

Minor DISCOVERY Web Bonus Management

Procedure

Version	Corporate area	Approved by:	Approval date
1	Operations	Director of Operations	April 2024
	Business Processes	VP Business Processes	
	Loyalty & CRM	Director Loyalty Programs, B2B & Promotions	
	Revenue Management	Director of Global Revenue Performance	

Always find the latest version of this document and all the related ones in the Business Processes section of the *Digital Knowledge Workplace* <https://organization.minor-hotels.com>

Objective and Scope

This procedure aims to establish guidelines for effectively assigning benefits to guests booking through our website.

Our goal is to increase reservations through our direct digital channel – website – as this channel is more efficient for our company.

Therefore, we introduced a special value proposition for loyalty members who book directly on our website. This proposition is called *Web Secrets* (commercial naming):

1. Maintain loyalty rate min 5% off over all public rates and max 12% for Smart Choice hotels. They are all loyalty rates (NHR_XXXX) with a commercial client 1003 booked on our website.
2. **New!** Always offer the highest discounts per tier in the web private area (logged users) and better cancellation policies for all flexible rates when members log in on the website. These contracts in TMS are called "web bonus". The discount increases by loyalty tier as following:

Website	Loyalty (not logged)	Silver	Gold	Platinum	Titanium
Baseline loyalty discount	5%	5%	7%	8%	9%
Smart Choice Hotel	10%	10%	12%	13%	14%
Smart Choice Hotel which is also on Genius	12%	12%	14%	15%	16%

3. **New!** Extended Check Out (till 13pm) everyday guarantee.
4. **New!** Free Premium Wi-Fi

5. D\$5 DISCOVERY Dollars (D\$) guarantee for every web booking. D\$ are issued automatically upon check-out.
6. Free late check-out on Sundays upon request until 15 or 17 pm.
7. Choose your room for free service available through online check-in.

These guidelines apply to all hotels in the Europe and Americas region

Summary

1. Hotel Benefits Delivery
 - 1.1 Extended Check Out (till 13pm) everyday guarantee.
 - 1.2 Free Premium Wi-Fi
 - 1.3 Free Late check-out on Sundays upon request until 15 or 17 pm
 - 1.4 Informing members about web benefits delivery
2. Hotel Benefits Assignments
 - 2.1 TMS: Stay Options & Alerts
 - 2.2 TMS Remarks
 - 2.3 Contract
 - 2.4 Package and Stay Options

1 Hotel Benefits Delivery

Responsible parties: Operations & Loyalty/CRM

1.1 Extended Check Out (till 13pm) everyday guarantee

Loyalty programme members who booked through website are entitled to receive extended check out guaranteed until 13 pm.

Silver & Gold members who booked through website should be informed about this benefit during check-in.

Platinum, Titanium & Red members are entitled to free late check-out as their fundamental tier benefit, so they should be informed they receive late check-out and not extended check-out.

Website	Silver	Gold	Platinum	Titanium	Red
Web Secrets benefit (only web channel)	Extended CO until 13 pm guarantee	Extended CO until 13 pm guarantee			
Tier benefit (all eligible channels)	n/a	n/a	Late check-out 15:00 pm*	Late check-out 16:00 pm*	Late check-out 18:00 pm*

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1.2 Premium Wi-Fi for free

Loyalty programme members who booked through website are entitled to receive complimentary premium Wi-Fi.

When they check in, members should be informed about this benefit and asked if they want to use it. If they agree to use this benefit, Front Office should give them a voucher code for free premium wi-fi access.

Remember, that free premium Wi-Fi is a tier benefit for Titanium and Red members who book through any eligible channel (not just web), so they always should be offered this benefit.

1.3 Free late check-out on Sundays upon request until 15 or 17 pm. (Lazy Sundays)

Loyalty programme members who booked through website are entitled to receive complimentary late check-out if they leave on Sunday, but they need to request this benefit either before their stay or during check-in. In case they request, this benefit should be always granted.

1.4 Informing members about web benefits delivery

Always inform members about Web Secrets benefits. It is crucial that members who booked directly through our website understand this value and that we give them special privileges because of that. Therefore, Front Office team should always inform members about web bonus benefits they are entitled to.

Example of a script:

“Mr. Smith, we are happy to greet you as Minor DISCOVERY Silver member. Thank you for booking your stay through our website so now you are entitled to additional benefits - a complimentary extended check out until 1 pm. Also, you may use for free our high-speed premium Wi-Fi. If you would like to do so, let me know and I will grant you the access. Otherwise, standard WI-FI is available free of charge”.

Instead, premium members (Platinum, Titanium, Red), should be informed about their tier benefits.

2 Hotel Benefits Assignments

2.1 TMS Remarks

Once we are inside the booking file, there will be a note in the remark part, where it reminds about web secrets benefits because they booked directly through our website after logging in:

- Silver: extended check-out 13:00/free premium WIFI/Late check-out Sunday
- Gold: extended check-out 13:00/free premium WIFI/Late check-out Sunday
- Platinum: free premium WIFI*
- Titanium/Red*

*Remember, that Platinum/Titanium/Red tier benefits are always better than Web Secrets, so these premium tiers should always be granted their tier benefits at first place.

These observations are the same as the ones we have for members, but indicate that the booking is a Web Secrets (with his advantages showed before) and the tier that the member is in. (Same as FO Alerts, but more visual during the all the check-in process, and in the reservation, just as a reminder)

ESMD.EUROB NH Collection Eurobuildi Reservation 132535414 Client: 1003 DISCOVERY, NH

Arrival: 26.06.2024 RoomType: Superior Double Show Subtypes Meal Plan
 Nights: 1 Guests: AD 2 JU CH BB Currency: EUR First service:
 Depart.: 27.06.2024 Thursday Room: No move Last service:

General Data *Billing Information *Additional data *Prices and Commissions *Conditions Deposits Routing charges Fixed charges

Contact person: Carlota Erafia Observaciones
 Phone: 34684628544 GENERAL Only 250 characters
 E-Mail: careragar@hotmail.com Deliver Web Secrets benefits: extended check out till 13pm; free premium Wi-Fi; Late check out on Sundays.
 Voucher:
 Reservation type:
 Registrat. date: 23.04.2024 Language: ES Spanish
 CUT-OFF date:

O.	Code	Guest Name	Program	Fidelización	Type	Loyalty card	Meal Plan	PAX T...	Meal pla...	Gen
1	62462689	Erafia, Carlota	MINOR_DISCOVERY	PLATINUM			BB	Adult		Fem

2.2 Contract

2.2.1 Contract web bonus (Logado Canal WEB): From the Contracts tab, we can see that it should appear under the name Web Bonus to identify that it is a member who has booked through our website.

Client: 1003 DISCOVERY, NH Amount 11

Show Subtypes Meal Plan: BB RF
 Currency: EUR First service: GDPR
 No move Last service: BKFS MOTO

*Conditions Deposits Routing charges *Fixed charges Loaned items Preferences

☒ Contract NHRWEB_SLV 1 NHR WEB - SILVER
☐ Rate WB_FLEXBB Discovery Web Bonus Flexible with Breakf
 Allotment:
 Payment cond. Expense code: CXL_WEBB From 26.04.2025 16:00h - 1d - 100,00%

2.2.2 Contract WEB (No Logado Canal WEB):

Client: 1003 DISCOVERY, NH Amount

How Subtypes Currency EUR

Meal Plan BB

First service:

Last service: BKFS

RF

ONLINE

GDPR

MOTO

*Conditions Deposits Routing charges Fixed charges Loaned items Preferences

☒ Contract NHWEB_NHR 1 NH WEB - NH REWARDS RATES

☐ Rate NHR_FLEXBB DISCOVERY Flexible with Breakfast

Allotment

Expense code CXL_PUBLIC Applies - 1d - 100,00%

Payment cond.

2.4 Package and Stay Options

From the tab of package and stay options for a web bonus will appear the advantage each member depending on his tier will have as a web bonus customer.

Preferences Actions *Notices for Reception Guarantees Guest notifications *Statistics Commissionable charges Discount *Packages and stay option

Booked stay Options

Package	Package	Source	Description	Reason for travelling	Mandatory	Checked-in contr.
LCO_14HGLD		NHRWEB_G...	Late Check Out 14hr - NHRGOLD		Mandatory	<input type="checkbox"/>
WIFI_FREE		NHRWEB_G...	WIFI FREE		Mandatory	<input type="checkbox"/>

2.5 Invoice

For the final Invoice the Stay Option will be highlighted as "zero" cost in the final bill

- Silver: Web Bonus → extended CO 13:00
Web Bonus → Premium WIFI
- Gold: Web Bonus → extended CO 13:00
Web Bonus → Premium WIFI
- Platinum: Web Bonus → Premium WIFI

4 RELATED DOCUMENTS

- [DISCOVERY Loyalty Procedures](#)
- [DISCOVERY Guest search and sync in TMS](#)
- [Quick pre check in guide](#)
- [Quick check in guide](#)
- [Room Upgrade Management](#)

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