

WHARF HOTELS

NICCOLO
HOTELS

MARCO POLO
HOTELS

For Immediate Release

REWARDING TRAVEL WITH GLOBAL HOTEL ALLIANCE



Niccolo Changsha – An Ultratravel Collection Hotel

Hong Kong SAR, China, 27 September, 2019 – Rewarding travellers is synonymous with Global Hotel Alliance (GHA), the world’s largest alliance of independent hotel brands.

Encompassing a collection of over 30 brands covering more than 550 hotels in 75 countries, GHA adopts a shared technology platform and in doing so, drives incremental revenues to create cost savings for its member brands.

Having recently reached a new milestone of 15 million members, GHA’s well-reputed loyalty programme, Niccolo and Marco Polo DISCOVERY, provides its members with exclusive opportunities to immerse themselves in local culture and local experiences, wherever they travel.

“Being a member of GHA, we sit in prestigious company alongside other bold, independent hotel brands, many in destinations that complement our own. GHA’s international network provides us with the opportunity to reach and reward travellers across the globe, and introduce Niccolo and Marco Polo Hotels to new guests and new market segments, giving us unique advantages as a member brand,” said Cheryl Chi, Wharf Hotels Group Director Marketing Services.

More information can be found on <https://www.globalhotelalliance.com/> and its award-winning membership programme, DISCOVERY, 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.

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. GHA's hotel brands currently include Anantara, Atura, Avani, Capella, Corinthia, Discovery Destinations, Doyle, Elewana, GLO, JA Resorts, Kempinski, Leela, Lungarno, Marco Polo, Meritage, Meydan, Mysk, Niccolo, NUO, Oaks, Omni, Outrigger, Pan Pacific, PARKROYAL, QT, The Residence by Cenizaro, Rydges, Shaza, Thon, Tivoli, Ultratravel Collection and Viceroy. For more information, visit globalhotelalliance.com.

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For press enquiries and interview opportunities, please contact:

Ms Alka Datwani

Group Director Branding & Communications

Wharf Hotels

5/F Marco Polo Hongkong Hotel, 3 Canton Road, Kowloon, Hong Kong SAR

Alka.datwani@wharfhoteles.com

+852 2118 7232