHA") by adding Elewana Collection, with iconic locations across Kenya and Tanzania and a total of 15 unique lodges, camps and hotels to GHA's growing network of 34 independent brands and over 550 hotels.

Minor's association with GHA dates back to 2007, when its Anantara brand was one of the early alliance members. Since then Minor has expanded significantly, and now AVANI, PER AQUUM and Tivoli are all part of the growing alliance.

In addition to offering a unique cultural experience and proximity to all the drama of African wildlife, Elewana Collection provides exceptional comfort and style, superior interior design and incomparable standards of service, while demonstrating its responsibilities toward reducing the environmental impact on these stunning geographical locations.

Karim Wissanji, Elewana Collection CEO, is excited about the opportunity of the company's East African properties joining GHA. "GHA is a uniquely attractive proposition for the Elewana Collection. As a brand leader in East African hospitality pioneering experiential travel in comfort, it is Elewana's privilege to join a programme that believes in the personal currency of 'life changing experiences'. We are proud to join GHA as we work together to deliver amazing African safari experiences to guests from around the world."

Dillip Rajakarier, Minor's CEO, feels that Minor's portfolio of brands and exciting growth has pursued the same philosophy as GHA: "Minor has created and acquired a portfolio of truly individual brands, which offer exactly what today's customer is looking for when they travel, namely authentic local experiences. GHA's 34 independent brands all reflect this in their positioning, while giving us the global scale and reach that we could not achieve alone."

Chris Hartley, GHA's CEO, agrees: "Elewana further reinforces our belief that truly independent brands, which represent the culture and heritage of their region, are what the next generation of travellers are looking for. We're delighted to welcome Elewana to the alliance family."

With the integration of Elewana Collection already completed, the 7.5 million members of the alliance's DISCOVERY loyalty programme will be recognised and rewarded during their stay at any of Elewana Collection's unique locations.

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## **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 seven million members. GHA's member brands are currently: Alila, Anantara, Art Series, Atura, AVANI, Corinthia, Doyle Collection, Elewana Collection, First, GLO, Kempinski, Leela, Lungarno Collection, Marco Polo, Meritage Collection, Meydan, Mokara, Omni, NICCOLO by Marco Polo, NUO, Pan Pacific, PARKROYAL, PER AQUUM, QT, Rixos, Rydges, Shaza, Tangram, Thon, Tivoli, Ultratravel Collection and Viceroy encompassing over 550 upscale and luxury hotels with 110,000 rooms across 76 different countries. For more information visit [gha.com](http://gha.com)

### **About DISCOVERY programme**

DISCOVERY is about making travel unforgettable. The 7.5 million members of the programme receive recognition and rewards across 550 hotels, resorts, palaces and spas. *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. 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 within the portfolio. For more information visit [discoveryloyalty.com](http://discoveryloyalty.com)

### **About Minor Hotel Group**

Minor Hotel Group (MHG) is a hotel owner, operator and investor, currently with a portfolio of 146 hotels and serviced suites in operation under the Anantara, AVANI, PER AQUUM, Oaks, Tivoli, Elewana, Marriott, Four Seasons, St. Regis and Minor International brands. Today MHG operates in 22 countries across Asia Pacific, the Middle East, Africa, the Indian Ocean, Europe and South America. With ambitious plans to grow the hotel group to 190 properties, MHG continues to expand the home grown brands of Anantara and AVANI, plus continues to announce strategic acquisitions. For more information, please visit [www.minorinternational.com](http://www.minorinternational.com).

## **Media Contacts:**

### **Global Hotel Alliance**

Kristi Gole • Director of Loyalty Marketing  
+1 972 871 5539 • [kristi.gole@gha.com](mailto:kristi.gole@gha.com)