

elite

MIDTOWN INDONESIA HOTEL BRANDS AND COLLECTION

PANDUAN KEANGGOTAAN
(MANUAL OF MEMBERSHIP)

Hak Cipta 2024
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(Bahasa Indonesia)

Ringkasan

Elite Program diperkenalkan pada 2016 dan dilakukan peluncuran ulang pada tahun 2024 merupakan bentuk apresiasi dari Midtown Hotels Indonesia kepada pelanggan setia atau pada penyebutannya adalah *Elite Member* dengan memberikan keistimewaan dan manfaat lainnya selama menginap di Midtown Hotels Indonesia.

Elite Member akan mendapatkan poin dari setiap transaksi kamar baik dengan atau tanpa sarapan. Semakin banyak poin yang terkumpul, semakin besar peluang untuk naik ke level berikutnya dengan manfaat yang lebih besar.

Fitur dan keuntungan *Elite Member*

Dengan menjadi *Elite Member* tamu akan mendapatkan beberapa manfaat khusus yang tidak didapatkan tamu yang bukan *member*. Selain itu *Elite Member* juga memiliki fasilitas yang memudahkan *member* sebagai berikut.

- **Multi-brand program**
Program *member* berlaku di seluruh merek property Midtown Hotels Indonesia.
- **Web-based and easy access**
Program *member* menggunakan sistem *cloud-based* dimana dapat diakses di situs www.midtown.id dan pada aplikasi seluler Midtown Hotels Indonesia sehingga dapat diakses dimanapun dan kapanpun.
- **Free to join**
Mendaftar *Elite Member* tidak diperlukan biaya apapun bahkan poin juga bisa langsung didapat dari transaksi pertama.
- **Easy to join**
Pelanggan dapat mendaftar program *Elite member* baik secara luring (*offline*) maupun daring (*online*). Pendaftaran luring dapat dilakukan saat *check-in* di resepsionis sedangkan pendaftaran daring cukup melakukan registrasi melalui *website* www.midtown.id atau aplikasi seluler Midtown Hotels Indonesia.
- **Stay update**
Salah satu keunggulan sistem *cloud-based* adalah kemudahan akses informasi yang dapat diakses kapanpun dan dimanapun. Tamu akan mendapat prioritas informasi mengenai produk, pengalaman yang didapatkan, promosi & kampanye dari Midtown Hotels Indonesia.
- **Stay more, get more**
Semakin sering tamu menginap, semakin banyak poin yang tamu dapatkan dan semakin tinggi peluang untuk naik ke tingkat selanjutnya dan mendapatkan lebih banyak manfaat.
- **Midtown Rewards**
Sebagai *Elite Member* tamu berhak menukarkan poin yang dimiliki dengan gratis menginap, kupon hotel, potongan harga kamar maupun beberapa produk menarik dari Midtown Hotels Indonesia.
- **Personalized services**
Midtown Hotels Indonesia akan melakukan pencatatan untuk segala preferensi tamu sehingga pengalaman menginap tamu meninggalkan kesan mendalam
- **Merchants benefit**
Tamu dapat menikmati diskon dan program menarik dari beberapa *merchants* yang bekerja sama dengan Midtown Hotels Indonesia
- **Exclusive member rate**
Midtown Hotels Indonesia memberikan garansi harga terbaik bagi *Elite Member* namun tetap mempertahankan kualitas pelayanan terbaik.

Keanggotaan, Keuntungan dan Poin

Level Keanggotaan Elite dibedakan menjadi 4 tingkatan dengan masing-masing tingkatan memiliki syarat yang dapat dilihat dibawah ini

- **Tier Member**
Gratis registrasi melalui *website*, aplikasi seluler atau hotel resepsionis
Syarat : 0 status poin atau 0 *room night*
- **Tier Elite Black**
Syarat : 150 status poin atau 2 *room night* hingga masa *cut off date*
- **Tier Fabulous Elite**
Syarat : 2650 status poin atau 40 *room night* hingga masa *cut off date*
- **Tier Marvelous Elite**
Syarat : 6500 status poin atau 100 *room night* hingga masa *cut off date*
(Status tingkatan *Elite* bisa ditentukan dari status poin atau jumlah kamar yang sudah terpenuhi)
- **Keanggotaan Khusus - Elite Privilege***
Merupakan keanggotaan khusus yang diberikan kepada pihak-pihak tertentu yang dianggap layak berdasarkan beberapa kriteria, yaitu kontribusi terhadap masyarakat, dampak yang ditimbulkan dari kegiatan atau karya yang dimiliki. *Elite Privilege* akan ditandai dengan pemberian kartu keanggotaan fisik beserta dengan nama penerima yang hanya dilakukan oleh *Corporate Midtown Hotels Indonesia*.

Perhitungan point dihitung setiap kelipatan transaksi kamar Rp 50.000, untuk tingkatan *Member* dan *Elite Black* akan mendapatkan 10 poin sedangkan untuk tingkatan *Fabulous Elite* mendapatkan 15 poin dan tingkatan *Marvelous Elite* mendapatkan 20 poin. Sementara itu transaksi yang menggunakan pembayaran menggunakan poin tidak akan dihitung menjadi perolehan poin.

Keuntungan	Member	Elite Black	Fabulous Elite	Marvelous Elite	Elite Privilege
Jaminan harga terbaik	√	√	√	√	√
Diskon untuk keanggotaan gym dan kolam renang*		10%	15%	20%	10% atau Mengikuti Status Member
Hadiah poin (Setiap transaksi Rp 50.000)	10 poin	10 poin	15 poin	20 poin	Mengikuti Status Member
Diskon untuk makanan dan minuman** (terutama untuk <i>ala carte</i> dan minimum 10% atau lebih untuk menu tematik)		10%	15%	20%	35%

Check-in lebih awal gratis <i>Tergantung pada ketersediaan</i>		<i>Check in available start from 1 pm</i>	<i>Check in available start from 12 am</i>	<i>Check in available start from 10 am</i>	Mulai pukul 1 siang atau mengikuti Status Member
Check-out terlambat gratis <i>Tergantung pada ketersediaan</i>		<i>Check out until 1 pm</i>	<i>Check out until 2 pm</i>	<i>Checkout until 4pm</i>	Hingga pukul 1 siang atau mengikuti Status Member
Hadiah Poin Ulang Tahun			√	√	√
Ruang peningkatan gratis <i>Tergantung pada ketersediaan</i> <i>Peningkatan maksimal 1 level selanjutnya</i>			√	√	Mengikuti Status Member
Elite Munch Gratis****			√	√	√
Kamar Terjamin <i>Tergantung pada ketersediaan</i>				√	Mengikuti Status Member
Sarapan gratis untuk 2 orang				√	Mengikuti Status Member
Gratis makanan dan minuman serta <i>voucher spa****</i>				√	Mengikuti Status Member

Syarat dan Ketentuan

- *) Hanya tersedia di Midtown Hotel Samarinda, Midtown Residence Jakarta, Midtown Residence Surabaya, Crown Prince Hotel Surabaya and Verwood Hotel dan Serviced Residence Surabaya.
- ***) Jumlah diskon yang tepat adalah untuk *ala carte*, namun untuk menu acara tematik minimal 10% atau mengikuti masing-masing property.
- ***) Diskon makanan dan minuman berlaku bahkan tanpa reservasi kamar.
- ***) Tidak dapat dikombinasikan dengan promo yang lainnya
Tidak berlaku di brand Midtown Xpress.
- ****) Elite Munch adalah paket kartu ucapan & camilan selamat dating.
- *****) Voucher Makanan dan Minuman Rp 100.000 & Voucher SPA Rp 50.000.

Tambahan Utama

Untuk beberapa manfaat dengan keterangan “mengikuti ketersediaan kamar” sangat direkomendasikan untuk diminta selambat-lambatnya 2 hari sebelum kedatangan. Permintaan pada saat kedatangan tidak memiliki jaminan dapat terpenuhi.

Poin Keanggotaan

Poin didapat dari transaksi kamar di seluruh properti Midtown Hotels Indonesia. Istilah poin sendiri dibagi menjadi 2 (dua) kategori yaitu:

- **Status Poin**
Poin yang digunakan untuk menentukan status tingkatan *member*. Status poin memiliki masa kadaluwarsa dan akan kembali ke 0 setiap tanggal 14 Maret atau disebut masa *cut off date*.
- **Elite Poin**
Merupakan poin yang dapat digunakan sebagai pembayaran pemesanan kamar atau ditukarkan dengan berbagai produk dan *voucher merchants* di *website* atau aplikasi seluler Midtown Hotels Indonesia. *Elite* poin tidak memiliki masa kadaluwarsa.

Aktivasi Member

Member yang telah terdaftar namun ***tidak memiliki transaksi sama sekali selama 1 tahun*** akan di non-aktifkan tanpa pemberitahuan kepada *member* dan keputusan ini tidak dapat diganggu gugat. Bagi *member* yang status keanggotaannya dihapus dapat mendaftar kembali sesuai dengan prosedur yang berlaku.

Hubungi

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(English)

Summary

The Elite Program was introduced in 2016 and relaunched in 2024 as a form of appreciation from Midtown Hotels Indonesia to loyal customers, referred to as Elite Members by providing them with special privileges and other benefits during their stay at Midtown Hotels Indonesia. Elite Members will earn points from every room transaction, whether with or without breakfast. The more points accumulated, the greater the chance to move up to the next level with even greater benefits.

Elite Member features and benefits

By becoming an Elite Member, guests will receive several special benefits that non-members do not receive. Additionally, Elite Members also have facilities that facilitate members as follows:

- **Multi-brand program**
The membership program applies to all property of Midtown Hotels Indonesia.
- **Web-based and easy access**
The membership program utilizes a cloud-based system, accessible on the website www.midtown.id and the Midtown Hotels Indonesia mobile apps, allowing access from anywhere and at any time.
- **Free to join**
Registering as an Elite Member does not require any fees, and points can be earned from the very first transaction.
- **Easy to join**
Customers can register for the Elite member program either offline or online. Offline registration can be done at the reception during check-in, while online registration simply requires signing up through the website www.midtown.id or the Midtown Hotels Indonesia mobile apps.
- **Stay update**
One of the advantages of the cloud-based system is the ease of accessing information anytime and anywhere. Guests will receive priority access to information about products, experiences, promotions, and campaigns from Midtown Hotels Indonesia.
- **Stay more, get more**
The more frequently guests stay, the more points they accumulate, and the higher the chance to advance to the next level and receive more benefits.
- **Midtown Rewards**
As an Elite Member, guests have the right to redeem their accumulated points for complimentary stays, hotel vouchers, room discounts, as well as various attractive products offered by Midtown Hotels Indonesia.
- **Personalized services**
Midtown Hotels Indonesia will keep records of all guest preferences to ensure that their stay leaves a lasting impression.
- **Merchants benefit**
Guests can enjoy discounts and attractive programs from several merchants that collaborate with Midtown Hotels Indonesia.
- **Exclusive member rate**
Midtown Hotels Indonesia offers a best price guarantee for Elite Members while still maintaining the highest quality of service.

Membership, Benefits and Points

The program is divided into four tiers, each with its own set of requirements, as outlined below:

- **Tier Member**
Free registration through the website, mobile application, or hotel receptionist.
Requirement: 0 status points or 0 room nights.
- **Tier Elite Black**
Requirement: Accumulate 150 status points or 2 room nights until the cut off date.
- **Tier Fabulous Elite**
Requirement: Accumulate 2650 status points or 40 room nights until the cut off date.
- **Tier Marvelous Elite**
Requirement: Accumulate 6500 status points or 100 room nights until the cut off date.
(The Elite tier status can be determined by either the status points or the number of fulfilled room nights.)
- **Special Membership - Elite Privilege***
This is a special membership granted to specific individuals deemed worthy based on several criteria, including contributions to society and the impact of their activities or works. Elite Privilege recipients will be marked by the issuance of a physical membership card bearing the recipient's name, a process carried out exclusively by Corporate Midtown Hotels Indonesia.

Point calculations are made for every multiple of room transactions worth Rp 50,000. For Member and Elite Black tiers, 10 points will be awarded, while Fabulous Elite tier will receive 15 points, and Marvelous Elite tier will receive 20 points. Transactions made using point payments will not be counted towards point earnings.

Keuntungan	Member	Elite Black	Fabulous Elite	Marvelous Elite	Elite Privilege
Best Price Guarantee	√	√	√	√	√
Discounts for gym and swimming pool memberships*		10%	15%	20%	10% or Follow Member Status
Point rewards (Every transaction of Rp 50,000)	10 point	10 point	15 point	20 point	Follow Member Status
Discounts for food and beverages** (especially for a la carte and minimum 10% or more for thematic menu)		10%	15%	20%	35%
Free early check-in <i>Subject to availability</i>		<i>Check in available</i>	<i>Check in available</i>	<i>Check in available</i>	Starting from 1 PM or following

		<i>start from 1 pm</i>	<i>start from 12 am</i>	<i>start from 10 am</i>	Member Status
Free late check-out <i>Subject to availability</i>		<i>Check out until 1 pm</i>	<i>Check out until 2 pm</i>	<i>Checkout until 4pm</i>	Until 1 PM or following Member Status
Birthday Reward Points			√	√	√
Free Upgrade room <i>Subject to availability</i> Maximum upgrade 1 next level			√	√	Follow Member Status
Free Elite Munch *****			√	√	√
Room Guaranteed subject to availability				√	Follow Member Status
Free breakfast for 2 pax				√	Follow Member Status
Free food and beverage and spa voucher*****				√	Follow Member Status

Term and Conditions

- *) Only available on Midtown Hotel Samarinda, Midtown Residence Jakarta, Midtown Residence Surabaya, Crown Prince Hotel Surabaya and Verwood Hotel dan Serviced Residence Surabaya
- ***) Exact amount discount is for ala carte, but for thematic event menu minimum is 10% or following each of property
- ***) Food and beverage discounts apply even without room reservation
- ***) Cannot be combined with other promotions.
Not valid at Midtown Xpress brand.
- ****) Elite Munch is bundle of greeting card & signature welcome snack
- *****) Food and Beverage voucher Rp 100.000 & voucher SPA Rp 50.000

Main Additions

For certain benefits labeled "subject to room availability," it is highly recommended to request them at least 2 days before arrival. Requests upon arrival are not guaranteed to be fulfilled.

Membership Points

Points are earned from room transactions across all Midtown Hotels Indonesia properties. The term "points" itself is divided into 2 (two) categories, namely:

- **Status Points**

Points used to determine the member's tier status. Status points have an expiration date and will reset to 0 every 14th of March or the cut-off date.

- **Elite Points**

These are points that can be used as payment for room reservations or exchanged for various products and merchant coupons on the Midtown Hotels Indonesia website or mobile application. Elite points do not expire.

Member Activation

Members who have registered but have no transactions at all for 1 year will be deactivated without notification to the member, and this decision is final and cannot be contested. Members whose membership status has been deleted can register again according to the applicable procedures.

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Terima Kasih
(Thank You)

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