

# WHARF HOTELS

NICCOLO  
HOTELS

MARCO POLO  
HOTELS

**For Immediate Release**

## WHARF HOTELS STRENGTHENS ITS SALES PRESENCE WITH GHA



29 September 2018 (Hong Kong SAR, China) – Honing in on its spirit of discovery and collaboration, Wharf Hotels' 16 Niccolo and Marco Polo Hotels grow from strength to strength through its membership in the world's largest alliance of independent hotel brands, Global Hotel Alliance (GHA), and guest recognition loyalty programme, DISCOVERY, with 13 million members representing US\$1.1 billion in total DISCOVERY room revenue.

Niccolo Changsha celebrates GHA

Enhancing its sales network, the Alliance allows Wharf Hotels' luxury and premium hotels the opportunity to reach out to new segments and business leads across markets globally.

Through the award winning programme, DISCOVERY, partnerships with independent hotels provide the group's hotels new opportunities to collaborate in synergy rather than in competition. Annual activities across the network including annual global strategy meetings and the GHA Week, provide the foundation for Wharf Hotels' thought leaders and visionaries to meet with like-minded peers across GHA's member brands, joining forces to discuss future strategies.



Ms Sandy Russell, Vice President, Sales and Marketing, Wharf Hotels

Wharf Hotels Vice President Sales & Marketing, Ms Sandy Russell, said of GHA, "Part of our sales leadership strategy is to drive and grow our networks alongside GHA to increase our business internationally. The meeting of minds with partner hotels allow us to strengthen our relationships and amplify our brand equity. We congratulate the Alliance on its commitment and drive to inspire our guests with their fantastic selection of Member's Local Experiences, globally. Not only is this partnership a reputable guest recognition

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programme, it provides our hotels the avenues to distribute our best available rates across the world's largest hotel partner network. Together, our field can meet with, host and thank top corporate accounts, meeting planners, travel agents and guests in an effort to showcase the Alliance's presence encompassing 33 partner brands with over 550 hotels in 77 countries".



GHA also gives Niccolo and Marco Polo Hotels' Sales and Marketing Associates the opportunity to promote their brands and explore new opportunities across multiple business segments worldwide, echoing their efforts through social media exposure and public relations.

Marco Polo Shenzhen introduce GHA to clients

Wharf Hotels operates luxury and premium brands Niccolo and Marco Polo in China, Hong Kong and the Philippines. All GHA hotels are bookable via the GDS umbrella chain code, GL, with Niccolo bookable under YX and Marco Polo Hotels under MH. Travel agents wishing to personally experience a GHA hotel may enjoy industry rates with a valid IATA number and agent ID at check-in, subject to hotel discretion and availability. Agents and partners interested in becoming a GHA Specialist or learn more about the alliance may visit [GHASpecialist.com](http://GHASpecialist.com) with prizes and complimentary stays to be won upon completion of the course.

## 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 of SAR, China, and currently operates 16 owned or managed hotels under Niccolo or Marco Polo Hotels in China, Hong Kong 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 2 new Niccolo hotels currently under development in China following successful openings in Chengdu and Chongqing. 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).

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## **About Global Hotel Alliance**

Global Hotel Alliance (GHA) is the world's largest alliance of independent hotel brands, bringing together 33 brands with over 550 hotels in 77 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 13 million members exclusive opportunities to immerse themselves in local culture wherever they travel. For more information, visit [discoveryloyalty.com](http://discoveryloyalty.com)

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