

Alternative Benefit to Room Upgrade Management

Objective and Scope

This procedure establishes guidelines for providing an alternative benefit to premium DISCOVERY members when free room upgrades are not available due to inventory constraints.

Our priority is always offering members a free room upgrade or better room. Provide alternative benefits only if there are no rooms availability due to full occupancy of better and higher category rooms.

These guidelines are applicable to all hotels within Minor Hotels Europe and Americas region (MHEA).

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1. DISCOVERY Room Upgrade Benefit

Eligible guests may receive a free room upgrade based on availability (occupancy of higher category rooms).

DISCOVERY loyalty programme offers tier-specific complimentary room upgrades across all Minor Hotels brands, based on the DISCOVERY programme value proposition as following:

	Platinum	Titanium	Red
Free Upgrade	<i>Upgrade</i> To a room one category higher than booked.	<i>Double upgrade</i> Upgrade to a room 2 categories higher than booked.	<i>Suite upgrade</i>

2. Handling Room Upgrade Unavailability

Offer free room upgrades to premium categories **always** when available as part of their DISCOVERY benefits. Always **inform** members of their room upgrade. Check how to balance free room upgrade and upselling in [TMS Room Upgrade procedure](#).
Steps to follow when no superior room is available for premium DISCOVERY members (in this order):

2.1 Offer regular Room Upgrade

Titanium and Red members are eligible for a Double Upgrade and a Suite Upgrade. If no such rooms are available at the hotel, provide a **regular upgrade** if possible. Always **inform** that you give a free upgrade. Reference for details in [TMS Room Upgrade procedure](#)

2.2 Offer Better Room

If no higher-category rooms are available for a premium member, ensure they are still offered enhanced experience. As no one knows the hotel better than you, consider providing them with **a better room** — one that offers added value, such as being more spacious, quieter, on a higher floor, or with a terrace. While it may not belong to a higher category, you can highlight the room's unique qualities to make the member feel valued. Always **inform** that you give a better room. Reference for details in [TMS Room Upgrade procedure](#)

Scripts when offering Regular Upgrade or Better Room

Type of Upgrade	Availability	Solution	Argument
Room Upgrade	Available	Inform the guest	"Mr. Smith as you are DISCOVERY Platinum member, I'm pleased to assign you a HIGHER CATEGORY room"
	Not available	Assign a better room within the same category and inform the guest	"Mr. Smith, as you are DISCOVERY Platinum member, I'm pleased to grant you with the upgrade to BEST AVAILABLE room at the moment" (emphasize if it's silent, bright, a refurbished room, with terrace and views, a spacious and silent room or any other attractive attribute) Another solution to offer: And, if you wish so, we will have the availability of higher category room tomorrow"
Double Room Upgrade (two categories higher)	Available	Inform the guest	"Mr. Smith, as you are DISCOVERY Titanium member, you are entitled for double room upgrade"
	Not available	Assign a better room within the same category and inform the guest	"Mr. Smith, as you are DISCOVERY TITANIUM member, I am pleased to assign you the room of higher category and (emphasize if it's silent, bright, a refurbished room, with terrace and views, a spacious and silent room or any other attractive attribute) Another solution to offer: And, if you wish so, we will have the availability of higher category room tomorrow"
Suite Upgrade	Available	Inform the guest	"Mr. Smith, as you are DISCOVERY Red member, you are entitled for an upgrade to a Suite room"
	Not available	Assign the best room available in the hotel	"Mr. Smith, as you are DISCOVERY Red member, I am pleased to assign you the best room now available in our hotel (emphasize if it's silent, bright, a refurbished room, with terrace and views, an spacious and silent room or any attractive attribute)" Another solution to offer: And, if you wish so, we will have the availability of higher category room tomorrow"

3. Alternative Benefit for Room Upgrade.

When higher categories rooms are fully booked, thus a regular upgrade or better room is unavailable, then provide an alternative benefit as a last solution (always in this order).

- Room upgrades available?
 - Yes
 - No → offer a regular upgrade or a better room
- Nor room upgrade, no regular upgrade or no better rooms available?
 - → offer alternative benefit

Providing alternative benefits can ensure our members are recognized and supported.

Room Upgrade Alternative Benefits Toolkit Europe & Americas				
Alternative benefits / Brand	Anantara	Avani / NH Hotels	Tivoli	NH Collection / Nhow
Room Upgrade for Platinum members or alternative benefits	Drink Value up to 30€	Drink Value up to 10€	Drink Value up to 20€	Drink Value up to 15€
	Other options (only if available in the hotel) Free parking subject to availability Additional amenity			
Double-room upgrade for Titanium members and Suite Upgrade for Red members or alternative benefits	Drink Drink+snack Value up to 40€	Drink Drink+snack Value up to 15€	Drink Drink+snack Value up to 25€	Drink Drink+snack Value up to 20€
	Other options (only if available in the hotel) Free Parking subject to availability			

* Drink imports added in the table are Sales Price not Cost Price

** Additional amenity should be elements/presents already defined in VIP guides

*** Value refers to the consumer price

**** BUNE only, if you work with Wundermart or externalize F&B, offer an alternative with corporate VIPs of guidelines

***** In the case of hotels without a restaurant/bar, you can offer a drink/snack from Minibar

3.1 Scripts for offering an alternative benefit to premium members

	Scripts to offer alternative benefit
PLATINUM	Mr./Mrs. (customer's surname), we are pleased to welcome you as our DISCOVERY Platinum member. Unfortunately, we cannot grant you a room upgrade due to full occupancy. However, we are pleased to offer you a complimentary drink at our bar/restaurant.

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TITANIUM	Mr./Mrs. (customer's surname), we are pleased to welcome you as our DISCOVERY Titanium member. Unfortunately, we cannot grant you a room upgrade due to full occupancy. However, we are pleased to offer you a complimentary drink and a snack at our bar/restaurant.
RED	Mr./Mrs. (customer's surname), we are pleased to welcome you as our DISCOVERY Red member. Unfortunately, we cannot grant you a room upgrade due to full occupancy. However, we are pleased to offer you a complimentary drink and a snack at our bar/restaurant.

4. Related Documents

Hotel procedures:

- [Room upgrade management](#) (balance room upgrade and upselling)
- [Upselling Procedure](#)
- [Upselling management](#)
- [DISCOVERY Loyalty Procedures](#)
- [DISCOVERY Correctly Identifying Loyalty Members](#)
- [Quick pre check in guide](#)
- [Quick check in guide](#)

Guidelines on VIP guest types per brand:

- [Avani](#)
- [NH Hotels](#)
- [NH Collection](#)
- [nhow](#)
- [Tivoli](#)

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