



Minor DISCOVERY Loyalty Programme Vows of Excellence



Why do we need Loyalty Vows of Excellence

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Minor DISCOVERY Vision/Ambition

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Minor DISCOVERY Mission

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Minor DISCOVERY Guest Journey

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Loyalty Vows of Excellence

What is it?

- Loyalty Vows of Excellence is an internal code of conduct, guidelines and ground for our beliefs about customer loyalty

We need Loyalty Vows of Excellence to bring loyalty in our company's DNA and to:

- Guide team members in hotels and central services
- Maintain consistency across all the hotels and brands
- Meet customer expectations about our loyalty program value proposition
- Build brand loyalty through retaining and engaging members by offering ultimate guest experience
- And ultimately ensure the long-term success of the Minor DISCOVERY loyalty programme



Our Vision/Ambition

“To be the most engaging hotel loyalty program, uniting travel enthusiasts to transform daily choices into unique experiences, anytime, anywhere, all while providing simple and transparent rewards”.



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REWARDS THAT INSPIRE JOURNEYS

Minor DISCOVERY is our loyalty programme, part of GHA DISCOVERY, for all Minor Hotels brands: Anantara, Avani, Elewana, Oaks, NH Hotels, NH Collection, nhow and Tivoli. It combines all our old loyalty programmes into one single, unified programme under the same name.

MAIN CHANGES

The main change is the **name**—we now call the programme **Minor DISCOVERY** instead of having different names for each brand. You can discover all in one place at minorhotels.com

MAIN SIMILARITIES



Same benefits: D\$, discounts, Live Local, category perks...



Same membership tiers



Employees training still valid

MINOR
HOTELS

ANANTARA
HOTELS & RESORTS

AVANI
HOTELS & RESORTS

ELEWANA
HOTELS & RESORTS

OAKS
HOTELS & RESORTS

NH
HOTELS & RESORTS

NH COLLECTION
HOTELS & RESORTS

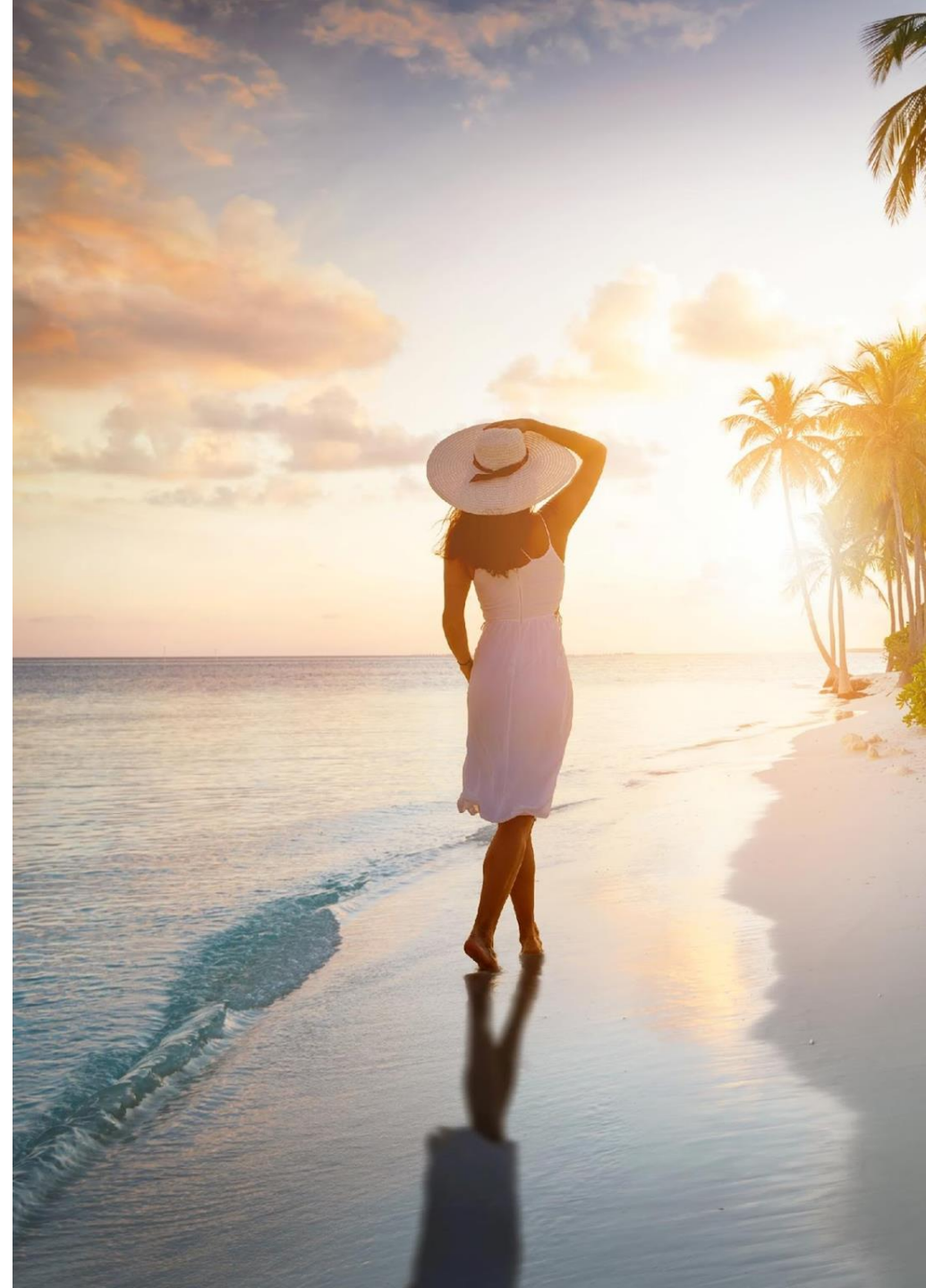
nhow
HOTELS & RESORTS

TIVOLI
HOTELS & RESORTS

Our Mission

“Minor DISCOVERY enriches your journey,
making every visit an occasion to remember.

Our clear rewards system, with an experiential touch,
entices travelers to return, offering access
to a world of indulgence and best value
across our global collection of hotels”.



Five Loyalty Vows of Excellence

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1 **Members Always Come First**

Our members always enjoy exclusive rates with permanent discounts across our entire inventory and have privilege treatment.

2 **Recognition is Key**

Valuing our guests is crucial for building strong relationships and remaining relevant throughout their guest journey

3 **Moment of Truth: D\$ for Ultimate Indulgence and Redemption**

DISCOVERY Dollars (D\$) - Beyond Points, Rich Rewards! Members earn D\$ while exploring new destinations and savor the Moment of Truth with seamless D\$ redemption for direct bookings. D\$ unlock a world of new services, thrilling destinations, and unforgettable experiences

4 **Consistent Benefits and Delightful Surprises**

We ensure that members receive tier-specific benefits, with delightful surprises along the way

5 **Empowered to Excel**

We always listen to member feedback, act upon it, and empower our knowledgeable staff to anticipate relevant program information and solutions.

1. Members Always Come First

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What	<ul style="list-style-type: none">• Our members will always be our priority. We will always consider them first in any action we take and offer them the best benefits. Think of them through all customer journey: booking process, pre-arrival, stay, hotel events, communications, etc.
Why	<ul style="list-style-type: none">• Members come back to our brands more frequently than non-loyalty customers. Members spend more money in our brands than other customers, they are usually happier with their stays as they receive exclusive benefits, so they tend to score higher in quality surveys; and they are more likely to recommend the hotel to their friends and family. In conclusion, having loyalty program holders helps us sell more and better!
KPI	<ul style="list-style-type: none">• 29% of total Room Nights booked by loyalty members in 2023. Target B2C: 36%

Golden Rules

1. Members will always enjoy the best offers: exclusive rates across our entire inventory and experiences, and they are first to receive promotions and privileged treatment
2. ALL bookings with loyalty rates (GHA or NHR) should be synchronized with loyalty member profile
3. In any project, think FIRST about value for our loyalty members (e.g. upselling, new processes, invitations, innovation, call center...)

2. Recognition is Key

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What	<ul style="list-style-type: none">Valuing our guests is crucial for building strong relationships and remaining relevant throughout their guest journey
Why	<ul style="list-style-type: none">A warm welcome, addressing guests by name, and helping set a positive tone. Recognizing their tier and personalizing their stay fosters loyalty, encourages to achieve higher tier status, and boosts spending on upgrades and amenities, ultimately increasing revenue. This ensures members remember the loyalty program when choosing their next hotel and recommend us to their friends. Also, we want to stay relevant by offering information of their interest and personalizing their stays.
KPI	<ul style="list-style-type: none">Post – Stay Survey: specific questions about Minor DISCOVERY member recognition. At least 70% of answers of premium members should be “Yes”.Claims: number of claims received about members recognition.

Golden Rules

1. ALWAYS review and prepare daily arrivals loyalty members reservations
2. ALWAYS offer joining the program to non-members
3. We welcome our members at the hotel, our direct online and phone communications by stating their DISCOVERY [Tier] and offering their tier benefits (upgrades, LCI, ECO, free premium WIFI and more)

3. Moment of Truth: D\$ for Ultimate Indulgence and Redemption

What	<ul style="list-style-type: none">DISCOVERY Dollars (D\$) - Beyond Points, Rich Rewards! Our members are rich, they earn D\$ while exploring new destinations and savor the Moment of Truth with seamless D\$ redemption for direct bookings. D\$ unlock a world of new services, thrilling destinations, and unforgettable experiences in 800+ hotels in 100 destinations, and 40+ brands globally.
Why	<ul style="list-style-type: none">D\$ are rewards with clear value of 1D\$ = 1 USD. This transparency empowers our members to effortlessly calculate their discounts when burning D\$. Members with D\$ movements tend to be more tangibly invested in our program. They not only spend more but also visit more frequently. As they continue to earn D\$, their loyalty grows, making them even more inclined to choose us.The redemption is a Moment of Truth where members experience the true value of their loyalty. It is the ultimate proof that our loyalty program is not just a promise but a tangible and rewarding reality. Members who redeem D\$ repeat stays 90% more and spend 207% more than non-redeemers. Also, they score 5pp higher in post stay survey.
KPI	<ul style="list-style-type: none">Post-stay survey: “Were you informed about your D\$ balance?”. At least 80% of premium members should respond “Yes”Redemption rate = D\$ issued at member account over D\$ redeemed by member. We strive to redemption rate of over 40%.

Golden Rules

- The transparency of D\$ is our strongest side! Always make the value clear to members: 1D\$ = 1 USD
- We ALWAYS inform a member about their D\$ balance and offer redemption for >10 D\$ - during check-in/check-out, in direct communications, membership service.
- We offer book a stay/service to members with 50+ D\$ to expire in the next 3 months.

4. Consistent Benefits and Delightful Surprises

What	<ul style="list-style-type: none">We ensure that members receive their tier-specific benefits, with delightful surprises along the way. Just do a little more!
Why	<ul style="list-style-type: none">When we deliver benefits, members feel happier, and clear benefits communication helps set member expectations. According to the research, room upgrade is number 1 benefit members want to receiveAdditionally, members will choose us over the competition if they are sure that they will always receive what they earn.Finally, when we pleasantly surprise them and create a 'wow' effect, they are more likely to leave positive reviews and recommend us to others.
KPI	<ul style="list-style-type: none">Post Stay Survey: specific question regarding premium benefits (upgrade, welcome amenity) granting. At least 80% of answers from premium members should be "Yes".Claims: specific claims about the members benefits. We should not receive any claim for not offering benefits.

Golden Rules

- We grant ROOM UPGRADE or an alternative benefit to our premium members
- We always INFORM a member about benefits we give them - upgrade, late check-out, early check-in, any alternatives for no availability...
- Surprise every day at least ONE member (...complimentary offer, special note in the room, special occasions..)

5. Empowered to Excel

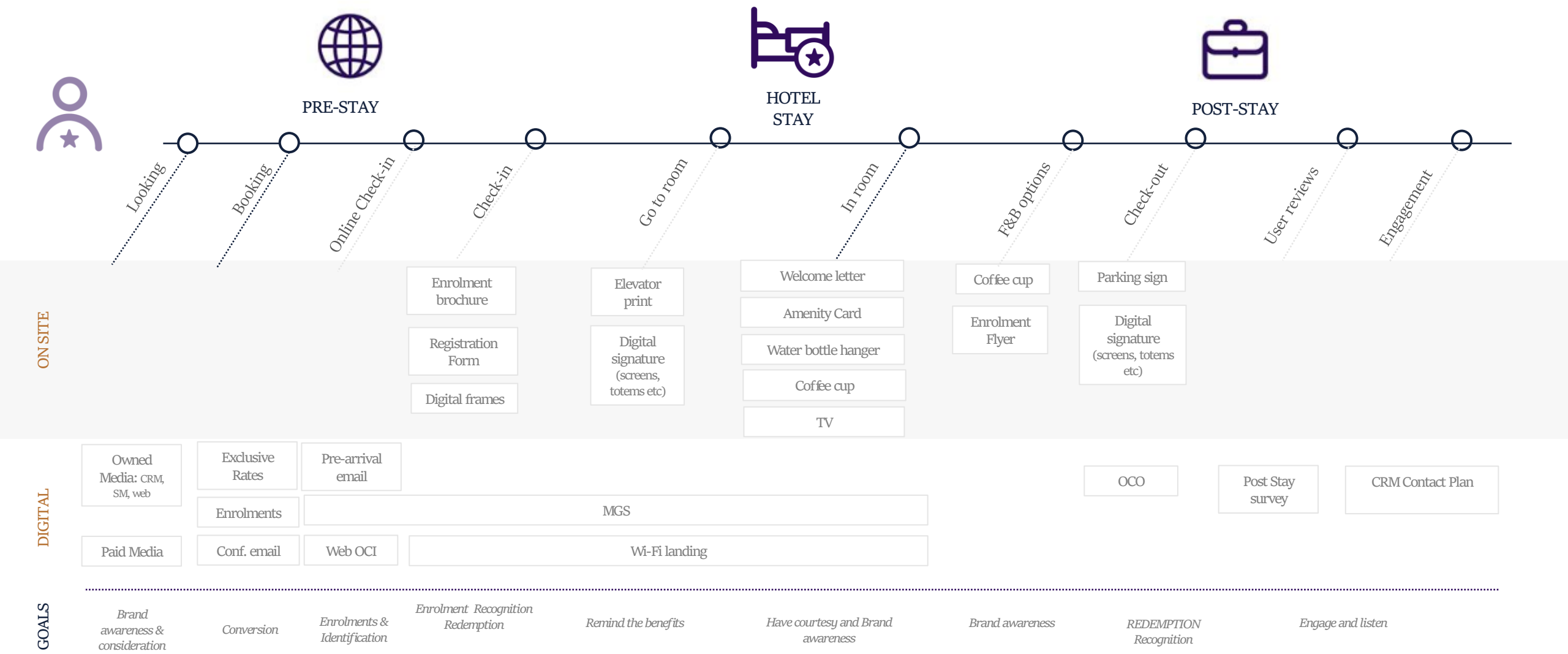
What	<ul style="list-style-type: none">Land an ear! We always listen to member feedback, act upon it, and empower our knowledgeable staff to anticipate relevant program information and solutions.
Why	<ul style="list-style-type: none">Acting on members feedback helps us to improve our service and ensure they get their recognition and benefitsMembers who feel heard are more loyal to our brands, and return more often
KPI	<ul style="list-style-type: none">Post – Stay Survey: specific questions about Minor DISCOVERY. 4 first questions of Post Stay Survey Score for loyalty should have at least 80% of positive responses from premium members.Claims: number of claims received from loyalty members.

Golden Rules

- “NO” and “I don’t know” are out of our vocabulary. We ALWAYS search for a solution and alternatives for loyalty members. If you cannot respond immediately, then make a note and be sure to follow up
- GM, Hotel Champion and Front Office in each hotel are EXPERTS in loyalty program, we always anticipate to give relevant information about the program to our guests
- Hotel should put in place ACTION PLAN to improve loyalty engagement, if less than 70% of premium members answered “Yes” to loyalty questions in post-stay survey or hotel has at least ONE claim.

Loyalty Guest Journey

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Loyalty Standard Operational Procedures (SOPs)

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Consult Loyalty Procedures at Organization Portal by login with your employee number (6 numbers without E and zeros) and Microsoft password <https://organization.minor-hotels.com/tags/loyalty>

[Quick pre check in guide](#)

[Quick check in guide](#)

[Quick check out guide](#)

[External Loyalty Programs](#)

[DISCOVERY Minor Hotels Statement of Services](#)

[DISCOVERY Local Offer Stay Options CMS TEMPLATE](#)

[DISCOVERY Eligibility Logic D\\$ Earning and Redemption](#)

[DISCOVERY GHA reservations and OCM management](#)

[DISCOVERY Experiences Stay Options CMS TEMPLATE](#)

[DISCOVERY Hotel Champion job description](#)

[DISCOVERY Eligibility Logic D\\$ Earning and Redemption CRO](#)

[DISCOVERY Live Local Procedure](#)

[DISCOVERY Guest search and sync in TMS](#)

[DISCOVERY Enrolment from TMS+DD view](#)

[DISCOVERY Redemption process](#)

[JIRA DISCOVERY Structure](#)

[DISCOVERY Loyalty Procedures](#)

[DISCOVERY Hotel Champion list](#)


[DISCOVERY Loyalty Guide for Team Members](#)


[DISCOVERY Loyalty Profiles Merge and Deduplication](#)


[DISCOVERY my.gha.com GUIDE](#)


[DISCOVERY Members Identification Guide](#)

[DISCOVERY Web Bonus Management](#)


BUSINESS PROCESSES
FIND ALL DOCUMENTS YOU NEED FOR YOUR DAILY WORK


KEY DOCUMENTS CENTER
ACCESS ALL ESSENTIAL DOCUMENTS IN ONE PLACE


KNOWLEDGE PILLS & VIDEOS
SHARING KNOWLEDGE THROUGH INTERACTIVE LEARNING


CRISIS CENTER
HANDLING CRITICAL INCIDENTS AND SYSTEM OUTAGES

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Business Processes

Knowledge Browser

Title

Language

Tags

Area - Sub-Area - Document Type

Discovery


- Any -


- Any -


Apply

Reset

Title	Tags	Area	Language
DISCOVERY Correctly Identifying Loyalty Members	DISCOVERY Loyalty video	CUSTOMER MANAGEMENT > LOYALTY > MEMBER & GUEST	English
DISCOVERY Eligibility Logic D\$ Earning and Redemption	DISCOVERY D\$ Loyalty eligibility	CUSTOMER MANAGEMENT > LOYALTY > HOTEL SERVICE MANUAL	English
DISCOVERY Enroll New Loyalty Members	DISCOVERY Loyalty video	CUSTOMER MANAGEMENT > LOYALTY > MEMBER & GUEST	English
DISCOVERY Experiences Stay Options CMS TEMPLATE	DISCOVERY Loyalty stay option live local	CUSTOMER MANAGEMENT > LOYALTY > TEMPLATE	English
DISCOVERY GHA Reservations and Pymis Management	DISCOVERY Loyalty GHA credit card Pymis	CUSTOMER MANAGEMENT > LOYALTY > PRECISO	English
DISCOVERY Hotel Champion job description	DISCOVERY Loyalty	CUSTOMER MANAGEMENT > LOYALTY > PRECISO	English
DISCOVERY Hotel Champion list	DISCOVERY Loyalty Hotel Champion	CUSTOMER MANAGEMENT > LOYALTY > MEMBER & GUEST	English
DISCOVERY Live Local Procedure	DISCOVERY Loyalty live local	CUSTOMER MANAGEMENT > LOYALTY > HOTEL SERVICE MANUAL	English
DISCOVERY Local Offer Stay Options CMS TEMPLATE	DISCOVERY Loyalty stay option live local	CUSTOMER MANAGEMENT > LOYALTY > TEMPLATE	English
DISCOVERY Loyalty Guide for Team Members	DISCOVERY Loyalty Human Resources	CUSTOMER MANAGEMENT > LOYALTY > PRECISO	English
DISCOVERY Loyalty Procedures	DISCOVERY Loyalty HD Manual	CUSTOMER MANAGEMENT > LOYALTY > MEMBER & GUEST	English


FRONT OFFICE BASICS
QUICK GUIDES, CHECKLISTS, INFOGRAPHICS


ABOUT US
ALL ABOUT US, WHO WE ARE


SURVEYS
YOUR VISION & FEEDBACK MATTERS

Archive

Blog Archive

Moving into 2025

- All of our Leaders have a mindset of an entrepreneur and are agile
- A commitment to high levels of Guest Interaction – Setting benchmark in Service and Quality
- Move our service culture from a FUNCTIONAL to an EMOTIONAL posture that engages and bonds with our Guests and Team Members
- Commitment to constantly improve systems and processes to best serve our Guests, Team Members and Owners
- Best in class performance – CQI / RGI always above 100, NPS always within or above KPI

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Must do – Daily Briefing (20-25 minutes)

Summary of previous day results (Occupancy, Rate, RevPar, F&B, vs N-1 budgets; Spa & Wellness, Other Revenue, Market Share)

Status on Key Moments of the Day/Week

Upsell targets, identify guests for upsell to suites, villas, residences

Preparation for and anticipation of arrivals, GHA Discovery Members

Information and preparation for reception regarding specific VIP needs

Concept of Manager on Duty and their report to be discussed in morning meeting

Commercial Briefing with GM, DOS, RM, Spa/Wellness, Catering Manager

Timing of the briefing to be planned so it does not interfere with meeting Guests at breakfast

Customer Satisfaction feedback – GSS, NPS, GRI scores, all major OTAs, answer rates and speed

Discussion on key busy hours for next day / Groups

To discuss/ highlight training sessions planned for the day

Briefing to be conducted daily by either GM or RM/EAM

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Must do - Guest's Experience

8AM-1030 AM : GM
And EXCOM to be in the
Lobby and at breakfast
venue. As many Guests
as possible to be met at
Breakfast/Departure.
Collect constructive
feedback from Guests

Know your guests
preferences: GHA Top
level holders, VIP
Guests. Shared with all
front of the house and
back of the house Team
Members

All Guests from whom we
know the time of arrival
to be met by
HOD/DM...story telling,
facilities, Spa & Wellness
introduction and invitation

All Guests
departing from
hotel must be
escorted to main
porch and bid a
fond farewell and
invitation to return

Weekends/PH/Festive:
Compulsory management
presence, Manager on
Duty. Depending on
Business levels, GM's to
be present

Follow Pet Policy and
Kids Program Guidelines

PROMISE report for
Anantaras; offering bespoke
experiences

5PM – 7 PM : EXCOMS
To be around Bar and
Reception areas. Collect
constructive feedback
from Guests

Monitor welcome &
farewell rituals for
uniqueness and quality
of delivery

Arrivals and departures for
VIP Guests to follow VIP
Guidelines standards

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Best Practices

Stay a night and have breakfast in every hotel of your competitive set at least once a year, assess gaps with your property

Regularly have lunch in the Team Members' restaurant; GM Roundtable – talk to your Team Members (including new joiners), act on their concerns

GM to have lunch with a major customer / account, at least twice a month

Monthly P&L meeting with HOD's; Monthly financial reports/Exec Summary and forecast reviewed and approved by the GM

GM to perform Guest room inspections for at least 5 rooms weekly; focus on housekeeping and maintenance

Regularly review social media and online presence of your Hotel and competitors

Monthly GM Townhalls

Long stayer to have one dedicated contact throughout the stay. To be met by HOD's / GM on first or second day of stay, followed by weekly interaction

Monthly Operational Excellence meeting with OE Leaders and HODs to assess areas of problems and work commonly to find adapted solutions

GM to conduct inspection tour of the FOH & BOH areas daily to identify and point out issues. Areas covered to be changed regularly

Stay and dine in your hotel once a quarter

GM to review Team Members working hours and weekly offs Allocation on a regular basis

Restaurant & Bar Weekly/Monthly Promotion Plan – PR/Marketing

Preventive Maintenance Program – Rooms, FOH, BOH

Work flexible hours including some busy weekends, assign HODs to do the same

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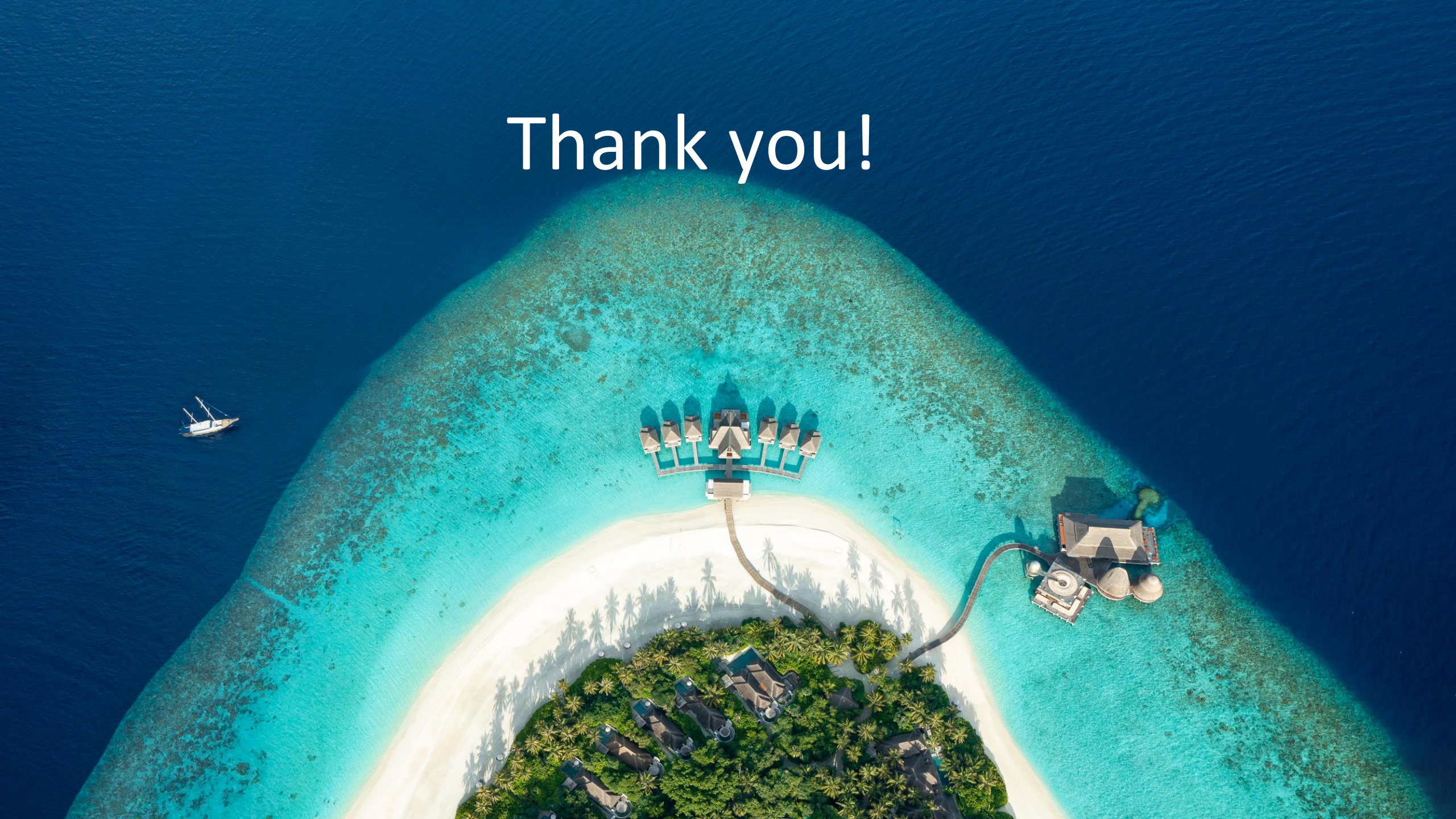
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Thank you!



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