



GHA DISCOVERY

A YEAR SINCE LAUNCH, GLOBAL HOTEL ALLIANCE'S GREEN COLLECTION ADDS HOTELS, BUILDS AWARENESS & ADOPTION

- *Over 220 hotels, resorts and palaces in the Green Collection are committed to creating a more sustainable future to protect the people and the planet*
- *15% increase in the Green Collection hotel portfolio compared to 2023*
- *US\$1 donation to charitable causes for every Green Collection hotel booking made via GHA DISCOVERY channels until 30 April 2024*

Dubai, UAE, 22nd April 2024: [Global Hotel Alliance](#) (GHA), the world's largest alliance of independent hotel brands, which this year celebrates its 20th anniversary, has been helping consumers make conscious accommodation choices with Green Collection, a carefully curated portfolio of over 220 hotels, resorts and palaces in the GHA DISCOVERY loyalty programme that demonstrate commitment to protecting the planet and people.

"As we mark one year of success for this collection, launched in March 2023, we applaud all the hotels, resorts and palaces who have come together to make a difference. Not only was Green Collection designed to help consumers, it was also meant to help hotels start or continue their sustainable journey by working together, sharing success stories and best practices, and providing guidance on initiatives to undertake to expand the collective impact," says Jelena Kezika, Senior Director of Strategy at GHA.

Aligned with the United Nations' Sustainable Development Goals, each Green Collection property is committed to creating a more sustainable future by attaining at least one certification from 18 globally recognised organisations such as EarthCheck, Green Growth 2050, Green Globe, Green Key, FuturePlus and more. These are aligned with the Global Sustainable Tourism Council's standards for sustainable travel and tourism, which guide the development of the hospitality industry for a more sustainable future, with each hotel certification assessing and targeting improvement in multiple areas, including effective sustainable planning, reduction of negative environmental impact, maximising social and economic benefits and protecting cultural heritage.

There has been a 15% increase in hotel qualification for Green Collection since its inception, with the recent addition of NH Collection Dubai The Palm, Avani+ Fares Maldives Resort and Pan Pacific London, to name a few. In 2023, there was also an 85% higher average spend per stay at Green Collection properties compared to other hotels in the programme, a signal that consumers are willing to spend more for properties that align with their values.

From leisure to business, urban to seaside, there is a Green Collection property available with sustainable practices to protect nature and benefit local communities where they operate. The collection is geographically diverse and is present in 44 countries and 121 destinations, spanning every region across 23 brands with hotels, resorts and palaces such as Djibouti Palace Kempinski Hotel, Corinthia Palace Hotel, Anantara Al Jabal Al Akhdar Resort and Capella Ubud. Each brand also implements best practice initiatives such as coral planting, mangrove clean-up or urban farming.

26 million of GHA DISCOVERY programme members can choose from over 220 international properties in the Green Collection, including newly joined brands like Lore Group and ASMALLWORLD.

In celebration of the first anniversary of Green Collection, GHA DISCOVERY will donate US\$1 for every Green Collection stay booked through www.ghadiscovery.com or the GHA DISCOVERY mobile app for the month of April 2024 to the charities it supports as part of its [Corporate Social Responsibility Programme](#), which includes programmes dedicated to Environmental Protection, Healthcare & Wellbeing, Children & Youth, and Animal Welfare.

The podcast series "Hotel Sustainability Stories #BeyondCOP28" will feature sustainability stories of participating Green Collection hotels, hosted by Radhika Arapally. In the [inaugural episode](#), now on air, Jelena Kezika introduces Green Collection which is then followed by 11 hotel specific episodes.

"We remain dedicated to doing our part to show the commitment toward a more sustainable future, from our corporate office in Dubai, UAE, to each of our Green Collection properties worldwide," says Kezika.

For more information on Green Collection, including the full list of globally recognised certifying bodies and examples of how GHA hotel brands are making a difference, visit www.ghadiscovery.com/explore-green-collection.

For more information on GHA and its loyalty programme, 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 Green Collection

Green Collection is a portfolio of hotels, resorts and palaces in the GHA DISCOVERY loyalty programme that demonstrate their commitment to protecting people and the planet. Certified by recognised environmental organisations, they are pioneers of sustainable practices and initiatives that protect the natural environment and benefit the local communities where they operate. Every property in the Green Collection has attained at least one globally recognised certification from leading entities, including EarthCheck, Green Growth 2050, Green Key, and Green Globe. Green Collection empowers GHA DISCOVERY's 26 million members to make informed and responsible travel choices based on their values, beliefs and priorities.

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 26 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 program 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.