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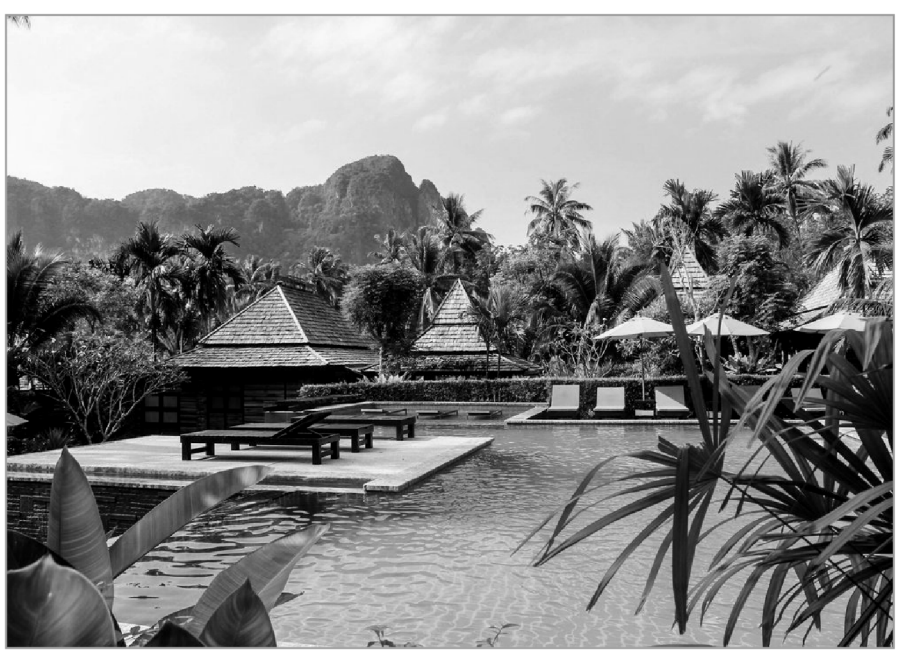
À LA UNE

Global Hotel Alliance Signs Singapore's Far East Hospitality, Adding 26 Hotels Across Three Markets

Five Far East Hospitality brands — Oasia, Quincy, Rendezvous, Village and Far East Collection, totalling 6,212 rooms across 26 properties — will join GHA DISCOVERY in early 2027, giving the Singapore-based operator's guests earn-and-redeem access to the alliance's 38 million members across Singapore, Malaysia and Japan while keeping their own brand identities intact.

Global Hotel Alliance has signed Far East Hospitality, the Singapore-based operator, bringing five brands into the 38-million-member GHA DISCOVERY programme when the deal completes in early 2027. The portfolio spans 26 hotels and serviced residences across Singapore, Malaysia and Japan — Oasia, Quincy, Rendezvous, Village and Far East Collection — totalling 6,212 rooms. Once the properties formally join, GHA DISCOVERY members will be able to earn and redeem Discovery Dollars (D$) at Far East Hospitality addresses alongside member rates, room upgrades and local experiences, while guests of the Singapore group gain reciprocal access to GHA's wider network of independent and regional hotel brands. GHA chief executive Chris Hartley frames the alliance's model as letting operators like Far East Hospitality keep their own brand identity and guest relationships intact while plugging into a global loyalty currency and distribution reach they could not easily build alone — a trade-off Sillage East sees weighed constantly by independent APAC hospitality groups deciding whether to build a proprietary programme or borrow scale from an alliance. The tie-up lands as GHA continues to court regional groups beyond its existing member brands, reinforcing Singapore's position as a hub for cross-border loyalty deal-making in the hospitality sector.

— Source: **GHA & Far East Hospitality (press release)**



Illustrative picture by Sara

EN BREF

Salesforce Agrees to Acquire Braze for US$5.66 Billion

Announced 21 October, the all-cash deal ($47.50 a share) folds Braze's real-time, cross-channel engagement decisioning — push, email, SMS, WhatsApp, in-app — into Salesforce's stack, with Agentforce's AI agents meant to act on the same customer context that drives Braze's messaging. Expected to close in Salesforce's fiscal 2028, pending Braze shareholder and regulatory approval.

— Source: **Salesforce Newsroom**

Dorsett – Your Rewards Launches "Perfect 10" Across Its Asia-Pacific Portfolio

Live since 1 October across Hong Kong, mainland China, Singapore, Malaysia, Australia and beyond, the free-to-join campaign credits members a bonus equal to the average nightly room rate across their first ten eligible room nights — including at Dorsett Kai Tak and Dorsett Gold Coast — paired with launch-period local-experience offers under a "Stay + Explore + Reward" banner.

— Source: **Dorsett – Your Rewards**

Bread Financial and Sephora Sign Long-Term Renewal to Advance Credit and Loyalty Experience

Announced 22 October, the renewal deepens the link between the Sephora Credit Card programme and Beauty Insider, with both companies committing further investment in analytics, digital capabilities and customer insights to drive more personalised offers across channels. "Sephora is a meaningful partner," said Bread Financial EVP and Chief Revenue Officer Dennis McCarthy; Sephora SVP and GM of Loyalty Emeline Berlind called the partnership a "strong foundation" to build on.

— Source: **Bread Financial Newsroom**

> *Some US retail rewards programmes can return as much as a quarter of what members spend, with Ulta Beauty, PacSun, Madewell and Abercrombie named separately among the category's best values.*
>
> 2026 STATE OF LOYALTY REPORT, CITED BY KYMA

DANS LES DÉPÊCHES

Tourism Authority of Thailand expands its "ASEAN India+ Shoppers in Thailand" campaign to 50+ partners, targeting 244m baht in spend ◆

Velocity Frequent Flyer becomes the first Australian airline programme to let members convert ShopBack cashback straight into points ◆

United reworks MileagePlus Premier status, shifting from flight segments to spend-weighted qualifying points from 1 January 2027