

# WHARF HOTELS

NICCOLO  
HOTELS

MARCO POLO  
HOTELS

**For Immediate Release**

## CREATING VALUE FOR DISCOVERY MEMBERS



*Marco Polo Changzhou*

**Hong Kong SAR, China, 27 September, 2019** – Creating value for stakeholders is at the very foundation of Wharf Hotels purpose. And most recently, it created extra value exclusively for DISCOVERY members.

In celebration of Marco Polo's 765<sup>th</sup> Birthday, members were offered 40% off and dining benefits as part of the grand milestone occasion, across its 13 vibrant hotels in China, Hong Kong and the Philippines.

DISCOVERY, Global Hotel Alliance's award-winning loyalty programme, is renowned for providing 15 million members with recognition and benefits across over 550 hotels and resorts in 75 countries. Members have the opportunity to explore local cultures through the Alliance's Local Experiences programme, with curated activities that capture an authentic taste of each destination.

Cheryl Chi, Wharf Hotels Group Director Marketing Services, says, "We build loyalty through committing to inspire our guests and each other, at every encounter. With experiential travel on everyone's agenda, the DISCOVERY programme gives our guests access to wonderful, locally curated experiences that are unique to our hotels, allowing us to create personalised and engaging moments for our guests".

To become a DISCOVERY member, guests are welcome to join the programme and receive exclusive benefits and offers, on <https://www.marcopolohotels.com/loyalty-programmes/index.html>.

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## About Wharf Hotels

### The Spirit of Discovery

Emanating the spirit of discovery, Wharf Hotels, a wholly owned subsidiary of The Wharf (Holdings) Ltd, is based in Hong Kong SAR of China and currently operates 17 owned or managed hotels under Niccolo or Marco Polo Hotels in China, Hong Kong SAR and the Philippines. Niccolo Hotels was added to the group's portfolio in 2015 as the new luxury collection, positioning the brand as contemporary chic. The Murray, Hong Kong, a Niccolo Hotel, opened in January 2018 as the brand's flagship hotel, with one new Niccolo hotel currently under development in Suzhou, China following successful openings in Chengdu, Chongqing and Changsha. Marco Polo's deluxe hotels in established locations maintain their ethos to explore, discover and experience a destination, drawing on the philosophies of its namesake, Marco Polo: an adventurer, a traveller, an entrepreneur and a connoisseur of culture - just as Marco Polo's modern travellers are today. Further details are available at [wharfhoteles.com](http://wharfhoteles.com).

## About Global Hotel Alliance

Global Hotel Alliance (GHA) is the world's largest alliance of independent hotel brands, bringing together more than 30 brands with over 550 hotels in 75 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 15 million members exclusive opportunities to immerse themselves in local culture wherever they travel. For more information, visit [globalhotelalliance.com](http://globalhotelalliance.com).

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