



THE RESIDENCE BY CENIZARO JOINS GLOBAL HOTEL ALLIANCE

Singapore-based brand extends presence of the alliance in top resort destinations

Dubai, United Arab Emirates, 9 January 2018: Global Hotel Alliance ("GHA"), the world's largest alliance of independent hotel brands and operator of the award-winning, multi-brand loyalty programme, DISCOVERY, today announced that The Residence by Cenizaro has joined its portfolio of distinct brands, adding a collection of luxury resorts to GHA's network of more than 35 independent brands and over 500 hotels.

Owned and managed by Cenizaro Hotels and Resorts, The Residence by Cenizaro presents a portfolio of independent properties in some of the world's most desirable locations, including Tunis, Mauritius, Zanzibar and the Maldives. Each property in the family reflects a distinctive, individual personality and sense of place, and they all embody the legendary hallmarks of excellence the world has come to know: attention to detail and intuitive, personal and discreet customer service. The resorts of The Residence by Cenizaro will also become part of Ultratravel Collection, the most luxurious and iconic hotels in the DISCOVERY loyalty programme.

Chris Hartley, GHA's CEO, is thrilled to welcome another unique brand to the alliance: "We really do have a rich collection of brands to rival any that the global majors have to offer, and The Residence by Cenizaro adds to the wealth of choice that we offer our DISCOVERY members."

Gary Xie, the company's Executive Director, comments: "We are delighted to be part of a worldwide alliance, which will enable us to reach a global audience of luxury travellers through DISCOVERY's 11 million members. We are looking forward to welcoming DISCOVERY customers to our amazing properties."

The Residence by Cenizaro is due to open its first south-east Asian property in Bintan, Indonesia in early 2018. GHA's other recent additions also include Monarch Beach Resort, an award-winning property in California.

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Editor's Notes:

About Global Hotel Alliance

Global Hotel Alliance (GHA) is the world's largest alliance of independent hotel brands, bringing together more than 35 brands with over 500 hotels in 78 countries. GHA uses a shared technology platform to drive incremental revenues and create cost savings for its member brands. GHA's award-winning loyalty programme, DISCOVERY, provides 11 million members exclusive opportunities to immerse themselves in local culture wherever they travel. GHA's hotel brands currently include: Alila, Anantara, Atura, AVANI, Corinthia, Discovery Destinations, Doyle, Elewana, Eventhouse, GLO, Kempinski, Leela, Lungarno, Marco Polo, Meritage, Meydan, Mokara, Mysk, Niccolo, NUO, Omni, Outrigger, Pan Pacific, PARKROYAL, QT, Rydges, Shaza, The Residence by Cenizaro, Thon, Tivoli, Ultratravel Collection and Viceroy. For more information, visit gha.com

About DISCOVERY Loyalty

A memorable trip demands more than a comfortable stay. DISCOVERY, an award-winning global loyalty programme, provides 11 million members recognition and perks across over 500 hotels, resorts and palaces in 78 countries. Elite members have the opportunity to immerse themselves in local culture through *Local Experiences*, distinctive activities that capture an authentic taste of each destination. For more information, visit discoveryloyalty.com

About The Residence by Cenizaro

The Residence collection of resorts is part of Cenizaro, an international, bespoke hospitality company– (www.cenizaro.com/theresidence). With a current portfolio comprising four luxurious hotels in some of the world's most desirable beach locations; Mauritius, Tunis, Zanzibar and the Maldives, the company's next expansion phase will see four new openings over the next three years; two in Tunisia – Douz and The Medina of Tunis; Dhigurah, Maldives and Bintan, Indonesia.

Cenizaro's first venture, The Residence Tunis, opened in 1996 with 155 rooms and 9-suites. The Residence Mauritius followed in 1998 with 135 rooms and 28 suites and in 2011, The Residence Zanzibar, a 66-villa property opened. The latest hotel in the collection, The Residence Maldives, was unveiled in 2012 on the southern island of Falhumaafushi with 94-villas.

With a compelling mix of cultures and styles every hotel in the portfolio has its own individual personality and strong sense of place. Each one is proud to draw on the philosophy for which The Residence by Cenizaro is renowned – heartfelt hospitality, a sense of place, an acute attention to detail and an individual personality.

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The Residence by Cenizaro

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