



GHA DISCOVERY

## GLOBAL HOTEL ALLIANCE REPORTS RECORD 2023 POSITIVE OUTLOOK FOR 2024 WITH FURTHER GROWTH EXPECTED

- *Highest ever loyalty revenue of US\$2.3 billion, up 68% versus 2022*
- *Repeat stay revenue reaches US\$1.4 billion, up 60%*
- *US top feeder market for GHA hotels contributing \$268 million, over 10% of revenue*
- *International stays contribute 60% of revenue, with Maldives, Thailand and Portugal as most popular destinations*
- *GHA DISCOVERY website and app bookings double, as do DISCOVERY Dollar redemptions*
- *Further growth expected in 2024, as GHA celebrates its 20<sup>th</sup> anniversary, with January already trending at 15% over 2023*

**Dubai, UAE, 24<sup>th</sup> January 2024:** UAE-headquartered [Global Hotel Alliance](#), the world's largest alliance of 40 independent hotel brands, which this year celebrates its 20<sup>th</sup> anniversary, has reported record 2023 results, with every key performance metric hitting an all-time high.

Total room revenue of the [GHA DISCOVERY](#) loyalty programme, shared by all brands and their collective 800 hotels, reached US\$2.3 billion, surpassing 2022 by more than US\$1 billion. This reflects the growth and engagement of the loyalty member base, which crossed the 25 million mark in 2023 and achieved 2.7 million new member enrolments for the year compared to 1.6 million in 2022.

Repeat stay revenue surpassed the billion-dollar mark for the first time, increasing 60% year-on-year to US\$1.4 billion, while hotel cross-brand revenue jumped 71% to \$289 million, demonstrating GHA DISCOVERY's successful loyalty model, which incentivizes members to enjoy the programme's benefits, including earning and spending their DISCOVERY Dollars (D\$) rewards currency, across its 40 member brands.

With more members understanding the value of D\$ (D\$1 equal to US\$1) – as easy to redeem as cash toward the bill at checkout - D\$ redemptions more than doubled year over year. Redemption spiked during key 2023 holiday periods, with December seeing the highest redemption rate since the rewards currency was launched two years ago.

“Our record 2023 results reflect how our customers have embraced the GHA DISCOVERY programme and its new rewards currency, which offers incredible value and choice to members” said GHA CEO Chris Hartley.

“With more upscale and luxury hotels and brands continuing to join GHA amid record revenues in 2023, we embark on our 20<sup>th</sup> anniversary celebrations this year in great shape, and primed for further growth.”

## Key booking preferences of GHA DISCOVERY members in 2023:

### International travel dominates

International stays contributed 60% of all revenue in 2023, with countries receiving the most being the Maldives (100% of all revenue was from international stays), Thailand (90%), Portugal (88%), the Netherlands (83%), UAE (77%), Singapore (75%) and Italy (74%).

### US and UK travellers stay and spend overseas most

The US (US\$205 million) and the UK (US\$111 million) were the top feeder markets for international stays at GHA properties, followed by Germany (US\$67 million), Australia (US\$56 million), and China (US\$45 million).

### Destination hotspots

Top destinations in terms of international stay room revenue reveal Thailand is the most popular overall, favoured by members in the US (US\$10.3 million spend), followed by members in the UK (US\$9 million). The UAE is the second most popular overall, favoured by members in the UK (US\$16.6 million spend) and members in Russia (US\$11 million). Members in the US favoured overseas travel to the Caribbean (US\$26 million) and Italy (US\$25.3 million) followed by the UK (US\$15.7 million), while Australian members preferred Singapore (US\$10.1 million).

### GHA booking channels preferred

GHA direct web and app bookings doubled in 2023 (+99% versus 2022), with average spend per member 65% higher on GHA DISCOVERY's direct channels compared to other third-party channels.

"We marked many milestones in 2023, all of which gave members more reasons to stay within our programme, from introducing a cruise component through our partnership with **Regent Seven Seas Cruises**, to helping travellers identify hotels committed to sustainability best practices with the introduction of our **Green Collection**, all while enriching our hotel portfolio with new destinations and an even wider range of hotel options, which has boosted loyalty to record levels, adds Hartley.

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.

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**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 serving 26 million members. The award-winning GHA DISCOVERY programme 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, 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)