

Minor Hotels Takes Its Loyalty Offering Further with the Launch of Horizons Club by Minor DISCOVERY, a New Premium Subscription Model Designed to Enhance Member Benefits

The new proposal will allow members to access even more exclusive benefits both within and beyond the hotel



June 16, 2026: [Minor Hotels](#) continues to evolve its loyalty offering with the launch of [Horizons Club by Minor DISCOVERY](#), a new annual subscription service designed to offer frequent travelers a more premium experience, featuring enhanced advantages and exclusive benefits both within and beyond the hotel, while introducing a new layer of value based on access, belonging, and lifestyle.

Integrated within the Minor DISCOVERY loyalty program, Horizons Club gives members immediate access to an elevated level of engagement with the brand—without the need to earn status—through a curated range of privileges and experiences.

Through an annual subscription, members can choose between two tiers: Open and Broad. Both apply to hotels across Europe and the Americas and share the same core features. However, the higher-tier Broad option extends access to the company's luxury brands, Anantara and Tivoli, while the Open option grants access to Premium and Select brands, including Colbert Collection, NH Collection, nhow, Avani, NH, Oaks, and iStay by NH.

Key benefits include preferential rates on accommodation and dining, early access to promotions, private sales and special offers, enhanced cancellation conditions, complimentary late check-out, increased rewards in DISCOVERY Dollars, curated experiences, and immediate access to Gold tier status within Minor DISCOVERY. In addition, subscribers will enjoy special advantages with preferred partners, including discounts on transport, communication, connectivity, and more. Current partners include Air Europa, Sixt Rent a Car, Iryo, Holafly, Ubigi, and Parques Reunidos.

“With Horizons Club, we aim to offer our members a new horizon of benefits, providing more reasons to continue traveling with us, with advantages that accompany them throughout the entire journey—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. Ultimately, it is a proposal designed to reward our most loyal customers.”

The launch of Horizons Club by Minor DISCOVERY reinforces Minor Hotels' commitment to more flexible and personalized loyalty models while strengthening direct relationships with customers through a premium offering designed to accompany them throughout their travel journey.

A New Dimension within Minor DISCOVERY

In March, Minor DISCOVERY celebrated its first anniversary, marking one year since Minor Hotels unified its different 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 further expands the program's reach.

Minor DISCOVERY enables 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 treatments, and activities, with a clear and transparent value proposition: 1 D\$ equals 1 US dollar.

Today, the program has 35 million members who can access benefits across 950 hotels and 50 brands in more than 100 countries, encouraging 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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