



## **JA RESORTS & HOTELS JOINS GLOBAL HOTEL ALLIANCE**

*Dubai-based brand strengthens presence of the alliance  
in the Middle East and Indian Ocean*

**Dubai, United Arab Emirates, 5 March 2018:** Global Hotel Alliance ("GHA"), the world's largest alliance of independent hotel brands and operator of the award-winning, multi-brand loyalty programme, DISCOVERY, today announced that JA Resorts & Hotels has joined its portfolio of independent hotel brands, adding a collection of seven hotels and luxury resorts to GHA's network of more than 35 independent brands and over 500 hotels.

Established as Dutco Hotels in 1981, JA Resorts & Hotels became an international hospitality brand in 2012. In addition to a unique collection of hotels in the United Arab Emirates, today the group manages the award-winning Maldives resort JA Manafaru and JA Enchanted Island Resort, a Seychelles luxury resort in the Sainte Anne National Marine Park. The portfolio also includes restaurants, event catering, gourmet dining cruises, a marina, golf course and other sporting facilities.

Chris Hartley, GHA's CEO, is thrilled to welcome yet another unique brand to the alliance: "GHA and JA Resorts & Hotels both call Dubai home, so the GHA team have all got personal experience of the groups fabulous hotels and resorts, whether it's for a night out on JBR at the heart of Dubai's vibrant beach-front scene, or a weekend at the incredible JA Hatta Fort Hotel in the Hajar mountains just outside the city, They have a great reputation and a long history in this region, and bring more local flavour to GHA's eclectic collection of truly independent brands; and thus more great choices for our 11-million DISCOVERY programme members"

Anthony Ross, CEO, JA Resorts & Hotels added: "creating memories for our guests is one of our brand's core values, which fits perfectly with the DISCOVERY loyalty programme and its Local Experience awards, distinctive activities that capture an authentic taste of each destination. We are delighted to become part of this worldwide alliance and benefit from its huge global reach and advanced technology, helping us reach more customers in new markets."

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## **Editor's Notes:**

### **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 500 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 11 million members exclusive opportunities to immerse themselves in local culture wherever they travel. GHA's hotel brands currently include: Alila, Anantara, Atura, AVANI, Corinthia, Discovery Destinations, Doyle, Elewana, Eventhouse, GLO, JA Resorts, Kempinski, Leela, Lungarno, Marco Polo, Meritage, Meydan, Mokara, Mysk, Niccolo, NUO, Omni, Outrigger, Pan Pacific, PARKROYAL, QT, Rydges, Shaza, The Residence by Cenizaro, Thon, Tivoli, Ultratravel Collection and Viceroy. For more information, visit [gha.com](http://gha.com)

### **About DISCOVERY Loyalty**

A memorable trip demands more than a comfortable stay. DISCOVERY, an award-winning global loyalty programme, provides 11 million members recognition and perks across over 500 hotels, resorts and palaces in 78 countries. Elite members have the opportunity to immerse themselves in local culture through *Local Experiences*, distinctive activities that capture an authentic taste of each destination. For more information, visit [discoveryloyalty.com](http://discoveryloyalty.com)

### **About JA Resorts & Hotels**

Dubai-based JA Resorts & Hotels, owned by the Dutco Group of Companies, is an international hospitality company with over 30 years' experience in managing and operating resorts and hotels. JA Resorts & Hotels employs approaching 2,000 associates across an inspiring portfolio and is proud of its rich diversity of cultures and nationalities. JA Resorts & Hotels' award-winning portfolio includes the all-suite five-star JA Palm Tree Court and JA Jebel Ali Beach Hotel within the award-winning JA Jebel Ali Golf Resort. The five-star JA Ocean View Hotel, as well as the deluxe hotel apartments of JA Oasis Beach Tower, are both located along 'The Walk' in Dubai Marina. JA Resorts & Hotels are dedicated to maintaining high standards of sustainability at all properties, with their efforts being rewarded at two of the properties, JA Jebel Ali Golf Resort and JA Ocean View Hotel which have both been awarded a Green Globe Certification. JA Resorts & Hotels portfolio also includes the recently renovated JA Hatta Fort Hotel, a secluded getaway located in the mountainous area of Hatta. The company also offers a floating prestige dining experience in the form of JA Bateaux Dubai on the Dubai Creek. Additionally, JA Al Sahara Desert Resort Equestrian Centre, the JA Centre of Excellence and the JA Shooting Club. In addition to its UAE based properties, JA Resorts & Hotels extended their offering with two five-star tropical resorts in the Indian Ocean – JA Enchanted Island Resort in Seychelles and JA Manafaru in the Maldives. For more information on JA Resorts & Hotels, please visit [www.jaresortshotels.com](http://www.jaresortshotels.com)

## **Media Contact:**

### **Global Hotel Alliance**

Jelena Kezika • Strategic Planning Director  
+971 4 421 4287 • [jelena.kezika@gha.com](mailto:jelena.kezika@gha.com)

### **JA Resorts & Hotels**

Rebecca Sageman • PR Director  
+971 4 315 4956 • [rebecca.sageman@jaresorts.com](mailto:rebecca.sageman@jaresorts.com)