

WHARF HOTELS

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For Immediate Release

WHARF HOTELS BRINGS HOME FOUR DISCOVERY AWARDS



Dr Jennifer Cronin, President of Wharf Hotels (right) and Cheryl Chi, Group Director CRM, Loyalty & Partnership of Wharf Hotels (left) celebrate the success with 4 Associates

Hong Kong SAR, China, 13 December 2019 – Wharf Hotels are delighted to have received four prestigious DISCOVERY awards at the 2019 Global Hotel Alliance (GHA) CEO Meeting recently held at The Murray, Hong Kong, a Niccolo Hotel.

This year, Wharf Hotels was awarded accolades for DISCOVERY Performance, Overall Performance, Local Experiences and Member Recognition, all presented by Sarah Duchess of York at its annual Awards event. The recognition marks an acknowledgement to Wharf Hotels that its 17 properties have spared no effort to deliver a collection of inspiring travel experiences, immersing DISCOVERY members and guests in each of its hotel destinations' local culture, by creating a focus on building unforgettable memories.

Each of Wharf Hotels' Niccolo or Marco Polo Hotel is home to a DISCOVERY brand champion, whose purpose it is to fulfil members' requests. Upon the arrival of a DISCOVERY member at any of its hotels, a portfolio of local experiences and recommendations is presented to members, based on their agenda and interests. Hotel Associates also engage with every member to ensure their requests are fulfilled, and non-member guests are encouraged to join the experiential-driven loyalty program.

Cheryl Chi, Group Director CRM, Loyalty & Partnership at Wharf Hotels says, "It is an honour to receive such prestigious accolades. Wharf Hotels has been recognised for our vision of bringing the spirit of discovery and travel to the forefront and creating value for our guests, all whilst providing unique local experiences to travellers at our hotels across China, Hong Kong

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SAR and the Philippines, through the award-winning DISCOVERY Loyalty programme. We will continue striving to take guest recognition to new levels and provide memorable experiences for our guests and DISCOVERY members.”

Global Hotel Alliance is the world’s largest alliance of independent hotel brands, covering 570 hotels under 35 brands across 78 countries. GHA uses a shared technology platform to drive incremental revenues and create cost savings for its member brands. GHA also operates a cross-brand membership programme, DISCOVERY, providing rewards to over 16 million members.

Visit <https://www.globalhotelalliance.com/> for more information and learn about its award-winning loyalty programme, DISCOVERY, on <https://www.marcopolohotels.com/loyalty-programmes/index.html>.

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 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 China following successful openings in Chengdu, Chongqing and Changsha. Marco Polo’s international deluxe hotels in established locations within China, Hong Kong and the Philippines maintain their ethos to explore, discover and experience a destination, drawing on the philosophies of their namesake, Marco Polo: an adventurer, a traveller, an entrepreneur and a connoisseur of culture - just as Marco Polo’s modern travellers are today. Wharf Hotels is a member of the Global Hotel Alliance (GHA), the world’s largest alliance of independent hotel brands, bringing together more than 35 brands with over 570 hotels in 78 countries.

Further details are available at wharfhoteles.com.

About DISCOVERY Loyalty

A memorable trip demands more than a comfortable stay. DISCOVERY, an award-winning global loyalty programme, provides 16 million members recognition and perks across over 570 hotels, resorts and palaces in 78 countries. Elite members have the opportunity to immerse themselves in local culture through Local Experiences, distinctive activities that capture an authentic taste of each destination. For more information, visit discoveryloyalty.com

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