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Minor Hotels Celebrates the First Anniversary of Its Loyalty Programme, Minor DISCOVERY, with a Special Offer for Members

Madrid, April 23, 2026 - Minor Hotels is celebrating the first anniversary of Minor DISCOVERY, its global loyalty programme, inviting travellers to continue exploring the world through authentic experiences, new brands and destinations with a strong sense of place. To mark its first year, the group is launching a special promotion designed to accompany members on their upcoming travels, allowing them to earn up to 300 DISCOVERY Dollars (D\$) as they continue to discover the universe of Minor Hotels.

Since its launch, Minor DISCOVERY has been designed as a more inspiring and flexible way to travel, where every stay opens the door to new experiences – from city breaks to retreats in iconic destinations. In this context, DISCOVERY Dollars form part of the member journey and can be used to enhance the travel experience, whether through stays, dining, wellness or memorable moments.

An invitation to discover more, travelling with Minor Hotels

Minor DISCOVERY offers members a distinctive way to explore the Minor Hotels universe, encouraging them to discover new brands and destinations while turning each stay into part of a broader experience. During this promotional period, participating members can enjoy an even more rewarding journey, earning up to 300 DISCOVERY Dollars (D\$) across their stays.

The first two eligible stays allow members to triple the DISCOVERY Dollars earned, plus an additional 25 D\$ to accompany them on their journey. Travellers who broaden their experience by staying across different Minor Hotels brands will also receive an additional 50 D\$, rewarding exploration and brand diversity within the group.

The promotion is open to Minor DISCOVERY members who register for the offer and book directly through Minor Hotels' official channels. It applies to stays completed between 25 March and 30 September 2026. This anniversary celebration extends across more than 560 hotels, resorts and branded residences worldwide, including brands such as Anantara, Elewana Collection, Tivoli, NH Collection, nhow, Avani, NH, Oaks and iStay, among others.

Judith Güemes, SVP CRM & Loyalty at Minor Hotels Europe & Americas, commented: "Minor DISCOVERY reflects how we understand travel and our relationship with our customers: as a continuous experience that evolves with every stay. More than a loyalty programme, it is a gateway to the Minor Hotels world, enabling travellers to discover our brands, destinations and experiences with greater freedom, recognition and emotion. Celebrating this first anniversary reaffirms our commitment to creating long-term value, accompanying our customers on every journey and offering them more meaningful ways to explore the world."

More than a loyalty programme

In March 2025, Minor Hotels unveiled a new masterbrand strategy, introducing a refreshed brand identity, an enhanced digital experience, and simplified, unified loyalty and B2B propositions to support its strategic growth.

As part of this evolution, Minor DISCOVERY brings together the different brand-led loyalty programmes into a single, unified programme under one umbrella.

Minor DISCOVERY offers members immediate benefits such as exclusive discounts, room upgrades, experiences available exclusively to members, and the ability to use DISCOVERY Dollars as currency for stays, dining, spa treatments or experiences, with a clear and transparent value: 1 D\$ equals 1 US dollar.

As part of the Global Hotel Alliance, its 34 million members can enjoy rewards across 950 hotels and 50 brands in more than 100 countries worldwide.

Minor DISCOVERY provides travellers with a flexible and personalised way to explore the world, rewarding every journey and encouraging the discovery of new brands and destinations.

Über Minor Hotels

Minor Hotels is a global leader in the hospitality industry with over 560 hotels, resorts and branded residences across 57 countries. The group crafts innovative and insightful experiences through its hotel brands Anantara, Elewana Collection, The Wolseley Hotels, Tivoli, Minor Reserve Collection, NH Collection, nhow, Avani, Colbert Collection, NH, Oaks and iStay – and a diverse portfolio of restaurants and bars, travel experiences and spa and wellness brands. With over four decades of expertise, Minor Hotels builds stronger brands, fosters lasting partnerships, and drives business success by always focusing on what matters most to our guests, team members and partners.

Minor Hotels is a proud member of the Global Hotel Alliance (GHA) and recognises its guests through one unified loyalty programme, Minor DISCOVERY, part of GHA DISCOVERY.

Discover our world at minorhotels.com and connect with Minor Hotels on [Facebook](#), [Instagram](#), [LinkedIn](#), and [YouTube](#).

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Link kopieren

<https://media.minorhotels.com/de-CEU/265954-minor-hotels-celebrates-the-first-anniversary-of-its-loyalty-programme-minor-discovery-with-a-special-offer-for-members/>

MINOR
HOTELS

ANANTARA
HOTELS & RESORTS

elewana
COLLECTION

The WOLSELEY
HOTELS

TIVOLI
HOTELS & RESORTS

MINOR
RESERVE
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AVANI
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COLBERT
COLLECTION

NH
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OAKS.
HOTELS & RESORTS

iStay
HOTELS