

External Loyalty Programs

Here is the detail of which external loyalty programs give points for stays in our different brands:

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AIR EUROPA	√	✓	✓	✓	✓	✓
ALITALIA	\checkmark	✓	1	1	✓	\checkmark
AEROMEXICO	√	✓	✓	✓	✓	√
BANGKOK		·		1	1	1
AIRWAYS						
CATHAY PACIFIC				√	✓	✓
IBERIA PLUS	\checkmark	✓	1	1	✓	\checkmark
OMAR AIR				\checkmark	✓	\checkmark
SINGAPORE				1	1	1
AIRLINE						
THAI AIRWAYS				\checkmark	✓	\checkmark

How can the guests get the benefits and rewards from their loyalty programs membership for their say?

To make sure that our guests earn the points generated in their stays, we must follow these steps when registering a guest:

1. Inform in CRM file guest's membership details of the loyalty programs (category and member number).

Should the guest belong to several loyalty programs, it is possible to inform all of them even if they do not apply in our hotel.

MINOR HOTELS EUROPE & AMERICAS C/Santa Engracia 120, 7ª, 28003, Madrid, Spain









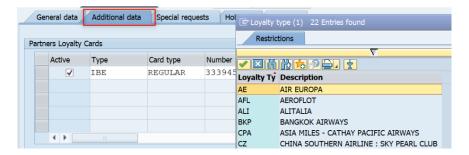




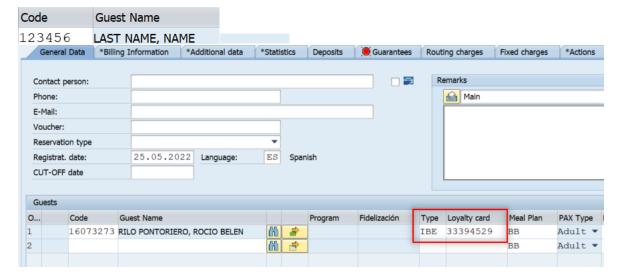








2. Inform in the reservation the loyalty program that the guest wants to apply in the stay.



Remarks:

- The list of the external loyalty programs displayed is the same for all hotels. However, not all programs apply in all hotels (see chart above).
- In any stay a guest can only get the benefits and points of one of the loyalty programs he
 belongs to and that apply in the hotel. Please note that loyalty programs, their benefits and
 rewards are not accumulative or mixed.

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