

TERMS & CONDITIONS - Louis Hotels Loyalty Programme

Effective Date: 21 January 2026

1. INTRODUCTION AND ACCEPTANCE

1.1 These Terms & Conditions ("**Terms**") set out the general conditions governing participation in the Louis Hotels Loyalty Programme (the "**Programme**"), operated by Louis Hotels Group ("Louis Hotels", "we", "us", or "our").

1.2 The Programme is free of charge, personal to the Member, and does not constitute a credit, payment, or stored value scheme.

1.3 By enrolling in the Programme, you ("Member", "you", or "your") accept and agree to be bound by these Terms in their entirety.

1.4 IF YOU DO NOT AGREE WITH THESE TERMS & CONDITIONS, you must not enrol in or participate in the Programme.

1.5 The Programme is effective from 1 January 2026 and applies to all participating Louis Hotels properties and villas as specified in Clause 3.

1.6 All Programme details published on the Programme website, including hotel categorisation, point earning rates and redemption charts, form an integral part of these Terms and prevail over any printed or promotional material.

2. DEFINITIONS

"**Account Inactivity**" means a period during which no Qualifying Stays have been completed by the Member.

"**Award Points**" means points earned through qualifying activities that may be redeemed for free stays or other eligible services. Award Points expire after five (5) years of Account Inactivity (no qualifying stays).

"**Direct Booking**" means a reservation made through www.louishotels.com, the official website of a participating Louis Hotel, or directly with Louis Hotels' reservations department (by telephone or email).

"**Indirect Booking**" means a reservation made through third-party channels including tour operators, travel agents, or online travel agencies.

"**Qualifying Stay**" means a completed stay at a participating Louis Hotels property that has been paid in full and meets the eligibility criteria set out in these Terms.

"**Tier Points**" means points used to determine membership tier status. Tier Points expire after five (5) years of Account Inactivity (no qualifying stays).

3. PARTICIPATING PROPERTIES

3.1 Participating hotels, villas and their respective categories are published and maintained on the Programme website and may be updated from time to time.

3.2 Louis Hotels reserves the right to add or remove participating properties from the Programme at any time with notice to Members via email or the Programme website.

4. ELIGIBILITY AND MEMBERSHIP

4.1 Membership is open to individuals aged 18 years or older.

4.2 Membership may be completed via the Programme website, Guest Portal, mobile application, Smart Guest platform, Webhotelier integrations, check-in systems, or any other authorised enrolment channel communicated by Louis Hotels from time to time.

4.3 Each Member may hold only one (1) membership account. Multiple accounts for the same individual are prohibited.

4.4 Membership is personal and non-transferable. Points, benefits, and membership status cannot be transferred, sold, or assigned to another person.

4.5 Account activation and verification requirements may vary depending on the enrolment channel used and may be automatic for certain authorized systems.

5. MEMBERSHIP TIERS

5.1 The Programme consists of four (4) membership tiers, these being Bronze, Silver, Gold and Diamond. For the most up-to-date information on tier qualification criteria, please visit <https://louishotels.com/en/loyalty.html>.

5.2 All Members begin at the Bronze tier upon successful registration.

5.3 Tier upgrades are granted automatically when a Member accumulates the required Tier Points for the next tier level.

5.4 Tier status is determined solely by the total Tier Points accumulated and maintained in accordance with Clause 6.4.

5.5 Louis Hotels reserves the right to review and adjust tier qualification requirements at its sole discretion, with reasonable notice to Members via email or the Programme website.

6. POINTS STRUCTURE AND EXPIRY

6.1 Types of Points

Members earn two types of points:

- **Award Points:** Redeemable for stays and services; do not expire

- **Tier Points:** Used for tier qualification; subject to expiry

6.2 Points Earning

Both Award Points and Tier Points are earned simultaneously for qualifying activities at the rates specified in Clause 7.

6.3 Award Points Expiry

Award Points expire after five (5) years of Account Inactivity.

6.4 Tier Points Expiry

6.4.1 Tier Points expire after five (5) years of Account Inactivity.

6.4.2 "Account Inactivity" is defined as a continuous period of five (5) years during which the Member has not completed any Qualifying Stay.

6.4.3 Upon expiry, all Tier Points are removed from the Member's account, and the Member's tier status will be adjusted to reflect the remaining valid Tier Points (if any), which may result in tier downgrade to Bronze.

6.4.4 Any Qualifying Stay completed within the five-year period resets the inactivity timer.

6.5 Account Deactivation

If an account remains inactive for more than ten (10) years, Louis Hotels reserves the right to deactivate the membership. Members may reactivate their account by contacting loyalty@louishotels.com and completing a new Qualifying Stay.

7. EARNING POINTS

7.1 Points Earning Rates for Direct Bookings

For Direct Bookings, Members earn both Award Points and Tier Points. For the most up-to-date information, please visit <https://louishotels.com/en/loyalty.html>

7.2 Qualifying Charges for Direct Bookings

Points are earned on the following charges paid during a Qualifying Stay:

- Room rate
- In-house dining and beverage purchases at hotel restaurants and bars
- Room service
- Minibar charges
- Spa treatments and services
- Other eligible services charged to the room

7.3 Points Earning for Indirect Bookings

7.3 Points earning for indirect bookings, including applicable hotel categories, seasons and fixed point values, are published exclusively on the Programme website and may be amended from time to time.

7.4 In-House Dining Points

Regardless of booking method, Members earn 10 points per euro spent on in-house dining purchases (net of VAT and taxes) when charged to their room and the Member presents their membership credentials.

7.5 General Earning Conditions

7.5.1 Points are credited only for stays booked and paid for by the Member or charged to the Member's room and paid in full at checkout.

7.5.2 The booking must be made under the Member's registered name and email address.

7.5.3 Members must present their membership credentials (account number or registered email) at check-in to earn points.

7.5.4 Points are credited to the Member's account within seven (7) business days following checkout.

7.5.5 Only one (1) Member may earn points per room, per stay.

7.6 Excluded Bookings and Transactions

Points will NOT be earned for:

- Bookings made prior to Programme enrolment
- Complimentary stays or stays provided as compensation
- Stays booked with redeemed points
- Bookings obtained through auction, invitation-only promotions, or special employee/industry rates
- No-show reservations
- Cancelled reservations
- Charges paid separately and not billed to the room
- Taxes, service charges, and fees
- Third-party services not operated by Louis Hotels
- Gift card or voucher purchases

7.7 Changes to Bookings

If a booking is modified (dates, room type, or duration), points will be adjusted accordingly upon checkout to reflect the actual stay and charges.

7.8 Missing Points Claims

7.8.1 Missing points claims must be submitted through the Guest Portal.

7.8.2 Claims must be submitted within six (6) months of checkout.

7.8.3 Louis Hotels reserves the right to verify all claims and will respond within thirty (30) business days.

8. TIER BENEFITS

8.1 Members are entitled to benefits based on their current tier status. For the most up-to-date information on tier benefits, please visit <https://louishotels.com/en/loyalty.html>

8.2 All benefits marked with "subject to availability" are non-guaranteed and depend on hotel occupancy and operational capacity at check-in.

8.3 Benefits apply only to the Member and cannot be extended to separate bookings made for other individuals.

8.4 Specific terms for welcome treats, dining benefits, and upgrades:

- Welcome treat quality varies by tier level
- À la carte dinner excludes beverages and is limited to 2 persons per room
- Guaranteed upgrade (Diamond) is to the next room category only and subject to property configuration

8.5 Louis Hotels reserves the right to modify, add, or remove benefits at any time with reasonable notice to Members.

9. POINT REDEMPTION

9.1 Redemption Eligibility

9.1.1 Redemption is available to Members with a sufficient Award Points balance, subject to availability and applicable redemption rules published on the Programme website.

9.2 Redemption Process

9.2.1 Members may redeem Award Points by contacting loyalty@louishotels.com or through the online redemption system (when available).

9.2.2 Redemption requests are subject to availability and blackout dates.

9.2.3 The number of Award Points required for redemption varies by hotel category, room type, season, and availability.

9.2.4 Louis Hotels will provide a redemption chart showing current point requirements upon request.

9.3 Redemption Terms

9.3.1 Redeemed stays do NOT earn additional points.

9.3.2 Taxes, service charges, and incidental expenses are the Member's responsibility and must be paid separately.

9.3.3 Redemption bookings are subject to the same cancellation and modification policies as paid bookings.

9.3.4 If a redemption booking is cancelled outside the permitted cancellation window, Award Points may be forfeited in whole or in part.

9.3.5 Tier-specific discounts and benefits do NOT apply to redeemed stays.

9.3.6 Award Points have no cash value and cannot be exchanged for cash or transferred to another Member.

9.4 Redemption Restrictions

9.4.1 Minimum redemption amounts may apply.

9.4.2 Blackout dates include peak holiday periods, special events, and high-demand dates as determined by Louis Hotels.

9.4.3 Louis Hotels reserves the right to limit redemption availability and decline redemption requests at its discretion.

10. MEMBER RESPONSIBILITIES

10.1 Members must keep their account information accurate and up-to-date, including name, email address, postal address, and telephone number.

10.2 Changes to personal information must be communicated to Louis Hotels via email to loyalty@louishotels.com.

10.3 Members are responsible for monitoring their points balance and tier status through their account.

10.4 Members must present valid identification matching their registered name when checking in and claiming benefits.

10.5 It is the Member's sole responsibility to understand the Programme Terms and to request applicable benefits or rewards.

10.6 Members must safeguard their account login credentials and immediately notify Louis Hotels of any unauthorized use.

11. MEMBER CONDUCT AND ACCOUNT TERMINATION

11.1 Members must comply with these Terms.

11.2 Louis Hotels reserves the right to suspend or terminate a Member's account immediately and without prior notice if:

- The Member engages in fraudulent activity or misuse of the Programme
- The Member attempts to transfer, sell, or trade points or benefits
- The Member creates multiple accounts
- The Member provides false or misleading information
- The Member violates any provision of these Terms
- The Member engages in abusive or inappropriate conduct toward Louis Hotels staff

11.3 Upon termination, all points and benefits are forfeited without reimbursement.

11.4 Terminated Members are not eligible to re-enrol in the Programme without prior written approval from Louis Hotels.

12. PROGRAMME MODIFICATIONS AND TERMINATION

12.1 Louis Hotels may, at its sole discretion with or without notice, at any time, unilaterally, modify, add or delete (all or part) these Terms & Conditions from time to time by posting the revised Terms & Conditions on its website.

12.2 Modifications may include but are not limited to:

- Changes to point earning or redemption rates
- Changes to tier qualification requirements
- Addition or removal of benefits
- Changes to participating properties
- Changes to these Terms

12.3 Louis Hotels may also modify the [Privacy Policy](#) from time to time as described in the [Privacy Policy](#). Your continued participation in the Programme following the posting of changes to these Terms & Conditions, or to the [Privacy Policy](#), will indicate your acceptance of the changes.

12.4 Continued participation in the Programme following notice of changes constitutes acceptance of such changes.

12.5 If the Programme is terminated, Louis Hotels will provide reasonable notice to Members and, where feasible, allow Members a reasonable period to redeem A Points.

12.6 Upon Programme termination, Louis Hotels shall have no obligation to provide cash value or alternative compensation for unredeemed points.

13. PRIVACY AND DATA PROTECTION

13.1 Louis Hotels may process your personal information in accordance with our [Privacy Policy](#).

13.2 By participating in the Programme, Louis Hotels may collect additional personal information from you. We may also use and share your personal information in the ways described below, in addition to what is described in the [Privacy Policy](#). These Terms & Conditions supplement

the [Privacy Policy](#) with respect to our processing of the personal information of Programme Members.

13.3 Additional personal information that we collect includes information that you provide when you enrol in the Programme or when you manage your profile online as to be created online for the scope of use of this Programme. During enrolment, we require that you provide your name, physical address and e-mail address, and to create a User ID. Password is created separately every time once the user is logged into the Programme.

13.4. In addition to the use noted in these Terms & Conditions and further described in the [Privacy Policy](#), we may use and share relevant portions of your personal information in order to administer the Programme. This may include sharing your personal information with our business partners or other Louis Hotels Group companies in order to credit you with points earned through your participation in the Programme.

13.5. To ensure that your personal information is accurate and up-to-date, we may also share your information with a third party for the purpose of updating and enhancing the quality and content of the information we maintain about you.

13.6. As a Member, you may receive additional communications from us, including Programme statements, third party news and offers specifically for Members, and co-branded messages from our business partners provided you have previously consented to such processing. You have the right to withdraw your consent at any time by unsubscribing from our marketing campaigns. Members of certain levels in certain states may also receive post-stay e-mails from us. You may change the communications you receive from us by contacting us in the manner described in the [Privacy Policy](#) and sending an email to loyalty@louishotels.com.

14. MARKETING COMMUNICATIONS

14.1 Marketing consent handling depends on the enrolment channel used. Where required by applicable law, Members will be asked to provide explicit consent.

14.2 During registration, Members may choose to opt in to receive promotional materials, newsletters, special offers, and Programme updates via email, SMS, or other channels.

14.3 Consent for marketing communications is entirely voluntary and is not a condition of Programme membership.

14.4 Members who opt in may receive loyalty-related and non-loyalty-related communications, including corporate news, service updates and partner information, subject to their consent preferences.

14.5 Members may manage their communication preferences at any time by

- Contacting loyalty@louishotels.com
- Through “unsubscribe” links provided or via their online account (when available)

14.6 Opting out of marketing communications does NOT affect:

- Transactional emails related to bookings and stays

- Programme administration communications (e.g., tier changes, points expiry warnings, Terms updates)
- Essential account and security notifications

15. DISCLAIMERS AND LIMITATIONS OF LIABILITY

15.1 LOUIS HOTELS PROVIDES THE PROGRAMME "AS-IS" AND "AS AVAILABLE" WITHOUT WARRANTIES OF ANY KIND, EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, OR NON-INFRINGEMENT.

15.2 Louis Hotels does not warrant that:

- The Programme will be uninterrupted or error-free
- Points will be credited immediately or without error
- Benefits and rewards will always be available
- Redemption will be available at all times
- The Programme website or systems will be secure or free from technical issues

15.3 Louis Hotels shall not be liable for:

- Delayed or incorrect point crediting due to system errors or Member error
- Unavailability of benefits or redemption options
- Changes to the Programme, tier requirements, or benefits
- Programme suspension or termination
- Third-party services or partner benefits
- Loss of points due to Account Inactivity or expiry

15.4 TO THE FULLEST EXTENT PERMITTED BY LAW, LOUIS HOTELS SHALL NOT BE LIABLE FOR ANY INDIRECT, INCIDENTAL, SPECIAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES, INCLUDING BUT NOT LIMITED TO LOSS OF PROFITS, LOSS OF DATA, OR LOSS OF OPPORTUNITY, ARISING OUT OF OR RELATED TO THE PROGRAMME, EVEN IF ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.

15.5 Where liability cannot be excluded by law, Louis Hotels' total liability to any Member shall not exceed the value of Award Points held in the Member's account at the time of the claim, calculated at the then-current redemption rates.

15.6 Some jurisdictions do not allow the exclusion or limitation of certain warranties or liabilities. In such jurisdictions, the limitations above apply to the fullest extent permitted by law.

16. FORCE MAJEURE

16.1 Louis Hotels shall not be liable for any failure or delay in performing its obligations under these Terms due to circumstances beyond its reasonable control, including but not limited to:

- Acts of God (earthquakes, floods, fires, storms)
- War, terrorism, civil unrest
- Government actions, regulations, or restrictions

- Pandemics, epidemics, or public health emergencies
- Labor disputes or strikes
- Utility failures or telecommunications failures
- Supplier or partner failures

16.2 During a force majeure event, Louis Hotels' obligations are suspended for the duration of the event, and Louis Hotels shall not be liable for any resulting inability to earn or redeem points or access benefits.

18. GENERAL PROVISIONS

18.1 **Governing Law and Jurisdiction** These Terms are governed by and construed in accordance with the laws of the Republic of Cyprus. Any disputes arising from these Terms or the Programme shall be subject to the exclusive jurisdiction of the courts of Cyprus.

18.2 **Severability** If any provision of these Terms is held to be invalid, illegal, or unenforceable, the remaining provisions shall remain in full force and effect, and the invalid provision shall be replaced with a valid provision that most closely reflects the original intent.

18.3 **Waiver** The failure of Louis Hotels to enforce any right or provision of these Terms shall not constitute a waiver of that right or provision or any other right or provision.

18.4 **Assignment** Members may not assign, transfer, or delegate their rights or obligations under these Terms. Louis Hotels may assign these Terms or any rights hereunder without notice.

18.5 **Contact Information** For questions, concerns, or claims regarding the Programme, please contact:

Louis Hotels Loyalty Programme Email: loyalty@louishotels.com Website: www.louishotels.com

19. ACKNOWLEDGMENT AND ACCEPTANCE

By enrolling in the Louis Hotels Loyalty Programme, you acknowledge that:

- You have read and understood these Terms & Conditions in their entirety
- You agree to be bound by these Terms
- You understand that participation is voluntary and that Louis Hotels may modify or terminate the Programme at any time