

# Minor Hotels Launches Horizons Club by Minor DISCOVERY, a New Premium Subscription Service to Travel Better and Pay Less

The new model, integrated within the Minor DISCOVERY loyalty program, offers exclusive benefits and a more personalized relationship with the group's brands



**June 16, 2026:** [Minor Hotels](#) takes a new step forward in its loyalty strategy with the launch of [Horizons Club by Minor DISCOVERY](#), a premium annual subscription designed for frequent travelers seeking discounts, exclusive experiences both within and beyond the hotel, early access to promotions, and benefits with travel and leisure partners.

The new service is integrated into Minor DISCOVERY, the company's loyalty program, and responds to a growing trend in which programs evolve by incorporating subscription models that deliver immediate benefits and higher-value experiences for customers, introducing a new layer of value based on access, belonging, and lifestyle.

Horizons Club by Minor DISCOVERY will be available in two tiers: Open and Broad. The Open option provides access to benefits across brands such as Colbert Collection, NH Collection, nhow, Avani, NH, Oaks, and iStay by NH, while Broad expands coverage to the group's luxury brands, Anantara and Tivoli.

Among the key advantages, subscribers will gain immediate access to Gold tier status within Minor DISCOVERY. Other benefits include exclusive discounts on accommodation and dining, early access to promotions, private sales and special offers, enhanced cancellation conditions, complimentary late check-out, exclusive on-and off-property experiences, and increased rewards in DISCOVERY Dollars, the program's loyalty currency.

The program also incorporates benefits with strategic partners across travel, mobility, connectivity, and leisure. Current partners include Air Europa, Sixt Rent a Car, Iryo, Holafly, Ubigi, and Parques Reunidos.

Travelers who join the program now will receive 150 DISCOVERY Dollars, equivalent to a complimentary hotel night.

“With Horizons Club by Minor DISCOVERY, we aim to offer our members a new horizon of benefits, giving them even more reasons to continue choosing our brands when they travel, with advantages that accompany them throughout the entire experience—from booking to stay and even beyond,” says **Judith Güemes, SVP CRM & Loyalty, Minor Hotels Europe & Americas**. “It is a natural evolution of Minor DISCOVERY and a way to better recognize and reward those travelers who consistently choose our brands.”

With this launch, Minor Hotels reinforces its commitment to a more flexible, segmented, and value-driven approach to loyalty, aiming to strengthen direct relationships with customers and differentiate its offering from other booking channels.

### **A New Dimension within Minor DISCOVERY**

In March, Minor DISCOVERY celebrated its first anniversary, marking one year since Minor Hotels unified its various loyalty programs under a single global umbrella. With this launch,

Horizons Club introduces a new tier within the Minor DISCOVERY offering through a subscription model that expands its reach.

Minor DISCOVERY allows members to enjoy immediate benefits such as exclusive discounts, upgrades, unique in-hotel experiences, and the ability to use DISCOVERY Dollars as a currency for stays, dining, spa services, or activities, with a clear and transparent value: 1 D\$ equals 1 US dollar.

Today, the program has 35 million members who can access its benefits across 950 hotels and 50 brands in more than 100 countries, driving the discovery of new destinations and experiences.

## About Minor Hotels

Minor Hotels is a global leader in the hospitality industry with more than 640 hotels, resorts and branded residences in operation and committed development across 66 countries. The group crafts innovative and insightful experiences through its hotel brands including Anantara, Elewana Collection, The Wolseley Hotels, Tivoli, Minor Reserve Collection, NH Collection, nhow, Avani, Colbert Collection, NH, Oaks, and iStay, as well as 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 recognizes its guests through one unified loyalty program, [Minor DISCOVERY](#), part of GHA DISCOVERY.

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

## About 2BPR

2BPR is a full-service boutique communications firm specializing in luxury and lifestyle clients. We combine the experience of large agency talent with the energy, personal involvement, and careful attention of a small agency.

We pride ourselves on developing superior communications at an affordable cost while providing reliable hands-on service. Most importantly, we focus our time & resources on the creation and distribution of valuable, relevant, and consistent messaging to attract and retain a clearly defined audience for every client - which ultimately drives brand loyalty and profitable customer action.

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