# Global Hotel Alliance surges past pre-pandemic levels with 15% revenue boost in Q1 2025



The Global Hotel Alliance (GHA) is experiencing a remarkable phase of growth in 2025, bolstered by a significant surge in international travel. Key source markets such as the US, France, the UK, Spain, Italy, Germany, China, Turkey, and Portugal are driving this expansion, contributing to a more than ten percent increase in revenue for the alliance. As global travellers return to the joy of international exploration, GHA's portfolio of independent hotel brands is capitalising on the resurgence with a strategic blend of loyalty programmes, regional diversity, and new market entries.

At its recent CEO summit held at the Corinthia Hotel in Brussels, GHA convened leaders from over forty-five affiliated brands to chart the future course of global hospitality. Discussions highlighted several powerful travel trends underpinning the alliance's success: a robust revival in Asian outbound tourism, exponential growth from powerhouse markets like China and India, sustained American market strength, and steady European tourism demand. Data shared during the conference revealed that international tourist arrivals surpassed 300 million in Q1 2025, marking a five percent increase year-on-year and outstripping pre-pandemic levels despite global economic uncertainties.

Asia, led by China and India, has been the standout region, with visitor numbers up twelve percent compared to the previous year, reflecting a rising middle class eager for travel beyond domestic borders. Meanwhile, the United States maintains its position as GHA’s largest individual source market, with American travellers noted for their high frequency and spending, especially across Europe and Asia. Within Europe, traditional hotspots like Spain, Turkey, Italy, Portugal, and France continue to attract visitors, with Spain alone reporting a nine percent growth in tourist arrivals. GHA's European footprint is substantial, with seventeen member brands operating over 360 properties, generating over $1.1 billion in revenue from loyalty programme members in 2024—a testament to the integral role Europe plays in sustaining the alliance's profitability.

Central to GHA's growth narrative is its DISCOVERY loyalty programme, which deviates from standard uniform models by empowering individual member brands to maintain their unique identities while tapping into a shared global customer base. The programme has proven to be a major driver of guest retention and cross-brand stays, with 850,000 new members added in Q1 2025 alone, marking an eight percent increase compared to the previous year. Recent figures underscore the programme's momentum: cross-brand revenue surged by eleven percent, and loyalty-driven bookings continue to flourish, reinforcing GHA’s competitive advantage in an increasingly fragmented hospitality market.

The alliance’s expansion strategy is robust and multifaceted, with established brands like Corinthia Hotels enhancing their global presence through new openings in cities including New York, Bucharest, Brussels, and soon Rome. Kempinski is reinforcing its European luxury market dominance while gaining ground with travelers from the Middle East and North America. Minor Hotels, already the largest operator in Spain by volume, plans to add thirty more properties across Europe, and Pan Pacific Hotels Group aims to expand its footprint in major European capitals. This aggressive expansion is complemented by the integration of culturally distinct brands from regions such as Sri Lanka, Malaysia, and the Middle East, contributing to a diverse portfolio approaching 1,000 global properties.

Financially, GHA’s performance remains stellar. The alliance reported a 15 percent revenue increase in Q1 2025 alone, with total hotel stay revenues hitting $746 million. Room nights were up 12 percent, and the average daily rate (ADR) increased by three percent, indicating not only rising demand but also enhanced pricing power. Such growth follows on the heels of a record 2024, with the alliance generating $2.7 billion in revenues from its loyalty programme and cross-brand stays reaching $370 million—a figure that surged 28 percent from the previous year.

Looking forward, industry forecasts project a continued upward trajectory for global tourism, with the United Nations Tourism Organization forecasting between three to five percent growth in international arrivals for the full year 2025. GHA’s focus on adaptability, innovation, and collaboration positions it well to capitalise on these trends. Its decentralized yet unified model enables independent hotel brands to thrive under a collective strategy that leverages shared technology and marketing without sacrificing individual brand identities—a strategy that speaks to modern travellers increasingly seeking unique and personalised experiences.

GHA’s CEO summit underlined the importance of these core principles, emphasising a shared vision for sustainable and inclusive growth amid an evolving global travel landscape. With a clear momentum driven by loyalty schemes, expanding global reach, and strong market fundamentals in key regions, the Global Hotel Alliance exemplifies how independent hotel brands can successfully compete on the world stage while delivering differentiated and memorable experiences for a new generation of travellers.

### 📌 Reference Map:

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* Paragraph 2 – [[1]](https://news.google.com/rss/articles/CBMitAJBVV95cUxOVjFHRjJlUzl2cGw3czBBRzJnRDFkQ0lfM0Qxak1SUmFEM050N3BCOGRaemVfdG5QdGJoVV91WnRaaW11YlktOEdUbFRCMnRLVzF0ajh5M3dUaG4xeUUzcWQ0dXUyTms5VFRPTGpsV0tuVlhUQ3daQnR6cGhSX3ZtalBTaWFZRUVaRHdZZzlyd1R6bXhFV1NpX2l2T250WG9pSjJhRVRaZTctWmk4ZEdHRnM5QVdkMmpXNlhlOExBekdyWUk5bFVDRjBPa3Y0OVZybzFLT0hSN0hJS19tMzRXQlk4anhyLW9lVzFyQjBVMnhrRjNOa2ZyTGstMFEtcldzcHZoRDYyd2lSSG9zRlNRa0VORXhvOUVhcDlieGxsY3paSFAwWDl3WGdFZlU5cERsdWsyeg?oc=5&hl=en-US&gl=US&ceid=US:en)
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2. <https://www.hospitalitynet.org/news/4125544.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, with repeat stay revenue up 15% to $1.6 billion. Cross-brand stay revenue surged by 28% to exceed $370 million. The programme added 3.2 million new members, bringing the total to 30 million, an 18% increase. D$ redemption nearly doubled to $20 million, setting a new record in December.
3. <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 strong performance with double-digit growth across all key metrics. Total hotel revenues rose 15% to $689 million, with year-to-date revenues reaching $2 billion. Room nights increased by 16%, and cross-brand revenues hit $276 million, up 30%. Direct bookings soared by 40%. International stays contributed 66% of room revenue, with the US, UK, Germany, and Australia being the top feeder markets, together delivering 26% of total international room revenue.
4. <https://www.webintravel.com/global-hotel-alliance-reports-strong-q1-start-buoyed-by-loyalty-programme/> - In Q1 2025, the Global Hotel Alliance (GHA) reported strong results with double-digit gains across all key metrics. Total hotel stay revenues reached $746 million, up 15% from Q1 2024. Total room nights increased by 12%, and the Average Daily Rate (ADR) across its portfolio of 850 hotels rose by 3%. Cross-brand revenue increased by 11%, driven by members staying with different hotel brands. The loyalty programme added around 850,000 new members in Q1 2025, an 8% year-on-year increase compared to Q1 2024.
5. <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 Q1 2025, the Global Hotel Alliance (GHA) reported strong results with double-digit gains across all key metrics. Total hotel stay revenues reached $746 million, up 15% from Q1 2024. Total room nights increased by 12%, and the Average Daily Rate (ADR) across its portfolio of 850 hotels rose by 3%. Cross-brand revenue increased by 11%, driven by members staying with different hotel brands. The loyalty programme added around 850,000 new members in Q1 2025, an 8% year-on-year increase compared to Q1 2024.
6. <https://www.zawya.com/en/business/travel-and-tourism/gha-reports-strong-double-digit-gains-for-q1-pwywz7ol> - In Q1 2025, the Global Hotel Alliance (GHA) reported strong results with double-digit gains across all key metrics. Total hotel stay revenues reached $746 million, up 15% from Q1 2024. Total room nights and Average Daily Rate increased by 3% across its portfolio of 850 hotels. Cross-brand revenue increased by 11%, driven by members staying with different hotel brands. The loyalty programme added around 850,000 new members in Q1 2025, an 8% year-on-year increase compared to Q1 2024.
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