

WHARF HOTELS

NICCOLO
HOTELS

MARCO POLO
HOTELS

For Immediate Release

KEEPING IT WITHIN THE FAMILY

Wharf Hotels launches Incentive Rewards Contest for Global Hotel Alliance's G-Leads



25 partner brands in the Global Hotel Alliance participated in G-Leads programme.

Hong Kong SAR, China, 20 March 2020 – In the spirit of cooperation and collaboration, Wharf Hotels continues its commitment to Global Hotel Alliance (GHA) by reinforcing the group's inspiring sales incentive reward programme, G-Leads. Ensuring every business opportunity is presented to GHA member hotels first, the programme allows its partner brand relationships to be strengthened and revenue amplified within the Alliance's family.

A cross-brand selling programme that fosters the exchange of business prospects, all GHA Associates are rewarded with an incentive for qualified, materialised business referred to and confirmed by any GHA property.

Evolving into what has become the world's largest luxury alliance of independent hotel brands with over 16 million members joining their loyalty program, DISCOVERY, Wharf Hotels recently launched a G-Leads Champion Challenge amongst its 5,000 Associates, encouraging healthy competition and a business-led mind-set. Winning the contest was luxury hotel colleague, Vicky Tang, Director of Sales - Rooms from Niccolo Chengdu, an Ultratravel Collection hotel and the group's first foray into the luxury segment, who raced ahead of her Colleagues to cross-sell business across the Alliance's member hotels. Her top performance was rewarded with round-trip flights for two including accommodation at any GHA member hotel in Asia Pacific.

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Balwin Yeung, Group Director Global Sales of Wharf Hotels said, “We are delighted that Vicky raised the bar to become our top G-Leads performer, presenting a milestone moment in the programme to drive business not only to our hotel group but also to partner brands. The programme drives us all to be ambassadors for each of the participating brands, and with hotels from Lisbon and Malta to Havana and Tokyo, GHA’s network allows our guests to trot the globe with effortless ease.”

More information about Global Hotel Alliance and Wharf Hotels is available at globalhotelalliance.com and wharfhotels.com respectively.

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 luxury collection, positioning the brand as contemporary chic. The Murray, Hong Kong, a Niccolo Hotel, the brand's flagship hotel, was ranked as the top hotel in the city within a year of its opening, and the upcoming opening of Niccolo Suzhou will bring the brand’s collection to 5 hotels following the successes of Niccolo 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.

Further details are available at wharfhotels.com.

About Global Hotel Alliance

Global Hotel Alliance (GHA) is the world’s largest alliance of independent hotel brands, bringing together more than 35 brands with over 570 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 16 million members exclusive opportunities to immerse themselves in local culture wherever they travel. For more information, visit globalhotelalliance.com

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