



GHA DISCOVERY

## **GHA DISCOVERY WINS BEST UP-AND-COMING PROGRAMME FOR TWO REGIONS AT THE FREDDIE AWARDS 2023**

GHA DISCOVERY takes home the prestigious '210 award' for Europe and Africa as well as Middle East, Asia and Oceania within the 'Programme of the Year' category for hotels

**Dubai, UAE, 5<sup>th</sup> May 2023:** [Global Hotel Alliance](#) (GHA), the world's largest alliance of independent hotels brands, announces the win of two 2023 Freddie Awards. [GHA DISCOVERY](#) is the first programme in their history to win the 'Best Up-and-Coming Programme' (called the 210 award) in two regions – Europe and Africa as well as Middle East, Asia and Oceania.

The Freddie Awards are the longest standing and most prestigious recognition in the travel loyalty industry. Over the years, tens of millions of votes have been cast to allow members to recognise the loyalty programmes they appreciate most. This year's event garnered an impressive 9 million votes.

GHA DISCOVERY is a young challenger programme but in just over a decade has grown to 40 brands and 800 hotels in 100 countries, with over 24 million members. It is known as one of the most diverse loyalty programmes globally, featuring distinct brands that offer unique hospitality experiences.

It was reimaged in December 2021 to deliver the industry's first digital rewards currency, DISCOVERY Dollars (D\$), meeting the needs of modern travellers with more straightforward rewards and more flexibility. It also rolled out a Live Local concept to welcome members to local hotels even without a stay, offering complimentary access to amenities, dining discounts and member meetups at select properties.

GHA's EVP Strategy, Kristi Gole, received the awards at the glittering award ceremony at the Smithsonian's National Air and Space Museum Steven F. Udvar-Hazy Center in Washington, D.C. on 27<sup>th</sup> April 2023. "GHA remains dedicated to listening to the needs and desires of our members and delivering a transparent, easy to understand and generous loyalty programme that is continuously evolving. It's so rewarding to receive this recognition, signifying that our members appreciate what we offer and our unique collection of brands."

GHA DISCOVERY was also a finalist for 'Best in customer service', 'Best elite programme' and 'Programme of the year' categories.

Introduced in 1988, the "Freddies" are named in honour of Sir Freddie Laker and have grown in stature and importance to become the most prestigious member-generated awards in the travel loyalty industry.

**For more information about the Freddie Awards and the full list of 2023 winners, please [click here](#).**

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 unique 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 24 million members. The award-winning GHA DISCOVERY programme generated over \$1.4 billion in revenue and more than six million room nights in 2022. GHA's brands currently include Anantara, Araiya, Avani, Campbell Gray, Capella, Corinthia, Discovery Destinations, Divani, Doyle, Elewana, Fauchon, GLO, JA Resorts, Kempinski, Leela, Lungarno, Marco Polo, Mysk, NH Hotels, NH Collection, 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)