



GHA DISCOVERY

## GLOBAL HOTEL ALLIANCE ENCOURAGES CUSTOMERS TO EXPERIENCE HOTELS AT HOME AND AWAY WITH ONE MILLION DISCOVERY DOLLAR GIVEAWAY

The introduction of the industry's first digital rewards currency, as part of the redesign of GHA DISCOVERY, will support the organic rebound of travel and hospitality in 2022

**Dubai, UAE, 18 January 2021:** [Global Hotel Alliance](#) (GHA) announces the 'Million D\$ Giveaway' promotion for its brand-new rewards currency, DISCOVERY Dollars (D\$). The industry's first digital rewards currency is part of the reimagining of [GHA DISCOVERY](#), the world's largest loyalty programme for independent hotel brands, which is operated by GHA.

[The Million D\\$ Giveaway promotion](#) started Friday, 14 January 2022, and runs through 31 March 2022. GHA DISCOVERY members can opt into the Million D\$ Giveaway as part of their free membership and be entered to win one of over 20,000 prizes totalling one million D\$, including a grand prize of D\$10,000. After opting in, members are then given an additional five entries for every completed eligible booking prior to the end of the promotional period when booking with GHA DISCOVERY or any of the hotel brands' programme-specific channels.

"Our aim is to give today's consumers a good reason to get out and indulge, either close to home or on a trip. With this launch promotion, we are putting our new rewards currency – D\$ – in our members' digital wallets to bring them into our hotels and help them relish the moment, however they choose. D\$ can be used toward the room or across the hotel for dining, drinks, spa or golf, and even outside the hotel on authentic, curated Experiences", said GHA's VP, Head of Transformation Kristi Gole.

"The conversion is simple - one D\$ equals one US Dollar, so we are effectively giving away one million dollars. We anticipate that through our digital rewards currency, we'll generate US\$1.5 billion in room revenue alone this year, giving a much-needed boost to the hospitality sector and local economies", she adds.

All GHA DISCOVERY members are eligible for the Million D\$ Giveaway promotion during the period specified, regardless of their tier level within the programme. Non-members can partake by signing up for the GHA DISCOVERY programme for free [here](#). For the lucky winners, the D\$ won will be added directly to their accounts and be eligible for six months from the date of issuance, valid at all properties within the collection.

The GHA DISCOVERY programme and D\$ are accepted at more than 500 hotels across 35 independent hotel brands worldwide. For more information about GHA hotel brands, please click [here](#).

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

For more information visit [GHA DISCOVERY](#)

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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 35 brands with over 500 hotels in 85 countries serving 11 million members. The award-winning GHA DISCOVERY programme generates approximately \$2 billion in revenue and more than eight million room nights annually. 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, Niccolo, Nikki Beach, NUO, Oaks, Outrigger, Pan Pacific, PARKROYAL COLLECTION, PARKROYAL, Patina, The Residence by Cenizaro, Shaza, Sukhothai, Sun International, Tivoli, Ultratravel Collection and Viceroy. For more information, visit [globalhotelalliance.com](http://globalhotelalliance.com).

**About GHA DISCOVERY**

Launched in 2010, GHA DISCOVERY is the world's largest loyalty programme for independent hotel brands, featuring more than 500 hotels, resorts and palaces across 35 brands. Members enjoy VIP recognition, thoughtful benefits and generous rewards at home or away. Recently the programme has evolved to include an additional tier and flexible paths to upgrade through nights/stays, eligible purchases or number of brands stayed, making it easier and faster for members to reach elite status. Unlike more traditional programmes, GHA DISCOVERY does not ask members to count points towards their next upgrade. Instead, members earn and spend DISCOVERY Dollars (D\$), an exclusive rewards currency. They also enjoy members-only Experiences curated by each hotel and have access to properties close to home, without a stay, through member-only Local Offers.