This Black Friday, Minor Hotels Opens the Door to Your Next Getaway

From vibrant city escapes in Rotterdam and Lima to cultural getaways in Lisbon and Florence, Minor Hotels is offering savings of up to 45% at select properties worldwide



▲ Porta Rossa Hotel Firenze, Colbert Collection

November 18, 2026: Minor Hotels is turning Black Friday into an opportunity to plan your next getaway, whether that means exploring a historic city, revisiting a favorite destination, or discovering somewhere entirely new, with exclusive offers across a selection of its hotels.

Offers are available for booking directly through Minor Hotels' official channels for stays from November 23, 2026, through March 31, 2027, and from July 1 through August 15, 2027.

The promotion will roll out in two phases, beginning with an exclusive pre-sale for premium-tier members of the Minor DISCOVERY loyalty program and subscribers to Horizons Club by Minor DISCOVERY, the program's new subscription service. From November 16–18, eligible members will receive early access to Black Friday offers through their dedicated member

portals on the website and app, with savings of up to 45% and a bonus of 40 DISCOVERY Dollars (D$) to use toward their next stay (1 D$ equals US$1).

The second phase runs from November 19–30, when the sale opens to all travelers, with savings of up to 30% for the general public and up to 40% for Minor DISCOVERY members.

Destinations to Dream of for Your Next Getaway

For travelers seeking something beyond the ordinary, the nhow brand offers distinctive stays in Rotterdam and Lima, where bold contemporary architecture, innovative design, and a fresh perspective on each destination come together.



nhow Rotterdam is located within the iconic Rem Koolhaas-designed complex along the Maas River, a striking architectural landmark on the Wilhelminapier waterfront that reflects Rotterdam's innovative spirit. With 274 guest rooms offering sweeping city views, a rooftop terrace, and Gastrobar ELVY, the hotel provides a stylish base for exploring the city's vibrant art, design, and cultural scene.



Across the Atlantic, nhow Lima brings a fresh, contemporary perspective to Peru's capital. Located in the vibrant Miraflores neighborhood, the hotel features 243 guest rooms that blend modern art and design with influences from the surrounding city. Highlights include a rooftop pool and Pagano by Handshake, a poolside bar created by the team behind the bar ranked No. 1 on The World's 50 Best Bars list in 2024.

Amsterdam and San Sebastián: Two Ways to Experience the City



In the heart of Amsterdam, NH Collection Amsterdam Barbizon Palace combines centuries of history with modern luxury, just steps from Amsterdam Central Station. Comprising 19 interconnected 17th-century buildings, the hotel preserves original architectural details, including exposed wooden beams, and is home to the 15th-century St. Olof Chapel, now a distinctive event venue. Guests can also enjoy acclaimed dining at Restaurant Vermeer and relaxing wellness amenities, offering a welcome retreat after a day of exploring the city.



In San Sebastián, NH Collection San Sebastián Aránzazu reflects the city's understated elegance. Just steps from Ondarreta Beach and near iconic landmarks such as the Peine del Viento sculptures and Monte Igueldo, the hotel features 180 guest rooms with contemporary interiors inspired by the region's natural light and Basque art. At its signature restaurant, Kukuarri, locally sourced ingredients take center stage, offering guests an authentic taste of the region's culinary heritage.

From Milan to Lisbon: Two Stylish City Breaks



In Milan, Tivoli President Milano Hotel combines contemporary design with a prime location just a five-minute walk from the Duomo and the renowned Quadrilatero della Moda fashion district. At the hotel's City Milano restaurant, acclaimed chef Natale Giunta offers a modern interpretation of Mediterranean and Sicilian cuisine. Guests can also unwind at the hotel's wellness center, featuring a thermal area, treatment room, and a Longevity Suite equipped with Starpool technology.



In Lisbon, Tivoli Avenida Liberdade, a landmark of the city's hospitality scene since 1933, offers an elegant retreat along the iconic Avenida da Liberdade. Surrounded by upscale boutiques, restaurants, and cultural attractions, the hotel is just steps from the vibrant neighborhoods of Baixa, Chiado, and Príncipe Real. Newly renovated rooms and suites blend contemporary sophistication with the property's timeless character, while SEEN Lisboa by Olivier, one of the city's most celebrated rooftop destinations, offers sweeping panoramic views. Guests can also unwind with rejuvenating treatments at Anantara Spa.

A Gateway to the History and Soul of Florence



In the heart of Florence, Porta Rossa Hotel Firenze, Colbert Collection offers guests the opportunity to experience the city from a landmark steeped in history. Dating back to the 13th century and considered Italy's oldest hotel, the property is just steps from the Ponte Vecchio, Uffizi Gallery, Duomo, and the luxury boutiques of Via de' Tornabuoni. Its elegantly appointed rooms and suites blend historic charm with modern comforts, while PORTALE by Paulo Airaudo offers a contemporary interpretation of Italian and Tuscan cuisine from the acclaimed chef, whose restaurants have earned a combined eight Michelin stars.

About Minor Hotels

Minor Hotels is a global leader in the hospitality industry with more than 660 hotels, resorts and branded residences in operation and committed development across 67 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 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.

Contact details

Brooke Roe
brooke@2bprinc.com
(347) 256-1598

Copy link

https://newsroom.2bprinc.com/274773-this-black-friday-minor-hotels-opens-the-door-to-your-next-getaway/