



GHA DISCOVERY

GLOBAL HOTEL ALLIANCE ANNOUNCED AS LEAD SPONSOR OF MAJOR LOYALTY CONFERENCE

Loyalty & Awards to take place 16th – 18th November at the iconic Pan Pacific Vancouver

Dubai, UAE, 9th February 2026: UAE-headquartered [Global Hotel Alliance](#) (GHA), the world's largest alliance of independent hotel brands, has announced a partnership with Global Flight to proudly support [Loyalty & Awards](#) - the leading global conference for the travel loyalty industry - as its lead sponsor for 2026 and 2027. Global Flight is the world's premier provider of loyalty consulting services to the travel industry and organiser of the prestigious event.

Now in its 22nd edition, Loyalty & Awards is set to take place in Vancouver from 16th – 18th November 2026. The event will bring together 250 senior loyalty leaders from airlines, hotel groups, and technology vendors at the iconic Pan Pacific Vancouver, a flagship luxury hotel and proud member of Global Hotel Alliance. A highlight of the event will be the Golden Loyalty Awards ceremony, held on the evening of Tuesday, 17th November 2026, celebrating the very best in the travel loyalty industry.

Located atop Canada Place on Vancouver's waterfront, Pan Pacific Vancouver features 503 rooms and suites with panoramic harbour and mountain views, extensive event facilities, acclaimed dining, and premium wellness amenities. The site was first marked in 1983 by the ceremonial groundbreaking of Her Majesty Queen Elizabeth II and His Royal Highness Prince Philip. It officially opened ahead of Expo '86, where Princess Diana and Prince Charles inaugurated the Canada Pavilion. The iconic hotel, whose architecture is inspired by the shape of sailing ships, honours Vancouver's maritime heritage and shares a site with the city's cruise terminal, which welcomes approximately 1.3 million passengers annually. Signature features include a saltwater rooftop pool and 42,000 square feet of meeting space, 70 percent of which offers ocean views. Since 1994, the Heritage Horns atop the hotel have sounded the first four notes of "O Canada" daily at noon.

Loyalty & Awards is recognised as the largest global gathering dedicated to travel loyalty, offering a carefully curated mix of educational content delivered first-hand by leading international brands and high-value global networking opportunities.

Commenting on the partnership, Jelena Kezika, VP Strategy at Global Hotel Alliance, said: "Loyalty & Awards brings together the most influential voices shaping the future of travel loyalty, making it a natural partner for GHA. Hosting this prestigious event at Pan Pacific Vancouver further reflects the strength and global reach of our member brands, while providing a beautiful setting to celebrate innovation and excellence across the industry."

Ravindra Bhagwanani, Managing Director of Global Flight, added: "We are delighted to partner with Global Hotel Alliance for the next two years. GHA's leadership in loyalty and its portfolio of outstanding independent hotel brands with its unique and luxurious properties, including Pan

Pacific Vancouver, make them a highly valued partner as we continue to evolve Loyalty & Awards.”

Through this partnership, GHA will engage actively with the global loyalty community, contributing insights from its award-winning GHA DISCOVERY programme and participating in discussions focused on innovations, customer engagement, and performance-driven loyalty.

For further information and to register for Loyalty & Awards, please follow this [link](#).

GHA DISCOVERY members attending the conference will receive preferential rates, loyalty benefits, and can earn and spend GHA DISCOVERY’s digital rewards currency, DISCOVERY Dollars (D\$1 = USD 1) when booking their stays at Pan Pacific Vancouver - please follow this [link](#) to book your room.

GHA DISCOVERY is complimentary to join, and travellers 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, Facebook and WeChat.

For more information visit [Global Hotel Alliance](#) and [Loyalty and Awards](#).

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About GHA and GHA DISCOVERY:

Global Hotel Alliance (GHA) is the world’s largest alliance of independent hotel brands with 50 brands and 950 hotels in 100 countries. Its award-winning loyalty programme – GHA DISCOVERY – provides more than 34 million members with recognition, D\$ rewards and exclusive experiences across its hotels and partners, both with and without a stay.

Through membership in GHA, brands expand their global reach, drive incremental revenue and reduce dependence on third-party channels, all while maintaining management independence and individual positioning. For more information, visit globalhotelalliance.com or ghadiscovery.com.

About Loyalty & Awards / Global Flight

Loyalty & Awards is organised by Global Flight, the world’s premier provider of loyalty consulting services to the travel industry since 1996. Supporting companies worldwide, Global Flight expanded its expertise by launching an annual loyalty event in 2005, which has since evolved into the internationally recognised Loyalty & Awards conference. For more information, visit globalflight.net.