



GHA DISCOVERY

## LORE GROUP JOINS GLOBAL HOTEL ALLIANCE WITH LANDMARK PROPERTIES IN MAJOR CAPITAL CITIES

- *Design-led properties are located in Amsterdam, London and Washington DC*
- *Further bolsters the GHA hotel portfolio in 2024*

**Dubai, UAE, 15<sup>th</sup> February 2024:** [Lore Group](#), an international hospitality company that designs, transforms, manages and operates hotels, restaurants and bars across Europe and the United States, has joined [Global Hotel Alliance](#) (GHA), the world's largest alliance of independent hotel brands.

It will see the London-based group's five design-led hotels – located in landmark buildings in Amsterdam, London and Washington DC – join GHA's diverse portfolio of more than 800 hotels across 40 brands in 100 countries, offering the 26 million members of its award-winning loyalty programme, [GHA DISCOVERY](#), an even greater choice of unique properties in sought-after destinations. GHA has started the integration of the properties and they all will be live in the programme by May 2024.

Committed to thoughtful design and interesting use of space alongside notable restaurants and award-winning bars, Lore Group hotels are inspired by the history of their buildings and the neighbourhoods in which they are located, with the collection including Pulitzer Amsterdam, Sea Containers London, One Hundred Shoreditch, Riggs Washington DC and Lyle Washington DC.

“Our recent research has illuminated growing traveller demand for exceptional stays, immersive destination experiences and an appreciation of high-quality hotels. Lore Group aligns perfectly with these trends, offering our 26 million GHA DISCOVERY members an even richer choice of properties in three of the world's most popular destinations,” said GHA CEO Chris Hartley.

“Lore Group's hotels will also benefit from the GHA DISCOVERY platform's business-generating power, with cross-brand activity – where members stay with one brand or property and use the DISCOVERY D\$ rewards currency earned to visit or stay at another – generating nearly US\$300 million in incremental revenue last year.”

David Taylor, Lore Group CEO, added: “We are excited about the opportunities made possible by joining GHA, which extends our reach to a wide global community of committed travellers. The potential for growth across our portfolio of unique hotels, utilising the power of GHA DISCOVERY, is substantial, and we look forward to expanding our guest's world of travel with an alliance of like-minded brands.”

For more information visit [Global Hotel Alliance](#) and [GHA DISCOVERY](#)

GHA DISCOVERY is complimentary to join, and travellers can [sign up online](#) or download the GHA DISCOVERY app and register on their mobile phones. Travellers can also connect with GHA DISCOVERY on Instagram and Facebook.

**Media contacts:**

Global Hotel Alliance  
Andrea Krenn  
M: +971566818025  
E: [andrea.krenn@gha.com](mailto:andrea.krenn@gha.com)

Lore Group  
Chris Kennedy  
M: +44 7769 726944  
E: [chris@loregroup.com](mailto:chris@loregroup.com)

**About Global Hotel Alliance (GHA)**

Global Hotel Alliance (GHA) brings together a diverse collection of independent hospitality brands with GHA DISCOVERY, a multi-brand loyalty programme leveraging a shared technology platform. Through membership in GHA, brands expand their global reach, drive incremental revenue, and reduce dependence on third-party channels, all while maintaining management independence and individual positioning. GHA represents a collection of 40 brands with more than 800 hotels in 100 countries. The award-winning GHA DISCOVERY programme serves 26 million members and generated \$2.3 billion in revenue and 10 million room nights in 2023. GHA's brands currently include Anantara, Araiya, ASMALLWORLD, Avani, Bristoria, Capella, Corinthia, Divani, Doyle, Elewana, JA Resorts, Kempinski, Leela, Lore, Lungarno, Maqo, Marco Polo, Mysk, NH Collection, NH Hotels, nhow, Niccolo, Nikki Beach, NUO, Oaks, Outrigger, Pan Pacific, PARKROYAL COLLECTION, PARKROYAL, Patina, The Residence by Cenizaro, The Set Collection, Shaza, Sukhothai, Sun International, Tivoli, Ultratravel Collection and Viceroy. For more information, visit [www.globalhotelalliance.com](http://www.globalhotelalliance.com).

**About GHA DISCOVERY**

Launched in 2010, GHA DISCOVERY is the world's largest loyalty programme for independent hotel brands, featuring more than 800 hotels, resorts, and palaces across 40 brands. Members enjoy VIP recognition, thoughtful benefits and generous rewards at home or away. GHA DISCOVERY members earn and spend DISCOVERY Dollars (D\$), an exclusive rewards currency. They also enjoy member-only Experiences curated by each hotel, plus they have access to properties close to home, without a stay, through member-only Local Offers. For more information, visit [ghadiscovery.com](http://ghadiscovery.com)

**About Lore Group**

Lore Group is an international hospitality company that designs, transforms, manages and operates hotels, restaurants and bars in notable cities across Europe and the United States, each engaging with people and neighbourhoods in thoughtful and authentic ways, creating different experiences that fit each space and occasion. From its offices in London and New York City, Lore Group delivers approachable and inspired spaces to guests from around the world. The group's properties – including award-winning Pulitzer Amsterdam, Sea Containers London, One Hundred Shoreditch, Riggs Washington DC and Lyle Washington DC - are widely celebrated for their thoughtful design and interesting use of space. [loregroup.com](http://loregroup.com)