# Global Hotel Alliance boosts revenue by over 10% as international travel surges in 2025



The Global Hotel Alliance (GHA) has emerged as a leading force in the recovery and growth of the international hospitality sector, buoyed by rising travel demand from major global markets including the US, France, the UK, Spain, Italy, Germany, China, Turkey, and Portugal. With international travel surging strongly in 2025, GHA has recorded over a ten percent increase in revenue this year, spurred by a mix of resilient Asian outbound tourism, robust American spending power, and sustained European visitation. This growth comes amid a backdrop of increasing loyalty programme activity, which plays a pivotal role in GHA’s strategy to capitalise on the resurgence of global travel and consumer confidence.

During its annual CEO summit held at the Corinthia Hotel in Brussels, GHA brought together over thirty executives representing more than forty-five member brands to chart the future course of global hospitality. The summit highlighted the remarkable uptick in outbound travel from Asia, particularly from China and India, both supported by expanding middle classes and rising disposable incomes. The United States remains GHA’s largest source market, with American travellers continuing to demonstrate high frequency and spending, particularly on European and Asian stays. Europe’s appeal endures too, with 125 million tourists arriving in the first quarter of 2025 alone—a 2% year-on-year increase—driven by strong performances in countries like Spain, which reported a 9% surge, alongside Turkey, Italy, Portugal, and France.

Central to GHA’s business model is its distinctive loyalty programme, GHA DISCOVERY, which has propelled its expansion and guest engagement. Unlike conventional loyalty schemes, GHA DISCOVERY allows member brands to maintain their unique identities while benefiting from a shared digital infrastructure and a global base of loyal travellers. This has not only driven long-term value through personalised experiences and exclusive rewards but also boosted revenues significantly. The programme’s success is evident with 2024’s revenue from GHA DISCOVERY memberships hitting $2.7 billion, a 16% increase, while cross-brand stays surged by nearly a third. Membership also grew 18%, reaching 30 million members, reinforcing the programme’s role as a vital driver of growth.

New market entries and property openings form another pillar of GHA’s strategic expansion. Iconic brands like Corinthia Hotels launched new locations in New York, Bucharest, and Brussels, with Rome anticipated to follow. Meanwhile, Kempinski continues to strengthen its dominance in Germany and attract diverse travellers from the Middle East, the UK, and North America. Minor Hotels, the largest operator in Spain by volume, plans to add thirty more properties, while Pan Pacific Hotels Group is extending its reach into major European capitals. These moves demonstrate GHA’s intent to capture growing demand in both well-established and emerging travel corridors worldwide.

Looking ahead, industry forecasts remain optimistic. The United Nations Tourism Organization projects international arrivals to grow by between three and five percent in 2025. GHA’s own figures reflect this buoyancy, with hotel stay revenues reaching a record $746 million in Q1 2025, up 15% from the previous year. Notably, international stays made up 70% of this revenue, with strong growth driven by members from China, the UK, France, and Spain. Moreover, the inclusion of brands from emerging regions, such as Cinnamon Hotels of Sri Lanka, Sunway Hotels & Resorts of Malaysia, and Rotana from the Middle East and Africa, highlights GHA’s commitment to a globally balanced and culturally diverse portfolio.

GHA’s model of collaboration—retaining brand individuality while harnessing shared resources—emerged as a key theme of the CEO summit, signalling the alliance’s resolve to navigate future market shifts with agility and innovation. The focus on loyalty, technology, and regional growth positions GHA as a blueprint for independent hotel brands seeking to compete with global chains without sacrificing their distinctive identities.

In sum, inspired by robust demand from key markets and underpinned by a strong loyalty programme and strategic global expansion, the Global Hotel Alliance is poised to continue leading a resilient recovery in international travel. Its vision, based on adaptability, inclusion, and innovation, ensures GHA is not just responding to the evolving travel landscape but actively shaping the future of global hospitality.

### 📌 Reference Map:

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2. <https://www.journaldespalaces.com/en/pressrelease-73278-global-hotel-alliance-concludes-20th-anniversary-year-with-record-breaking-2024-results.html> - In 2024, the Global Hotel Alliance (GHA) celebrated its 20th anniversary with record-breaking results. The GHA DISCOVERY loyalty programme's revenue increased by 16% to $2.7 billion. Repeat stay revenue rose by 15% to $1.6 billion, and cross-brand stay revenue surged by nearly one-third to $370 million. Membership grew by 18%, reaching 30 million members. International travel dominated GHA's revenue, accounting for 67%, up from 60% in 2023, with the US being a key contributor, where 73% of member spend was on international stays. Thailand, Portugal, and the Netherlands saw significant increases in international stay revenue. The UAE, Hong Kong, and China also experienced strong recoveries, with international stays accounting for 82%, 84%, and 82% of their revenue, respectively. These results highlight GHA's successful adaptation to the evolving global travel landscape and its commitment to growth and innovation.
3. <https://www.journaldespalaces.com/en/pressrelease-74340-global-hotel-alliance-reports-strong-start-to-2025-with-double-digit-gains-in-q1-buoyed-by-loyalty-programme-momentum.html> - In the first quarter of 2025, the Global Hotel Alliance (GHA) reported strong results, with total hotel stay revenues reaching $746 million, a 15% increase from Q1 2024. The GHA DISCOVERY loyalty programme added approximately 850,000 new members, an 8% year-on-year increase. International stays accounted for 70% of total revenue, reflecting sustained demand for global travel. Members from China, the UK, France, and Spain exhibited the strongest growth in international spend. These outcomes underscore GHA's effective strategies in leveraging its loyalty programme and capitalising on the resurgence of international travel.
4. <https://www.travelandtourworld.com/news/article/gha-annual-ceo-summit-in-brussels-focuses-on-strategic-growth-resilient-travel-trends-and-the-continued-success-of-independent-hotel-brands-across-global-markets/> - The Global Hotel Alliance (GHA) held its annual CEO summit in Brussels, focusing on strategic growth and resilient travel trends. Europe welcomed 125 million international visitors in Q1 2025, a 2% increase over 2024. Spain, Turkey, Greece, Italy, and Portugal led this growth, with Spain seeing a 9% rise in arrivals. France recorded a 6% increase in tourist numbers. GHA's CEO, Chris Hartley, highlighted the industry's adaptability and optimism, noting the rising demand in the luxury and upscale segments and the alliance's position to capitalise on this momentum.
5. <https://www.cbre.com/insights/reports/16368744271> - CBRE's 2025 Global Hotel Outlook anticipates improvements in most hotel markets worldwide. In the U.S., a 2% growth in Revenue per Available Room (RevPAR) is expected, driven by mid-single-digit increases in inbound international visitation and modest rises in group demand and business travel. Northern Latin America, including Mexico, Costa Rica, and Colombia, is projected to continue recovering, with tourist arrivals up by 7% and 13% in Mexico and Costa Rica, respectively. Europe's hotel and tourism sector outlook is positive, with RevPAR growth driven by intra-European and global demand, despite potential geopolitical challenges.
6. <https://media.minorhotels.com/en-GLO/242523-global-hotel-alliance-reports-outstanding-q3-numbers-as-all-key-performance-indicators-hit-double-digit-growth> - In Q3 2024, the Global Hotel Alliance (GHA) reported exceptional performance, with hotel revenues reaching $689 million, a 15% increase year-to-date, and cross-brand revenues hitting $276 million, up 30%. International stays contributed 66% of room revenue, with the US, UK, Germany, and Australia as top feeder markets, together delivering 26% of total international room revenue. Italy, Portugal, the UK, Netherlands, and Thailand were the most popular summer destinations. DISCOVERY Dollars (D$) redemptions doubled year-on-year, indicating increased member engagement and spending.
7. <https://www.traveldailynews.com/hospitality/gha-concludes-20th-anniversary-year-with-record-breaking-2024-results/> - The Global Hotel Alliance (GHA) concluded its 20th anniversary year with record-breaking results. International travel dominated GHA's revenue in 2024, rising to 67%, up from 60% in 2023. This surge highlights the accelerating pace of global travel, fuelled by key feeder markets such as the US, where 73% of member spend was on international stays. Destination-wise, Thailand had 93% of its revenue from international stays (up from 90%), Portugal at 87% (slightly down from 88%), and the Netherlands at 85% (up from 83%). Hong Kong, SAR, and China recovered strongly, leaping into fifth position at 82%, overtaking the UAE, which secured sixth place at 76%.