

PARTNER PROGRAMME FOR INDIVIDUAL HOTELS

More direct bookings. Elevate guest experience. No commission.

We give independent hotels the benefits of a large loyalty network — without a loyalty programme of their own and without technical integration.

www.minibarclub.com · hello@minibarclub.com



THE SITUATION

Big chains build guest loyalty. Independent hotels fight for every direct booking.

HOTEL CHAINS

- ✓ Their own loyalty programmes with millions of members
- ✓ Points, status and perks as a reason to book direct
- ✓ Guests keep coming back – to the brand

INDEPENDENT HOTELS

- ! Building and running a programme of their own is costly and complex
- ! Many bookings come via portals – with commission
- ! Price is often the only argument for booking direct

THE SOLUTION

The benefits of a loyalty programme. Reimagined for individual hotels.

MinibarClub brings individual hotels together in a shared membership. You offer selected benefits — our members get an additional reason to book directly with you.



Shared membership

One club, many hotels: your guests benefit from their very first stay — no points, no status.



Exclusive benefits

You decide the extras — from a welcome drink to an upgrade.



Direct bookings only

Benefits apply exclusively to bookings made directly with your hotel.

YOUR ADVANTAGES

What MinibarClub does for your hotel.



Drive direct bookings

Give members a reason to book directly with your hotel.



Increase guest satisfaction

Create added value with benefits your guests can actually enjoy.



Strengthen guest loyalty

Turn thoughtful extras into reasons to return.



Stay in control

You decide which benefits you offer and when they are available.

0 % commission on bookings

0 interfaces or installations

100 % direct booking

MORE ADDED VALUE INSTEAD OF MORE DISCOUNT

You decide what your guests receive.

Instead of lowering room rates, you offer extras with high perceived value – from our templates or entirely your own, always in German and English.

Welcome drink

Minibar credit

Late check-out

Early check-in

Room upgrade

Breakfast

Spa access

Parking

In-room amenity

 **Member rate** -% / -€

Optional: a member rate on the direct booking – via a code only logged-in members can see, redeemed directly in your booking engine.

Guaranteed

Confirmed automatically

The member adds the stay – the benefit is fixed instantly. No action needed.

Subject to availability

Accept or decline before arrival

Such as late check-out or an upgrade: you receive a link by email and accept or decline each benefit individually – depending on occupancy.

Limit seasonally, adjust or pause – at any time in the hotel dashboard.

HOW IT WORKS

From member to direct booking with you.

1

Join for free

Travellers sign up with their name and email – in 30 seconds.

2

Book directly with you

Via your website or booking engine, by phone or by email.

3

Add the stay

Guaranteed benefits are secured instantly. You accept or decline benefits subject to availability before arrival.

4

Show the Benefit Card

At check-in the guest shows their digital card – you hand over the extra.

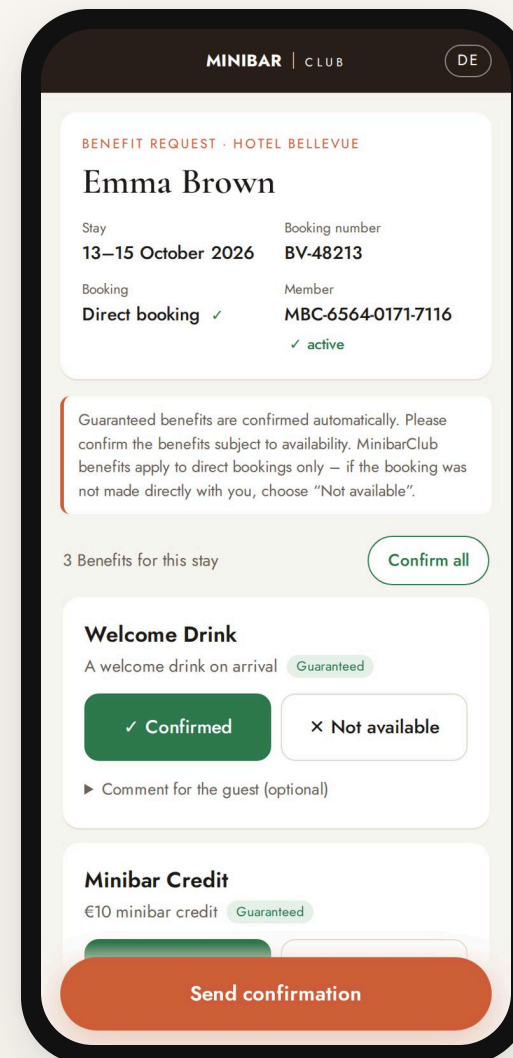
You know before arrival who is coming and what has been confirmed – and can prepare for your guest.

EVERYDAY OPERATIONS

Set up once. Almost effortless day to day.

MinibarClub is meant to give your guests more — not to give your front desk more work.

- ✓ No PMS interface, no software, no additional app
- ✓ Guaranteed benefits run automatically — you simply receive a notification
- ✓ You accept or decline benefits subject to availability before arrival via a link — no login, in under 20 seconds
- ✓ Automatic reminders if a reply is still missing



YOUR HOTEL PROFILE

Your property. Your story. Your benefits.

A dedicated profile page presents your hotel in German and English. No detours, no intermediaries: every link leads directly to you.

- ✓ Description, up to 5 images, contact details
- ✓ Address with Google Maps link
- ✓ Direct link to your website and booking engine
- ✓ Visible in the directory, on destination pages and on Google

MINIBAR

CLUB
HOTEL BENEFITS

Hotels

Membership

For hotels

DE

EN

Log in

Join for free

← All hotels





VIENNA, AUSTRIA

Hotel Bellevue

A Gründerzeit townhouse, thoughtfully reimagined: 38 rooms with herringbone floors, a bar pouring Viennese natural wines and a leafy courtyard where you briefly forget the city. The

FOR MEMBERS

MinibarClub Benefits

Direct bookings only

Welcome Drink

YOUR HOTEL DASHBOARD

Full control. At any time.

In the hotel dashboard you manage everything yourself — no detour via us. Changes go live immediately.

- ✓ **Hotel profile**
Change texts in German and English, images, address and links yourself at any time
- ✓ **Benefits**
Choose from the catalogue, set conditions, pause seasonally
- ✓ **Requests**
Confirm or decline benefits subject to availability with one click
- ✓ **Arrivals**
All members arriving in the next 7 days at a glance
- ✓ **Key figures**
Open and confirmed requests, avg. response time, member wish lists
- ✓ **Settings & partner kit**
Set the email for requests, download badge, front desk display and logo

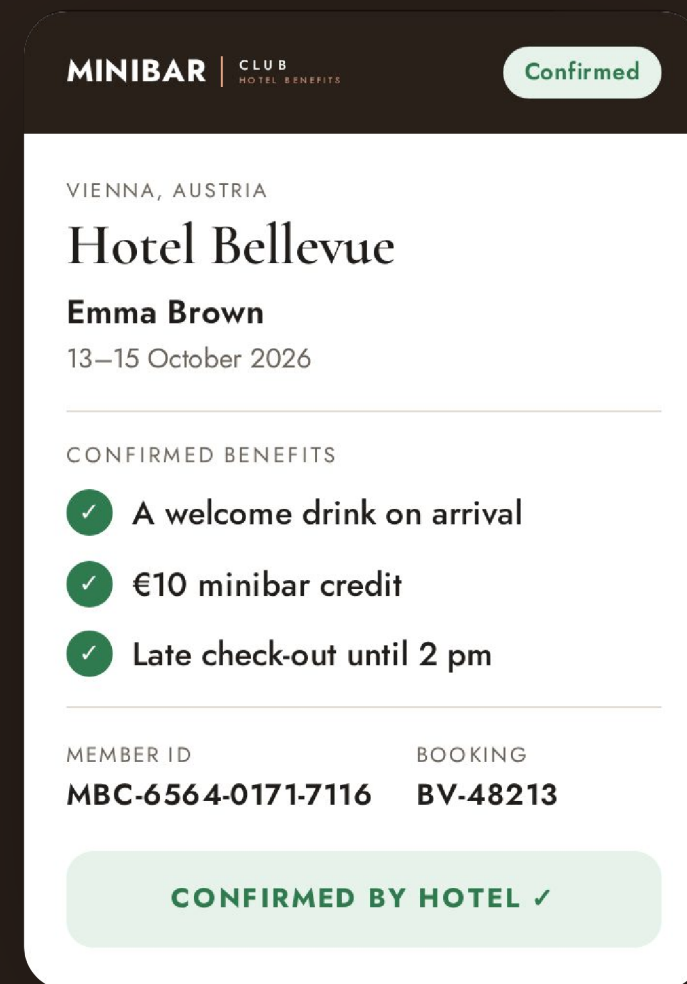
The screenshot shows the 'Hotel Bellevue' dashboard. At the top, there's a navigation bar with 'MINIBAR CLUB HOTEL BENEFITS' and a 'Dashboard' link. On the right, there are language selectors for 'DE' and 'EN', and a 'Hotel' button. Below the navigation bar, the 'HOTEL DASHBOARD' title is followed by the hotel name 'Hotel Bellevue' and a 'Public profile' link. A horizontal menu contains 'Overview', 'Requests' (with a red badge showing '2'), 'Benefits', 'Hotel Profile', 'Partner Kit', and 'Settings'. The 'Overview' section features five key metrics: '2 Open requests', '4 Confirmed (30 days)', '6 Active benefits', '3.5 h Avg. response time', and '5 On member wish lists'. Below this, the 'Open requests' section lists two requests: 'Laura Fischer' (10/12–10/14/2026, BK-11659, MBC-8132-9017-1884) and 'Thomas Wagner' (10/15–10/18/2026, BK-39655, MBC-2015-4793-3976). Each request has status tags for 'Spa Access', 'Parking', and 'Late Check-out', along with 'Waiting for hotel' and 'Edit' buttons. The 'Arrivals in the next 7 days' section shows 'Sophie Bauer' (10/10–10/12/2026, BK-28949, MBC-7640-4673-9421) with 'Confirmed', 'Spa Access', 'Parking', and 'Late Check-out' tags, and a 'Edit' button.

AT CHECK-IN

A clear confirmation instead of a discussion at reception.

The guest shows their digital Benefit Card. It contains everything your team needs — at a glance.

- ✓ Name, stay and booking number
- ✓ Member ID with active membership status
- ✓ All confirmed benefits for this stay



THE PARTNERSHIP

Simple, fair terms.

0 %

Commission

No commission on bookings — price and contract remain entirely with you.

2+

Benefits

You offer at least two benefits to members who book directly with you.

1 year

Term

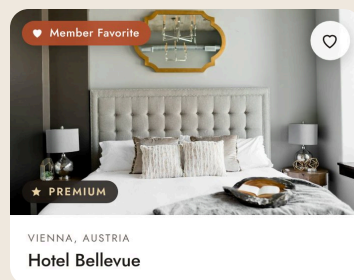
Renews automatically for another year; can be terminated up to three months before expiry.

No technology, no installation. Full details in our partner terms at www.minibarclub.com.

MORE VISIBILITY

Premium and Spotlight. Right at the top when guests search.

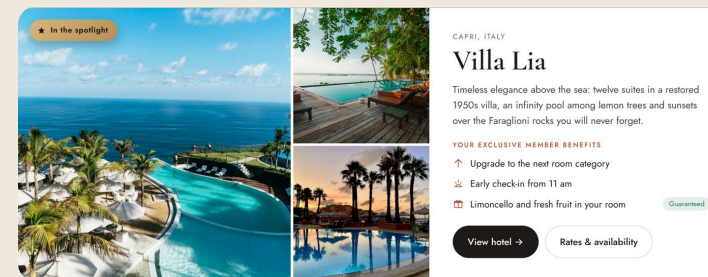
On top of your partnership, you can highlight your hotel — all year round or exactly when it matters to you.



Premium partner

★ ALL YEAR

- ✓ Listed first in all hotel lists: hotel search, home page, destinations and themes
- ✓ “★ Premium” label on your hotel tile
- ✓ For the entire term of your partnership



Spotlight

MONTHLY

- ✓ A large feature at the very top of the hotel search — with photos, text, benefits and a direct link to rates and availability
- ✓ Shown whenever your hotel matches the search — for example by destination or theme
- ✓ Ideal for the start of the season, an opening or open capacity

PRICING

One fixed annual fee. No commission.

YOUR PACKAGE – CHOOSE ONE

MARKETING FEE

Partnership

€589

per year

- ✓ Your own hotel page in German and English
- ✓ Visible in hotel search, destinations, themes and on Google
- ✓ Benefits guaranteed or subject to availability
- ✓ Hotel dashboard, confirmation by link
- ✓ Partner kit: badge, front desk display, logo
- ✓ 0% commission on bookings

MARKETING FEE

Premium partner

★ PREMIUM

€889

per year

- ✓ **Everything in the partnership**
- ✓ Listed first in all hotel lists
- ✓ “★ Premium” label on your hotel tile

OPTIONAL EXTRA

OPTIONAL ADD-ON

OPTION

Spotlight

+ €350

per month – only if booked



- ✓ A large feature at the very top of the hotel search
- ✓ Photos, text, benefits and a direct link to you
- ✓ Your preferred month, subject to availability
- ✓ Up to 2 months per year

All prices net, plus statutory VAT. Term of 1 year, renewing automatically for one year, cancellable up to three months before expiry. **Spotlight is not a fixed part:** you only book it if you want to – for individual months, up to 2 per year.

NEXT STEPS

Part of the club in a few days.

1

Order online

Choose your package at minibarclub.com/en/partner-werden — done in a few minutes.

2

Partner agreement

Once we confirm, you receive the contract as a PDF and your access to the dashboard.

3

Set up your profile

Texts, images and benefits — we are happy to help.

4

Live in the club

Your hotel is visible — members book directly with you.

Prefer to talk first? Send a non-binding enquiry at minibarclub.com/en/for-hotels.html

ORDER ONLINE NOW →



MINIBAR | CLUB
HOTEL BENEFITS

hello@minibarclub.com

www.minibarclub.com

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COMPANY

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VAT ID: ATU82269956 · GISA number: 38574559

CONTACT

hello@minibarclub.com
www.minibarclub.com

AUTHORITY AND CHAMBER

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