

SOP: Complimentary Breakfast for Titanium & Red Members

ANANTARA

Front Office – **Anantara Hotels & Resorts**

Effective Date: November 11, 2025

Version: 1.0

Applies To: All Anantara properties

1. Purpose

To ensure consistent delivery of complimentary breakfast benefits to Titanium and Red tier members, exclusively for direct bookings at Room Only rates. This is a permanent benefit for the members of these premium tiers and is proactively communicated to members through the web site, app and other company communication channels.

2. Eligibility Criteria

Criteria	Details
Programme	Minor DISCOVERY/and GHA DISCOVERY members
Loyalty Tier	Only Titanium and Red members are eligible. Silver, Gold, Platinum are excluded.
Booking Channel	Must be booked via direct channels: minorhotels.com, brand.com, app, ghadiscovery.com, CRO, or hotel direct. 1. TMS Contract IDs <ul style="list-style-type: none"> NHWEB NHWEB_NHR NHRWEB_TTN NHREWARDS PUBLIC GHA PID 1017158818 IM SPECIAL OWNER Intermediated bookings are excluded.
Rate Type	Must be Room Only rate .

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	If booked a room rate that includes breakfast, members cannot request a refund, change in rate package or compensation for any alternative products or services at the hotel, including if they miss breakfast.
Guest Status	<p>Member must be the main guest and check in.</p> <p>Benefit applies to member + 1 (one) guest in same room.</p> <p>Only guests staying overnight.</p> <p>Although the child complies with the hotel's accommodation policy and may stay, complimentary breakfast is limited to two (2) persons per room, including adults and children.</p> <p>Benefit does not apply to additional rooms or guests booked by Titanium/Red members during the same stay, neither could they nor could they nominate alternative recipients for breakfast.</p>
Room Service	Not included. Benefit applies only to breakfast in designated restaurants.
Additional notes	Benefit cannot be availed outside a hotel stay.

Included current Anantara hotel portfolio (Minor Hotels Europe & Americas).

TMS CENTER CODE	HOTEL NAME
AT09.HANSE	Anantara Palais Hansen Vienna Hotel
ESMA.VILPA	Anantara Villa Padierna Palace Benahavís Marbella Resort
FR06.PLAZA	Anantara Plaza Nice Hotel
HUBU.NYPAL	Anantara New York Palace Budapest Hotel
IELD.MAKDU	Anantara The Marker Dublin
ITRM.NAIDI	Anantara Palazzo Naiadi Rome Hotel
ITSA.AMALF	Anantara Convento di Amalfi Grand Hotel
NLNH.KRASN	Anantara Grand Hotel Krasnapolsky Amsterdam

This benefit will apply at any new Anantara hotels joining our portfolio in the future.

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Operational implementation:

1. Pre-Arrival: prepare

Arrival list review: a day in advance, the Front Office or Guest Relations manager should review the next day's arrival list and **highlight any Titanium or Red members** arriving. Ensure their reservations are marked as direct booking.

2. Check-In: verify eligibility and activate benefit

Verify Booking Details: Confirm the reservation details in the TMS:

- Check the booking source to ensure it was a direct booking (if not, do not mention the free breakfast benefit yet).
- Double-check the membership status displayed.
- Ensure the rate is Room-Only (if the guest booked a B&B rate, acknowledge that breakfast is included in their rate already, rather than calling it an elite "benefit").

Apply the benefit in TMS: if the guest is eligible:

- A **general remark** will appear in the reservation: **"Free Breakfast for Titanium/Red (+1 add. Pax) for RO bookings"**.

- The hotel must apply a **free upgrade to BB the reservation** to reflect the breakfast inclusion.
- The hotel controller must request the adjustment using TMS data, such as **ZEY_RC_SI_001_ALV** – In-house guests or occupied rooms ALV (extended), with the following filter data (full month of adjustment + Show Rooms) and selecting the layout/FREEBKFSR-Titanium/RedFreeBreakfast.

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Housed guests

Hotel: ITSA, AMALF to []

Guest: [] to []

Departure date: [] to []

Arrival date: [] to []

Date in house: 01.08.2025 to 31.08.2025

Main Customer: [] to []

Room: [] to []

CRS: [] to []

Group: [] to []

Reservation Type: [] to []

Room type

Hired: [] to []

Occupied: [] to []

Upgrade: [] to []

Records to show

☐ Guests

☒ Rooms

☐ Only in check-in

☐ Only types of guest occupying

- The cost of the breakfast must be reclassified to account 62774000 – LOYALTY MEMBERS BENEFITS, with Cost Center 01 (impacting the Rooms department). This ensures that the F&B P&L remains unaffected by the complimentary service.

Explain the Benefit to the Guest: After completing registration formalities, proactively inform the guest about their complimentary breakfast in a gracious, clear manner. Even if it might seem obvious to the guest (elite members may know their perks), stating it ensures they are aware and feel recognized. For example:

- *“As a **Titanium member**, Mr. Smith, I’m delighted to let you know that **breakfast is complimentary** for you and one guest each day of your stay. You can enjoy our breakfast in [Restaurant Name] from 6:30 to 10:30 each morning.”*
- If the guest’s tier is Red (an invitation-only status), use that in the script: *“... as a **Red tier member** of our **Minor DISCOVERY** programme, you will enjoy complimentary breakfast...”* and so on.
- Emphasize *“each day of your stay”* so they know it’s not just a one-time coupon but a daily benefit.
- Politely inform the guest *“The loyalty breakfast benefit covers our buffet in the restaurant. If you prefer breakfast in your room, we can absolutely arrange it – the menu price would apply for room service.”* Often, elite guests will understand, as this is common policy in many programmes.
- **Luxury tone:** Use positive, appreciative language (e.g. “delighted to offer,” “complimentary for you as our valued member”) and avoid phrasing that sounds like it’s a concession or hassle. This reinforces that it’s a planned privilege of their status.

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Conclude Check-in: Remind about any other relevant benefits (e.g. upgrade given, late checkout policy, or DISCOVERY Dollar balance), but *do not upsell breakfast* (since it's free for them). Instead, you might upsell others.

3. During stay: ensuring a seamless breakfast experience

Communication with restaurant: once a Titanium/Red guest is checked in and flagged for free breakfast, the Front Office must ensure the F&B team is aware.

Restaurant Host Procedures: The breakfast host/maître d' should politely confirm the guest's room number and then acknowledge their inclusion. For example, *"Good morning! May I have your room number? ... Thank you, Ms. Smith, Please enjoy your breakfast – your membership includes it today."*

4. Check-Out: final verification and farewell

Ensure no charges: review the folio for any breakfast charges. If the procedure was followed, there should be none (or they should have been offset by a 100% discount).

Related documents:

- [DISCOVERY Loyalty Procedures](#)
- [DISCOVERY Guest search and sync in TMS](#)
- [DISCOVERY Correctly Identifying Loyalty Members](#)
- [TMS_Upselling](#)
- [TMS_Upselling management](#)
- [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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