



VICEROY HOTELS & RESORTS ANNOUNCES NEW DIGITAL REWARDS CURRENCY - DISCOVERY DOLLARS AND LOCAL OFFERS & EXPERIENCES “LIVE LOCAL” AS PART OF GHA DISCOVERY’S REIMAGINED, AWARD-WINNING GLOBAL LOYALTY PROGRAM

Los Angeles, CA - December 8, 2021: [Viceroy Hotels & Resorts](#), the global modern luxury brand and proud member of the world’s largest alliance of independent hotel brands - Global Hotel Alliance - announces today its continued partnership with [GHA DISCOVERY](#) including a new digital rewards currency, DISCOVERY Dollars (D\$), and curated members-only “Live Local” experiences at Viceroy hotel locations across the globe.

[GHA DISCOVERY](#), the world’s largest loyalty program for independent hotel brands, launched its reimagined program meeting the needs of modern travellers with more rewards, recognition and opportunities to experience hotels and resorts at home or away. Operated by [Global Hotel Alliance](#) (GHA), the program, which embraces new travel and lifestyle trends, encompasses more than 500 hotels across 35 brands in 85 countries and serves more than 11 million members.

“At Viceroy, our loyal guests not only receive recognition for being a GHA DISCOVERY member, but also are the recipients of unique and generous rewards no matter if they are staying with us or one of the program’s trusted network of hotels around the world,” said Bill Walshe, CEO of Viceroy Hotels & Resorts. “Our guests are informed, articulate and savvy and with this expanded loyalty program we hope to strengthen and build our relationship with guests for years to come.”

GHA DISCOVERY is modelled around three member-centric concepts: a new digital rewards currency, [DISCOVERY Dollars \(D\\$\)](#); [Recognition](#), with more tiers and multiple ways to progress and benefits from the first stay; and [Live Local](#), inviting members into the hotels even without a stay, through offers and experiences-from pool access to spa days to dining and more.

Key benefits of the new program include:

DISCOVERY DOLLARS (D\$): An all-new digital rewards currency where members earn D\$ at any property in the GHA DISCOVERY collection for use on future stays. At check-out, D\$ earned on previous stays can be used towards the hotel room, room upgrades, dining, spa treatments, or other extras. Members can earn D\$ from Day One, and the percentage earned on eligible spend increases with membership tier status, starting at 4% and rising to 7%.

EXPANDED MEMBERSHIP TIERS: The new GHA DISCOVERY tiers are Silver, Gold, Platinum and Titanium. New members achieve Silver status upon joining the program and are entitled to benefits from their first stay. Tier progression is easier and faster to access, thanks to an extra tier added and more flexible criteria. Members can move to the next tier in three ways – the number of nights/stays, spend across eligible purchases, or the number of hotel brands stayed in.

Titanium members can also benefit from status sharing, with the option to gift their tier to a friend or family member each year.

LIVE LOCAL: Tapping into the staycation trend, Live Local gives members access to GHA properties in their hometown through Stay Offers for well-deserved breaks; Local Offers for short bursts of enjoyment without a stay, such as access to the beach, gym or pool, or special deals on dining and wellness; plus Experiences – bespoke member-only activities that immerse them in their local culture or community, from tours and classes to events and nature-bound expeditions.

Viceroy's new "Live Local" offerings highlight hyper-tailored, exclusive experiences for its GHA DISCOVERY members from the beach to the mountains including:

- A cooking class for four at **Viceroy Chicago** with Executive Chef Stephen Gillanders to make his signature dish: lobster dumplings.
- A private, guided snowshow tour from the recently opened **Viceroy Kopaonik** through the beautiful winter scenery of Serbia's largest national park in Serbia.
- A quintessential SoCal experience of surf lessons in the Pacific courtesy of **Viceroy Santa Monica** complete with a personal beach butler.
- A one-of-a-kind opportunity to collect native herbs and spices to make your own Spiced Rum at **Sugar Beach, A Viceroy Resort**.

Beyond rewards and benefits, GHA DISCOVERY better leverages the emerging role of hotels and resorts as community and lifestyle hubs, tapping into consumer appetite for connection to people and places and encouraging them to spend locally, giving a much-needed boost to the hospitality sector and local economies.

This conscious travel movement, accelerated by the pandemic and embraced by GHA and its hotel brands like Viceroy Hotels & Resorts, with an onus on giving back to communities and the environment, is reflected in a special promotion to mark the relaunch of GHA DISCOVERY. Applicable to member bookings made on the GHA DISCOVERY website or mobile app between December 8 - 21, 2021 for travel completed by June 30, 2022. GHA DISCOVERY will contribute \$1 per booking to charities supported by alliance brands encompassing multiple causes, including programs dedicated to education for children, healthcare and social wellbeing, environmental protection and animal welfare.

GHA DISCOVERY is complimentary to join, and travelers can [sign up online](#) or download the GHA DISCOVERY app and register on their mobile phones. Travellers can also connect with GHA DISCOVERY on Instagram and Facebook.

For more information visit [GHA DISCOVERY](#)

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ABOUT VICEROY HOTELS & RESORTS

Viceroy Hotels & Resorts is a global modern luxury brand, inspiring travelers with one-of-a-kind, authentic experiences that bring together provocative design and intuitive service. Dynamic destinations immersed in the local community and culture are at the core of the Viceroy guest experience, and to better serve travelers the brand has established three unique hotel categories consisting of the [Icon Collection](#) composed of unparalleled properties furnishing lavish experiences, the [Lifestyle Series](#) offering

energizing stays in vibrant locales, and [Urban Retreats](#) based in bold, eccentric cities. Viceroy's portfolio of hotels and resorts can be found in a diverse array of breathtaking and inspiring destinations, including Los Cabos, Santa Monica, Chicago, Beverly Hills, Riviera Maya, Snowmass, San Francisco, Washington D.C. and St. Lucia. In 2020, the brand expanded to D.C. with the opening of the Viceroy Washington DC and Hotel Zena (Washington D.C.), and Viceroy is growing its international portfolio with the recent opening of Viceroy Kopaonik Serbia and looking ahead with Viceroy at Ombria Resort Algarve (Portugal) in 2022 and Viceroy Bocas Del Toro Panama in 2023. Additionally, Viceroy was named one of the Top 25 Hotel Brands on *Travel + Leisure* World's Best Awards 2021.

Viceroy for Everyone, Viceroy's ongoing commitment to diversity, equity and inclusion to its colleagues and guests can be found at www.viceroyhotelsandresorts.com/about-us/diversity-equity-inclusion.

Viceroy is a member of the Global Hotel Alliance (GHA) DISCOVERY, a unique loyalty program offering exclusive benefits and experiences to its members at over 500 hotels around the world. For more information, visit www.viceroyhotelsandresorts.com. Follow Viceroy on [Facebook](#) and [Instagram](#).