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Campbell GRAY Hotels to join Global Hotel Alliance – the world’s largest alliance of independent hotel brands

Campbell Gray Hotels, the bespoke international hotel operator renowned for its luxury hospitality and design, is joining Global Hotel Alliance, the world’s largest alliance of independent hotel brands.

The Alliance has been highly successful at uniting innovative and like-minded hotel brands since it was founded in 2004 and now counts over 30 hotel brands, with 550 hotels in 78 countries in its portfolio of members.

The Global Hotel Alliance loyalty programme, DISCOVERY, has over 15 million guests worldwide benefiting from the scheme, giving members tier benefits and rewarding them with local experiences.

Campbell Gray Hotels’ portfolio includes the newly opened Alex on Lake Zurich; Le Gray, Beirut, The Machrie Hotel & Golf Links in Scotland and The Merchant House in Bahrain.

Member brands of Global Hotel Alliance include owner-operators, management companies, and publicly and privately-owned companies. All have a common interest in recognising and rewarding their repeat guests, while also maximising revenue through direct channels and promoting stays at each other’s properties worldwide via the DISCOVERY programme.

Alan O’Dea, Managing Director of Campbell Gray Hotels, commented: *“As we continue to grow the Campbell Gray group, now is the right time to join the exceptional Global Hotels Alliance and offer even more to our guests. The DISCOVERY programme will support our growth plans as we expand our brand into exciting new destinations, while promoting Campbell Gray Hotels to a global audience of over 15 million guests.”*

Christopher Hartley, CEO of Global Hotels Alliance, added: *“The Campbell Gray Hotels collection of luxury and individual hotels in Europe and the Middle East represents an exquisite addition to DISCOVERY. Our DISCOVERY members are thrilled to have their options extend to include such an elegant portfolio that upholds the high standards of luxury which GHA prides itself on showcasing around the world.”*

For more information, please visit: www.campbellgrayhotels.com and www.globalhotelalliance.com



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Editors' Notes:

About Campbell Gray Hotels

Campbell Gray Hotels is an owner-operator and international hotel management company, focussed on creating and operating luxury hotels and residences. Part of the Audeh Group of Companies since 2015, its goal is to achieve the very highest standards and to be the market leader in all of its destinations. Its future growth strategy is to expand its collection of individual properties, especially in key markets throughout Europe, Middle East and the Americas.

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 78 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.