



# Minor DISCOVERY

## KPIs and how to check them as a Manual for Hotel Champion



## **DISCOVERY KPIs**

### **Critical KPIs:**

**Enrollments**

**Identification**

**Post Stay Survey**

### **Informative KPIs:**

**Share of Room Nights**

**DISCOVERY Training**

**01**

## **How to Check each KPI through:**

**MHEA BI Knowledge Portal**

**GHA PowerBI**

**02**



# Critical KPIs

# Enrollment: Critical KPI

MINOR | DISCOVERY

**2025 QUEST**  
FOR EXCELLENCE

**Target**

**700.000**  
**13 enroll./hab.**  
**Invalid Email < 20%**

TYPE	TARGET
CRITICAL	100%

Computation

TOTAL ENROLLMENTS  
FROM HOTEL + QR

INVALID EMAIL  
PENALIZATION

REQUEST DISCOVERY  
TARGET ENROLLMENTS

## SCRIPTS TO OFFER THE DISCOVERY PROGRAM:

1. First Stay Always gets you points (DISCOVERY Dollars).  
Earn 4% accrual in D\$ on first stay as a member, no matter booking channel (if it is eligible or not). Offer it ALWAYS to all OTA guests.
2. We are part of GHA (Global Hotel Alliance).  
Earn and redeem D\$ in 850 hotels accross the world, including Minor hotels (Anantara,Avani,Tivoli,NH Hotels, NH Collection and Nhow)
3. Rates Discounts  
Exclusive member rates up to 10% discount.
4. Benefits Progression  
Once you visit us more, you will enjoy more and more hotel benefits like room upgrade or late check-out.
5. Transparent Points Balance  
The value of points (D\$) is clear. 1D\$=1USD
6. Live Local/Experiences  
Access to exclusive Local Offers and Experiences only for members



Only Hotel Enrollments will count for 2025 Target.

This means Booking Process and OCI enrollments are excluded and will only count TMS and QR enrollments.



Penalization: If the % of invalid emails for the hotel-month is higher than 20%. All invalid emails will be excluded of KPI. Otherwise, all enrollments will count for that month.

# Identification: Critical KPI

MINOR | DISCOVERY

Ecommerce Report 2025	
TYPE	TARGET
CRITICAL	Less than 11%
Target	
Identify All Members in a DISCOVERY booking. You must have less than 11% of NO Identified bookings	
All DISCOVERY Bookings	
Must have	
One of the clients with a DISCOVERY card synchronized in the booking	

Two possible scenarios for a NO Identified booking:

1. DISCOVERY member has not yet travelled to any of our hotels. Consequently, we don't have yet created their CR profile with PartyID number in TMS system
2. DISCOVERY member has travelled to any of our hotels. However, their CRM profile and PID number are not yet synchronized to his loyalty card.

Check [here](#) how to Synchronize DISCOVERY card to PID:

## How to Identify a NO Identified Booking?

- Main Client would be → 1003 (Minor DISCOVERY) or 1100035865 (Global Hotel Alliance)
- Fields → Program and Fidelización are empty
- GHA membership n°, program, and tier → Data of the DISCOVERY member are indicated in the remarks box of the booking "TMS for Connectivity"
- DISCOVERY special rate → NHR\_XX or MIN\_XX or GHA\_XX or WB\_

# Post Stay Survey: Critical KPI

MINOR | DISCOVERY

**2025 QUEST**  
FOR EXCELLENCE

**Target**

Reach 75% of positive answers of your members.

TYPE	TARGET
CRITICAL	75%
First Four DISCOVERY questions	
Must have	
75% of positive answers	

## Post Stay Survey questions:

1. Have you been recognized as a (tier) DISCOVERY member during your stay?
2. Were you made aware of DISCOVERY Dollars (D\$) during your stay?
3. Were you offered a room upgrade as part of your Minor DISCOVERY elite level member benefits?
4. Did you receive your Minor DISCOVERY in-room welcome amenity during your stay?



A few days after the clients stay in any of our hotels, they receive an email with some questions about their stay



Only for the Minor DISCOVERY members, they receive this 4 extra questions in the Survey to evaluate about the programme.



With those answers, the we can make plans to see where to focus the efforts: hotel's trainings, more clear collaterals, more communication to members, etc.



# **Informative KPIs**

# Share of Room Nights: Informative KPI

MINOR

DISCOVERY

Ecommerce Report 2025	
TYPE	TARGET
Informative	32%
Identifying all your DISCOVERY Bookings	
Will help Increase	
Share of DISCOVERY Room Nights	

Target

Reach 32% of DISCOVERY Room Nights

 Share of Room Nights is the quantity of Room Nights that are from DISCOVERY members.

 DISCOVERY members are the clients that spend more money in our hotels and the once that usually comes back and repeat business.

 They come through direct channels, and this give us more benefit.



# Training: Informative KPI

MINOR | DISCOVERY

Ecommerce Report 2025	TYPE	TARGET
Target	Informative	100%
Reach 100% of completion at DISCOVERY Training	Available on Talent	

Mandatory group that must complete the training:

1. GMs
2. Hotel Champion
3. Front Office
4. Guest Relations
5. Concierge
6. Reservations teams



All Mandatory group must make the DISCOVERY training



If you are Front Office Manager, you can access through your talent application and check who from your team has pending to complete the training



For those team members who have already completed the training on my.gha.com, your status is automatically updated in your "Learning History" on Talent.



# **How to check loyalty KPIs through Minor Hotels Europe & Americas BI Portal**

# How to access to Business Intelligence

Business Intelligence is our Internal Portal for Minor Hotels Europe and Americas

You only have access to this portal if you have a nominative email, then, you should access with:

- User: nominative email
- Password: windows password (the one added when unblocking your computer)

If you don't have access and you have a nominative email, then you should request it through JIRA following this path:

<https://minor-hotels.atlassian.net/servicedesk/customer/portal/29/group/276/create/1974>



# Loyalty Enrollments

## 1. Open [Business Intelligence](#)

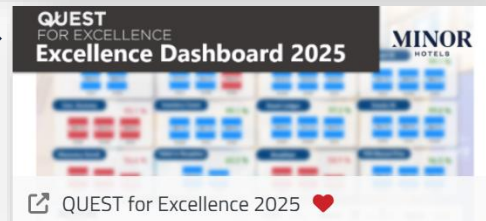
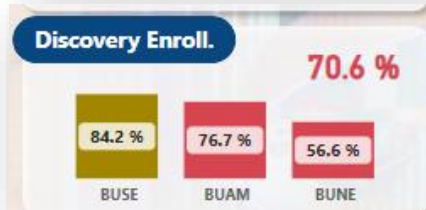
- User: nominative email
- Password: Windows password

## 2. [BI For Operations](#)



## 3. Open [QUEST For Excellence 2025](#) →

## 4. Click to DISCOVERY Enroll.

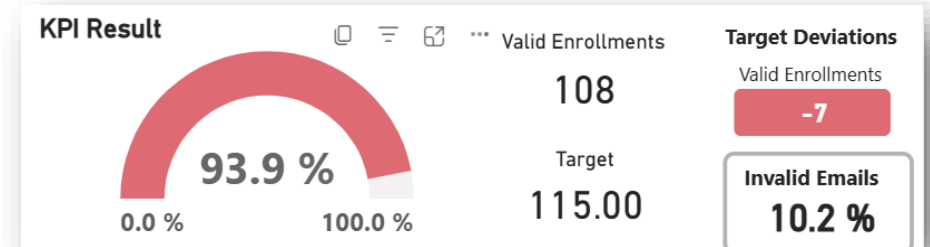


## 5 . Unselect Scope→ Note that neither yes nor no are selected

## 6 . Filter by month and hotel

Here, you will be able to check:

## 1. Achievement of the Enrollment Target



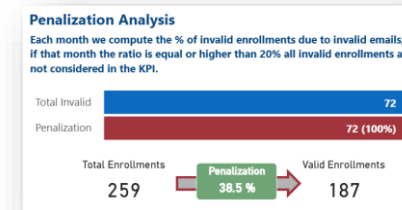
In this case, the Target achievement was 93%, they made 108 enrollments, and they should have achieved 115, the deviation was only 7 enrollments to achieve the objective

## 2. Invalid Emails

Invalid Emails  
10.2 %

10,2% of all the enrollments didn't have a correct email data

3. If you have more than 20% of invalid emails, you can see the penalization to your hotel:



# Identification KPIs

## 1. Open [Business Intelligence](#)

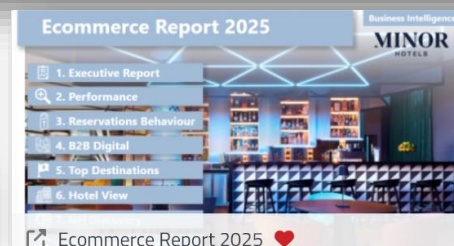
- User: nominative email
- Password: Windows password

## 2. [BI For eCommerce & Mkt](#)



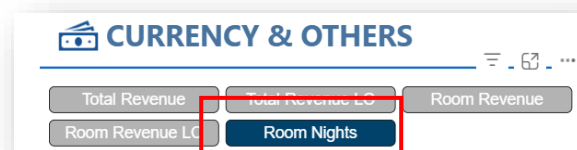
## 3. Open [Ecommerce Report 2025](#) →

## 4. Click to NH DISCOVERY



## 5. Filter by month (if you want to Check until today, click to Actuals) and hotel

## 6. Filter by Room Nights



How to check Share of Loyalty?

## 1. Go all the way down to the big table:

Select dimension to analyze

Channel & Subchannel	Feeder Market	Hotel Brand	Hotel BU & Sub BU	Hotel Country & City	Hotel ID & Stay Month	Hotel Name & Stay Month	Segment & Subsegment	Segment type & Segment	Stay Date					
KPI by Stay Date														
Month Name	Total EUAM '25	Total Discovery '25	Extra Discovery	% Not Identified	% Not Identified '24	Potential Discovery '25	% Potential over Total EUAM	%Room Revenue Discovery	Total Discovery '24	'25 vs '24	Total Discovery '23	'25 vs '23	Total Discovery Over EUAM '25	Total Discovery Over EUAM '24
January	1,538	600	74	11.0 %	13.8 %	674	43.8 %	Not available	499	20.2 %	654	-8.3 %	39.0 %	33.0
February	1,721	414	78	15.9 %	11.5 %	492	28.6 %	Not available	618	-33.0 %	404	2.5 %	24.1 %	31.3
<b>Total</b>	<b>3,259</b>	<b>1,014</b>	<b>152</b>	<b>13.0 %</b>	<b>12.5 %</b>	<b>1,166</b>	<b>35.8 %</b>	<b>Not available</b>	<b>1,117</b>	<b>-9.2 %</b>	<b>1,058</b>	<b>-4.2 %</b>	<b>31.1 %</b>	<b>32.0</b>

## 2. Check % Not Identifies

KPI b

Month Name	Total EUAM '25	Total Discovery '25	Extra Discovery	% Not Identified	% Not Identified '24	Potential Discovery '25
January	1,538	600	74	11.0 %	13.8 %	674
February	1,721	414	78	15.9 %	11.5 %	492
<b>Total</b>	<b>3,259</b>	<b>1,014</b>	<b>152</b>	<b>13.0 %</b>	<b>12.5 %</b>	<b>1,166</b>

TOTAL EUAM'25 → Total of Room Nights (DISCOVERY and Not DISCOVERY)

Total DISCOVERY'25 → Total of DISCOVERY Room Nights

Extra DISCOVERY → DISCOVERY Room Nights but not identified with a DISCOVERY card

%Not Identified → How many of Not Identified Room Nights out of the total

Potential DISCOVERY '25 → is the sum of Total DISCOVERY'25 and Extra DISCOVERY

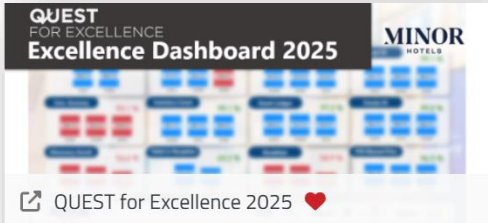
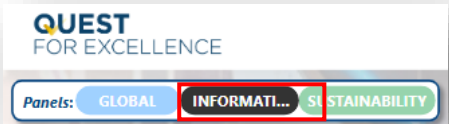
# Post Stay Survey KPIs

1. Open [Business Intelligence](#)
- User: nominative email

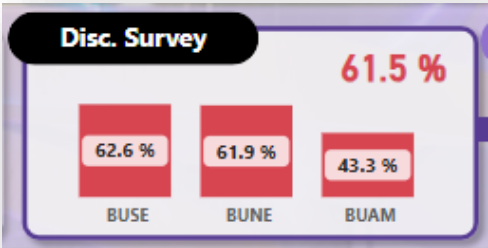
Password: Windows password
2. [BI For Operations](#)



3. Open [QUEST For Excellence 2025](#) →
4. Click to Panels: Informative

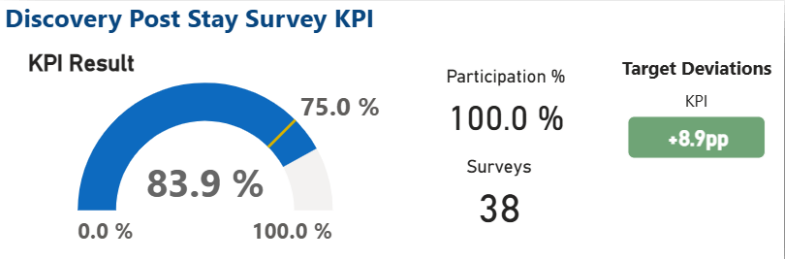


5. Click to Dis.Survey
- 5 . Unselect Scope→ Note that neither yes nor no are selected
- 6 . Filter by month and hotel



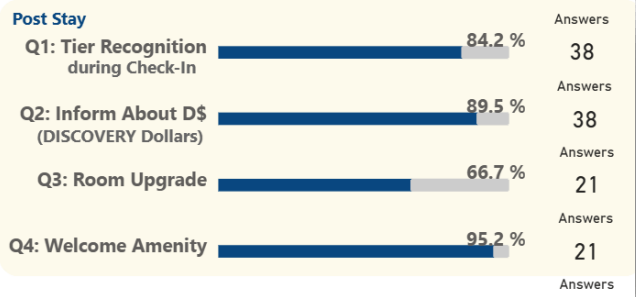
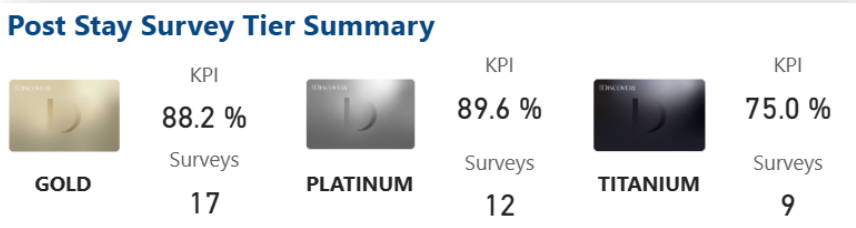
Here, you will be able to check:

1. Achievement of the Enrollment Target



In this case, the Target achievement was 83% with 38 surveys completed. They reached the target with 8.9 pp more

2. Results per question and per tier



# Loyalty Share (%) RNs

## 1. Open [Business Intelligence](#)

- User: nominative email
- Password: Windows password

## 2. [BI For eCommerce & Mkt](#)



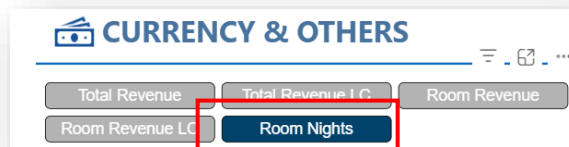
## 3. Open [Ecommerce Report 2025](#) →

## 4. Click to NH DISCOVERY



5. Filter by month (if you want to Check until today, click to Actuals) and hotel

6. Filter by Room Nights



How to check Share of Loyalty?

1. Go all the way down to the big table:

Select dimension to analyze

Channel & Subchannel

Feeder Market

Hotel Brand

Hotel BU & Sub BU

Hotel Country & City

Hotel ID & Stay Month

Hotel Name & Stay Month

Segment & Subsegment

Segment type & Segment

Stay Date

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2. Check TOTAL EUAM'25 and Total DISCOVERY'25 column

Month Name	Total EUAM '25	Total Discovery '25
January	1,538	600
February	1,721	414
<b>Total</b>	<b>3,259</b>	<b>1,014</b>

Total EUAM'25 → All the RN in the hotel during this period

Total DISCOVERY'25 → All the DISCOVERY RN in the hotel during this period

3. Divide Total DISCOVERY'25/Total EUAM'25\*100=  
**Loyalty Share**

Month Name	Total EUAM '25	Total Discovery '25
January	1,538	600
February	1,721	414
<b>Total</b>	<b>3,259</b>	<b>1,014</b>

**31,11%**



# Loyalty Training Consecution

## 1. Open [Business Intelligence](#)

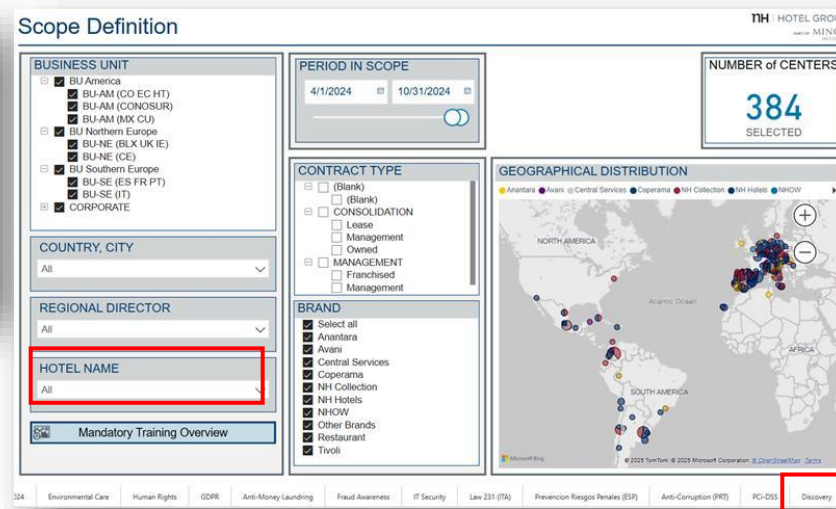
- User: nominative email
- Password: Windows password

## 2. [Internal Audit](#)

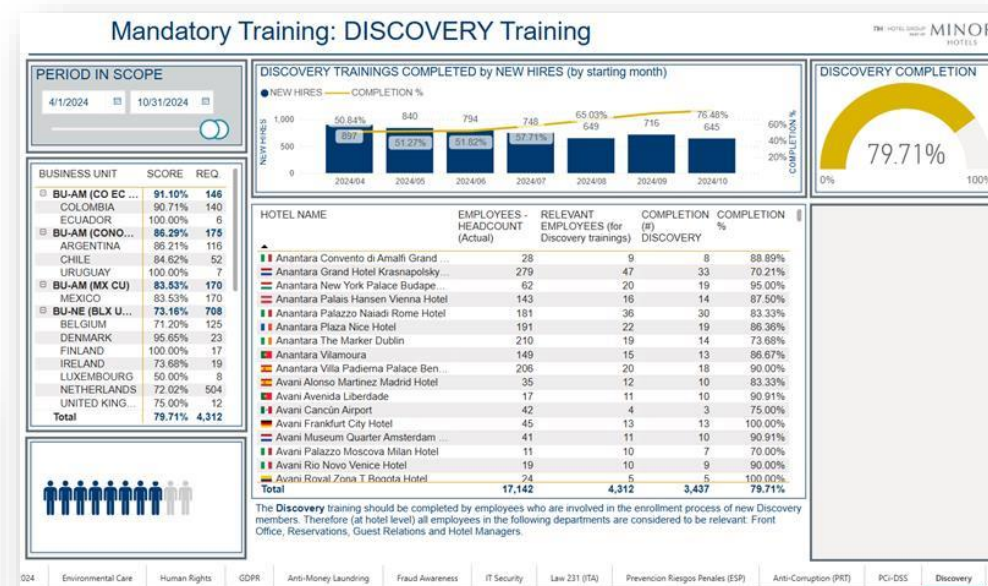


## 3. Open Mandatory Training Completions Report →

## 4. Filter by month and hotel and Click to NH DISCOVERY



## 6 .In DISCOVERY Tab you will see your hotel completion







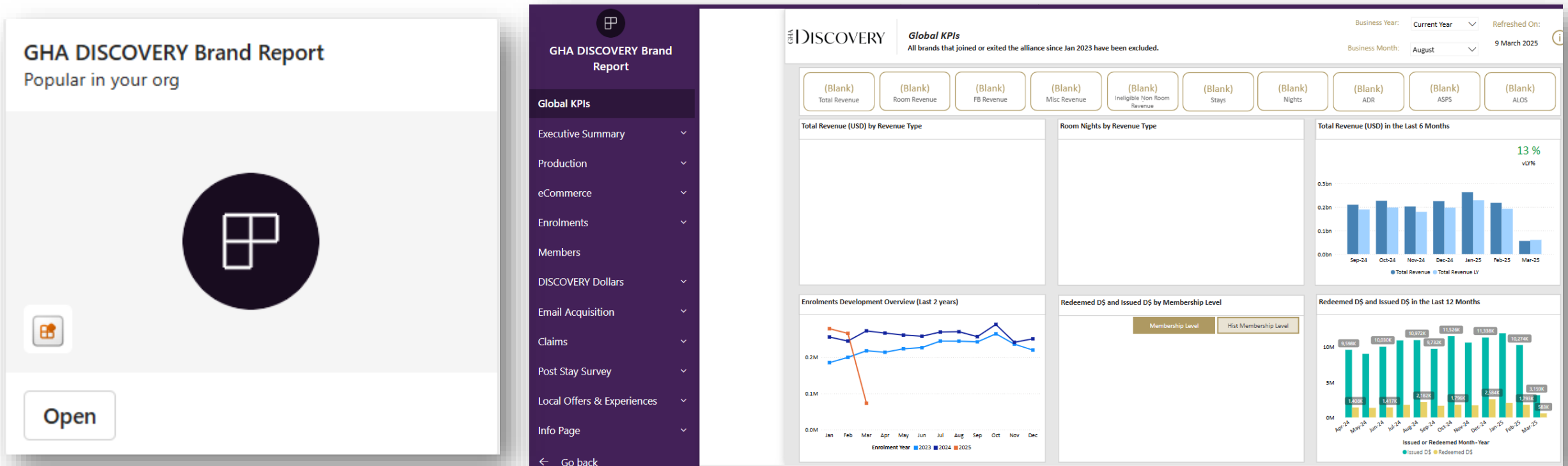
# GHA Power BI Reports

# How to access to GHA PowerBI

MANDATORY TO HAVE A MY.GHA USER TO ACCESS TO GHA POWERBI

You only have access to my.Gha as Super User/ Reservations Department Head/ Finance Department Hotel /General Manager

Follow [this guide](#) to create a user at my.Gha → only possible if you have a nominative email



# How to Check Enrollments in Business Intelligence

1. Open [GHA Brand Report](#)

- User: Always your user that ends with @gha.com (not your minor nominative email)

2. [Enrollments](#) →

3. Filter your Hotel

Enrolment Property is (All)

Filter type

Basic filtering

Search

Select all

GHA DISCOVERY Brand Report

Global KPIs

Executive Summary

Production

eCommerce

Enrolments

4. Filter Enrolment code

Choose only:

- QR
- TMS
- Alexa QR Codes

(Maybe for your hotel doesn't appear all this options)

Enrolment is (All)

Filter type

Basic filtering

Search

Select all

☐ NH Collection Madrid Abascal

☐ NH Collection Madrid Abascal - Alexa QR Codes

☐ NH Collection Madrid Abascal - BP WEB

☐ NH Collection Madrid Abascal - OCI WEB

☐ NH Collection Madrid Abascal - QR

☐ NH Collection Madrid Abascal - TMS

Here, you will be able to check:

1. Quantity of enrollments made via TMS and QR day per day

Brand	Enrolments	Last Year	vLY%	Target	Target Achievement
NH Hotels					
NH Collection Madrid Abascal					
NH Collection Madrid Abascal					
NH Collection Madrid Abascal - BP WEB					
NH Collection Madrid Abascal - OCI WEB					
NH Collection Madrid Abascal - TMS					
Total					

Here, you won't be able to check:

1. Your Target completion

The Target that appears on GHA PowerBI **it IS NOT OUT TARGET** so you cannot look to your target achievement through GHA, you should go check it through Business Intelligence (Check slide number 12)

# MINOR

HOTELS

