



GHA DISCOVERY

Regent
SEVEN SEAS CRUISES®

**GLOBAL HOTEL ALLIANCE AND REGENT SEVEN SEAS CRUISES®
ANNOUNCE NEW PHASE OF PARTNERSHIP WITH EXCLUSIVE 2025
CONCIERGE COLLECTION SAILINGS**

***3-Night Land Programmes Will Feature Stunning GHA Properties
Across Europe***

SOUTHAMPTON, July, 2024 – [Global Hotel Alliance](#) (GHA), the world’s largest alliance of independent hotel brands and [Regent Seven Seas Cruises®](#), the world’s leading ultra-luxury cruise line, have announced the next exciting phase of their landmark partnership, nearly one year since their successful collaboration began.

GHA and Regent Seven Seas Cruises have expertly created *The Concierge Collection* – a range of multi-day land programmes for those luxury cruisers who wish to extend their sailing, which could see guests indulging in delicious cocktails on a rooftop bar at *Anantara Palazzo Naiadi Rome Hotel* or witnessing stunning sunsets in the *Divani Apollon Palace & Thalasso* in Athens, as well as visiting iconic attractions such as the Hagia Sophia in Istanbul, or London’s Westminster Abbey.

Regent’s *Concierge Collection* will offer discerning travellers the opportunity to enjoy a 3-night land programme at iconic GHA properties in six different cities across Europe in 2025. Available onboard five of the six ships in The World’s Most Luxurious Fleet®, the immersive land programmes will be an incredible prelude to 12 all-inclusive, ultra-luxury sailings.

“Joining forces with ultra-luxury cruise line Regent Seven Seas Cruises in 2023 has been a great step for us to further diversify our loyalty programme offering and reward cruisers with D\$, our rewards currency, and elite status in GHA DISCOVERY. We are delighted to continue building on this partnership and, through the land programme, welcome luxury travellers to some of the best hotels in the world in six European cities in 2025 – all in the GHA portfolio,” said Jelena Kezika, GHA’s Senior Director Strategy.

“We’ve been thrilled that our partnership with Global Hotel Alliance has been met with so much excitement, and we’re delighted to announce the next phase of this collaboration,” said Caroline Smith, Managing Director, International for Regent Seven Seas Cruises. “Marking the one-year anniversary of the partnership, this announcement exemplifies our commitment to providing the highest standards of luxury whether on land or at sea. These extended overnight experiences will provide our guests with unparalleled immersion in a range of incredible European destinations before joining one of The World’s Most Luxurious Fleet, for an all-inclusive, ultra-luxury cruise.”

These exciting 3-night pre-cruise land programmes provide luxury travellers with the opportunity to explore six world-class GHA properties, including *Hotel Café Royal* (London); *Conservatorium* (Amsterdam); *Anantara Palazzo Naiadi Rome Hotel*; *San Clemente Palace*

Kempinski Venice; Çırağan Palace Kempinski Istanbul; and Divani Apollon Palace & Thalasso (Athens).

The *Concierge Collection* allows luxury cruisers to see another side of fascinating destinations, with special shoreside experiences exclusively crafted to make each land programme an unforgettable experience. These exclusive evening shore excursions include exploring Rome in a vintage Fiat 500 or Vespa; a private tour of Westminster Abbey and sailing the Marker Lake in Amsterdam.

In addition, through this exclusive partnership, Regent guests and 27 million GHA DISCOVERY members will continue to enjoy the additional benefit of earning D\$ and receiving the top GHA DISCOVERY Titanium status by reserving a voyage with Regent and will be able to redeem those benefits in any GHA hotel, resort or palace.

For more information, please visit [RSSC.com/Concierge-collection](https://www.rssc.com/concierge-collection), call +44 (0)23 8082 1390 or contact a professional travel advisor.

Currently Regent & GHA Concierge Collection is only available to guests in the UK, Germany, Belgium, the Netherlands, Australia, New Zealand, Japan, Hong Kong and Latin America (excluding Brazil).

The Concierge Collection Across Europe

Created by GHA and Regent Seven Seas Cruises, *The Concierge Collection* offers discerning luxury travellers unrivalled accommodation during three-day pre-cruise land programmes across 12 all-inclusive, ultra-luxury itineraries in 2025, sailing through Europe on board *Seven Seas Grandeur*[®], *Seven Seas Splendor*[®], *Seven Seas Voyager*[®], *Seven Seas Mariner*[®] and *Seven Seas Navigator*[®].

Below is just a sample of what is to come with these unique multi-night overland tours in the United Kingdom; Netherlands; Italy; Turkey and Greece.

Prices start at £4,549 per guest for an all-inclusive, ultra-luxury cruise including The Concierge Collection pre-cruise programme.

Anantara Palazzo Naiadi Rome Hotel

Discerning luxury travellers can dive into the splendour of ancient Rome at the stunning *Anantara Palazzo Naiadi Rome Hotel* before embarking *Seven Seas Splendor* or *Seven Seas Navigator*. Guests will enjoy excursions such as a Vespa Sidecar tour of Rome and exploration of Vatican City, private transfers from the airport to the hotel, three nights' accommodation with daily breakfast, and a welcome cocktail party.

Çırağan Palace Kempinski Istanbul

Luxury cruisers can experience ultimate indulgence at the luxurious *Çırağan Palace Kempinski Istanbul* on the Bosphorus before embarking on a voyage aboard *Seven Seas Splendor* or *Seven Seas Navigator*. Guests will have the opportunity to enjoy a half-day tour of Istanbul's magnificent palaces, such as the Hagia Sophia, as well as private transfers from the airport to the hotel, accommodation at the opulent *Çırağan Palace Kempinski* with daily breakfasts at Adenkiz restaurant, and a welcome cocktail party.

San Clemente Palace Kempinski Venice

Immersing themselves in the charm of 'The City of Canals', travellers can enjoy the exquisite *San Clemente Palace Kempinski Venice* on the private island of Saint Clemente before setting sail aboard *Seven Seas Splendor* or *Seven Seas Grandeur*. Guests will experience seamless private transfers from the airport to the hotel, three-night accommodation with daily breakfasts

at Insieme Restaurant, and a welcome cocktail party in the Lagoon Church Courtyard, plus an itinerary featuring activities such as a romantic half-day boat tour revealing Hidden Venice.

Divani Apollon Palace & Thalasso, Athens

Travellers can surround themselves with the historical wonders of Athens at the splendid *Divani Apollon Palace & Thalasso* before embarking on a voyage aboard *Seven Seas Splendor* or *Seven Seas Navigator*. Luxury cruisers will enjoy private transfers from the airport to the hotel, a three-night stay at the *Divani Apollon Palace & Thalasso* with daily breakfasts at Anemos Restaurant, a welcome cocktail party on the Atlantis Veranda, and features activities such as a charming half-day sunset tour of the Temple of Poseidon at Cape Sounion.

Hotel Café Royal, London

Whilst exploring the vibrant city of London, travellers can indulge in an unrivalled experience at the elegant Hotel Café Royal, located just off the iconic Regent Street, before embarking on either *Seven Seas Grandeur* or *Seven Seas Voyager*. Guests will enjoy private airport transfers, a three-night stay with daily breakfasts at Café Royal, and exclusive experiences such as a half-day tour of Westminster Abbey and a private River Thames cruise with lunch and a guide.

Conservatorium, Amsterdam

At the distinguished *Conservatorium* hotel in the Museum District, luxury travellers can immerse themselves in the historic charm of Amsterdam before sailing away aboard *Seven Seas Navigator* or *Seven Seas Mariner*. Guests will enjoy seamless private transfers from the airport to the hotel, accommodation, delicious daily breakfasts at Barbounia Restaurant, a private group cocktail party and curated experiences including a boat tour of 'The Golden Bend' canals.

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Notes to editor: Images and can be found [here](#). Please use ©RSSC or “Images were provided by Regent Seven Seas Cruises®”.

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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. The award-winning GHA DISCOVERY programme serves 27 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.

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.

About Regent Seven Seas Cruises

Regent Seven Seas Cruises® is the leading ultra-luxury cruise line, delivering The Most Inclusive Luxury Experience® for over 30 years. Carrying between 496 and no more than 850 guests, the line's spacious and stylish ships - *Seven Seas Explorer*®, *Seven Seas Grandeur*®, *Seven Seas Mariner*®, *Seven Seas Navigator*®, *Seven Seas Splendor*®, *Seven Seas Voyager*®, and *Seven Seas Prestige*™ which is scheduled to be delivered in 2026 - form The World's Most Luxurious Fleet®. Exploring more than 550 immersive destinations globally and offering Unrivaled Space at Sea®, guests enjoy sumptuous all-suite accommodations, nearly all with private balconies, which are among the largest at sea, as well as highly personalised service throughout lavish public areas and expansive outdoor spaces. Unique to Regent Seven Seas Cruises, unlimited complimentary shore excursions are available in every port. All-Inclusive Cruise Fares also include gourmet cuisine in a range of speciality restaurants and al-fresco dining venues, fine wines and spirits, entertainment, unlimited internet access, free valet laundry, gratuities, and one-night, pre-cruise hotel packages for guests staying in Concierge-level suites and higher. In addition, Ultimate All-Inclusive Fares include roundtrip flights with the flexibility to choose desired air class, transfers between airport and ship, and exclusive Blacklane private executive chauffeur service for guests to personalise their journeys.