

WHARF HOTELS

MARCO POLO HOTELS Maqo NICCOLO HOTELS

For Immediate Release

WHARF HOTELS WINS “BEST MEMBER RECOGNITION” AND “BEST BRAND PERFORMANCE” AT GLOBAL HOTEL ALLIANCE AWARDS IN TOKYO



Hong Kong SAR, China, 3 July – At the 2024 Global Hotel Alliance (GHA) Awards, held on 19 June 2024 in Tokyo, Wharf Hotels claimed the “Best Member Recognition” and “Best Brand Performance” awards for its all-round excellence related to the GHA DISCOVERY loyalty programme.

In the “Best Member Recognition” category, Wharf Hotels’ brands – Maqo, Marco Polo Hotels and Niccolo Hotels – ranked first among 40 brands for actively driving GHA DISCOVERY member engagement and recognition. The result is supported by global post hotel stay surveys from members of the loyalty programme.

The Group’s second award, “Best Brand Performance” in quarter one 2024, demonstrated its brands’ solid performance and commitment across eight key indicators: Recognition and Benefit Delivery, Products and Distribution, Enrolments, Brand Website, Brand Communication, Sales, Finance and Meeting Participation.

During the event, Marco Polo Hotels was recognised for 15 Years of GHA Membership.

In accepting the accolades, Wharf Hotels President, Thomas Salg said, “I am proud and humbled to accept these distinctions, which I share with all of my colleagues. My sincere thanks go to our people who work passionately to foster loyalty among GHA DISCOVERY members, while ensuring every facet of the loyalty programme is effectively managed from external member touchpoints to internal processes.”

GHA CEO Chris Hartley remarked: “I’d like to congratulate all of our winners for their exceptional achievements. Each award winner has demonstrated remarkable innovation and commitment, and their contributions have significantly contributed to the success of GHA DISCOVERY, benefiting all hotel brands in our alliance. As we celebrate the alliance’s 20th anniversary, these awards, which include recognition of brands that have been part of GHA for more than a decade, highlight the strength of our global network, which continues to go from strength to strength.

About Wharf Hotels

Hong Kong SAR-based Wharf Hotels, a hospitality group and subsidiary of The Wharf (Holdings) Limited, owns and/or operates 16 hotels in Hong Kong, Mainland China and the Philippines across three brands – Maqo, Marco Polo Hotels and Niccolo Hotels. Collectively, the portfolio offers more than 5,000 guestrooms, meeting spaces and crafted experiences for solo and group travellers in popular Asian gateway cities. For more information, please visit wharfhoteles.com or [LinkedIn](#).

About Global Hotel Alliance

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.

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For media enquiries, please contact:

Ilona Yim
Group Director Branding & Communications
Wharf Hotels
T +852 2118 7265
E ilona.yim@wharfhoteles.com

Connie Chan
Senior Communications Manager
Wharf Hotels
T +852 2118 7292
E connie.chan@wharfhoteles.com