



KAYA CLUB REWARDS:

1. Programme Purpose and Scope

Kaya Club Rewards is a loyalty programme designed to recognise and reward our most valued guests while providing them with a personalised stay experience. The programme goes beyond rewarding guests through MoneyPoints, with a core focus on building meaningful, long-term relationships through the personal connections established throughout every stay.

2. Programme Journey

Guest → Membership Begins

Guests who wish to join Kaya Club Rewards can register via <https://kayahotels.com/en/kaya-club/> website, the Kaya Hotels & Resorts mobile application, the Kaya Call Center at 444 52 92, or through the hotel's Reservations, Front Office or Guest Relations teams.

Membership becomes active immediately, and **1,000 TRY in Welcome MoneyPoints** is credited to the member's account instantly. No additional approval or activation process is required.

First Reservation

Members can make their next reservation directly through the hotel's official channels, including the hotel websites (<https://kayahotels.com/en/> and <https://www.kayapalazzohotels.com/en/>), the Kaya Call Center at 444 52 92, the hotel Front Office, or the Kaya Hotels & Resorts mobile application.

MoneyPoints can only be earned on reservations made through these direct channels.

Check-in → Stay → Check-out

Upon arrival, members are recognised according to their membership tier. Throughout their stay, they receive personalised service, while eligible additional expenses such as Food & Beverage, Spa and À La Carte services are added to their folio.

At check-out, MoneyPoints are calculated based on the member's total eligible spend and credited to their account upon completion of the check-out process.

Earn → Redeem

Earned MoneyPoints can be redeemed towards a future reservation. For reservations of **15,000 TRY or more**, members may use all or part of their accumulated MoneyPoints.

MoneyPoints that remain unused do not have an expiry date and will not be deleted or cancelled.

Tier Upgrade

As members' number of nights stayed increases, they progress to the next membership tier: **Classic → Silver → Gold → Platinum**.

Each tier upgrade provides a higher MoneyPoints earning rate and access to additional privileges.

3. Kaya Club Rewards MoneyPoints Earning & Redemption System

Every eligible guest spend is rewarded. The earning structure is as follows:

- MoneyPoints are earned on eligible expenditures made from the moment membership becomes active.

- Expenditures made prior to joining Kaya Club Rewards are not eligible for MoneyPoints.
- Spend-Based Earning:** In addition to accommodation charges, members earn MoneyPoints on all eligible expenses posted to their folio, such as **Food & Beverage** and **Room Service**.
- Check-out-Based Calculation:** MoneyPoints are calculated at check-out based on the member's total eligible folio spend, using the earning rate applicable to their membership tier, and are credited to the member's account **upon completion of the check-out process**.
- Direct Reservations:** To earn MoneyPoints, reservations must be made directly through the hotel's official channels. Reservations made through third-party online travel agencies are not eligible for MoneyPoints.
- MoneyPoints Redemption & Benefits:** Accumulated MoneyPoints can be redeemed immediately towards accommodation charges on reservations of **15,000 TRY or more** made through Kaya Hotels & Resorts' official sales channels. Members may redeem all or any portion of their available MoneyPoints at the time of payment. Unused MoneyPoints do not have an expiry date and will not be deleted.

4. Membership Tiers (Segments)

Our programme consists of four main membership tiers. Each tier offers an increasing range of exclusive benefits to our guests:

Membership Tier	Room Nights	Reservation Discount	MoneyPoints Earning	Spa & À La Carte Discount	Room Upgrade	Early Check-in	Late Check-out
Classic Member	0–29	5%	3%	10%	–	–	Subject to availability
Silver Member	30–59	5%	4%	12%	–	–	Until 14:00, Subject to availability
Gold Member	60–89	5%	5%	15%	One-category room upgrade, subject to availability (excluding suites)	Priority consideration, subject to availability	Until 15:00, Subject to availability
Platinum Member	90+	5%	6%	20%	Priority room upgrade including suites, subject to availability	Priority consideration, subject to availability	Until 16:00, Priority consideration, Subject to availability

5. Benefits by Membership Tier

- Classic Member:**
 - This is the entry-level tier for members with **0–29 room nights**.
 - Members receive an exclusive **5% discount** on their reservation.
 - Upon check-out, members earn **3% MoneyPoints** based on eligible spend.
 - Members receive a **10% discount** on Spa and À La Carte Restaurant services.
 - Late check-out is available **subject to hotel availability**.
- Silver Member:**
 - This tier is for members with **30–59 room nights**.
 - Members receive an exclusive **5% discount** on their reservation.

- Upon check-out, members earn **4% MoneyPoints** based on eligible spend.
- Members receive a **12% discount** on Spa and À La Carte Restaurant services.
- Late check-out is available **until 14:00, subject to hotel availability**.

- **Gold Member:**
 - This tier is for members with **60–89 room nights**.
 - Members receive an exclusive **5% discount** on their reservation.
 - Upon check-out, members earn **5% MoneyPoints** based on eligible spend.
 - Members receive a **15% discount** on Spa and À La Carte Restaurant services.
 - Members are entitled to a **one-category room upgrade, subject to availability (excluding suites)**.
 - **Early check-in** is available with priority consideration, **subject to hotel availability**.
 - Late check-out is available **until 15:00, subject to hotel availability**.

- **Platinum Member:**
 - This tier is for members with **90+ room nights**.
 - Members receive an exclusive **5% discount** on their reservation.
 - Upon check-out, members earn **6% MoneyPoints** based on eligible spend.
 - Members receive a **20% discount** on Spa and À La Carte Restaurant services.
 - Members are entitled to a **priority room upgrade, including suites, subject to availability**.
 - **Early check-in** is available with priority consideration, **subject to hotel availability**.
 - Late check-out is available **until 16:00 with priority consideration, subject to hotel availability**.

6. Important Considerations When Creating a Membership and Making a Reservation

When creating a membership, members are required to enter their **first and last name exactly as they appear on their official identification document**. The telephone number and email address to be used for reservations must also be provided during the membership registration process.

If there are any changes to the member's first name, last name, telephone number, email address or other membership details after registration, these updates must be communicated to the relevant hotel staff **at the time of each reservation**. This ensures that the correct membership record can be accessed and that members can enjoy their membership benefits without any issues.

For any questions, requests, suggestions or complaints, please contact us at kayaclub@kayahotels.com.tr.