

# WHARF HOTELS

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**For Immediate Release**

## LOYALTY IS KING

### Wharf Hotels Embraces DISCOVERY Loyalty Programme Members

Hong Kong, 27 December 2018 — Wharf Hotels recently won two awards from Global Hotel Alliance (GHA) to wrap up 2018: “Overall Performance” for Wharf Hotels and “Member Recognition” for Niccolo Hotels. The awards are symbols of recognition honouring all Associates’ dedication and commitment to recognising and rewarding DISCOVERY Loyalty Programme members, a programme that comprises the world’s largest alliance of 33 hotel brands, over 550 hotels and 77 countries.



Niccolo Hotels is a collection of contemporary chic hotels inspired by luxury fashion. The award recognition is based on survey results collected from GHA members. The survey consisted of questions covering the level of knowledge from hotel staff members and their commitment to recognising and rewarding loyalty members at the hotels. The measurement was a result of over 12 months of loyalty-led activity.

DISCOVERY at Niccolo Hotels recognises its loyalty members by making hotel stays and local travel unforgettable. Loyal guests are rewarded with extra benefits according to their level of membership (Gold, Platinum and Black). At Niccolo Hotels, loyal guests are invited to explore behind the scenes and beneath the surface of a destination. Experiencing unique activities in

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authentic local settings includes panda base experiences in Chengdu and the Long Museum in Chongqing. The Long Collection is renowned for traditional Chinese art, modern and contemporary Chinese art, “Red Classics” as well as modern and contemporary art of Asia and beyond.

“We see Niccolo DISCOVERY as more than a membership that is a window to the world. The Niccolo DISCOVERY programme is designed with our loyal guests in mind. Our knowledgeable hotel teams help our guests to discover the destination and local culture in a different way. We invite you to embark on the Niccolo journey of Discovery,” said Dr Jennifer Cronin, President of Wharf Hotels.

Niccolo Hotels recognises its DISCOVERY members during their hotel stays, delivering on a loyalty promise and extending the opportunities to explore the city they are travelling through the programme’s Local Experiences. Whether a guest has a couple of hours to spare on a business trip or wish to explore a destination through local eyes on a weekend away with the vast array of Local Experience rewards to choose from, there is something for everyone. To join visit <https://www.niccolohotels.com/gha/join-now.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 and currently operates 17 owned or managed hotels under Niccolo or Marco Polo Hotels in Hong Kong, China 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, Hong Kong and Changsha. Marco Polo’s 13 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. 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 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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For more information, please contact:

Ms Alka Datwani  
Group Director, Branding & Communications  
Wharf Hotels  
5/F, Marco Polo Hongkong Hotel, 3 Canton  
Road, Hong Kong  
T (852) 2118-7265  
E [alka.datwani@wharfhhotels.com](mailto:alka.datwani@wharfhhotels.com)

Ms Bonnie Ang  
Communications Manager  
Wharf Hotels  
5/F, Marco Polo Hongkong Hotel, 3 Canton  
Road, Hong Kong  
T (852) 2118-7292  
E [bonnie.ang@wharfhhotels.com](mailto:bonnie.ang@wharfhhotels.com)