



HOTELES
BOGOTÁ PLAZA

Elite Plaza Club

Terms and Conditions

- Booking and Event Generators -



Elite Plaza
Club



Definitions

Generator:

For the purposes of this Program, a Generator shall mean any individual or legal entity enrolled in the Program who generates bookings, events, or business opportunities for any of the participating hotels and earns points in accordance with these Terms and Conditions.

1. PROGRAM ENROLLMENT

Generators may enroll in the Program through the commercial team, sales executives, or any other channels designated by Hoteles Bogotá Plaza S.A.S.

Enrollment is free of charge and grants access to the earning and redemption of Elite Plaza Club points in accordance with these Terms and Conditions.

2. PARTICIPATING HOTELS

The Program applies to the participating hotels operated by Hoteles Bogotá Plaza S.A.S., which may be modified or updated at any time.

The current participating hotels are:

- Bogotá Plaza Hotel
- Torre de Cali Plaza Hotel
- Hotel Plaza Suites
- Hotel 5 Elementos


3. MEMBER INFORMATION

Generators must provide accurate, complete, and up-to-date information.

Hoteles Bogotá Plaza S.A.S. may contact members using the information provided for operational, commercial, customer service, and marketing purposes.

4. PARTICIPATION CONDITIONS

By participating in the Program, the Generator agrees to:

- Maintain only one active account.
 - Be the account holder and assume full responsibility for the account.
 - Provide accurate and up-to-date information.
 - Use a single email address.
 - Be of legal age in accordance with applicable laws.
 - Comply with these Terms and Conditions.
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- Submit any account cancellation request in writing to the authorized Program email address: **eliteplazaclub@bogotaplazahotel.com**
- Understand that only the registered account holder may earn and redeem points.
- Acknowledge that changes in account ownership and/or point transfers will only be permitted following validation and approval by Hoteles Bogotá Plaza S.A.S., through a written request submitted to the Program's authorized email address: **eliteplazaclub@bogotaplazahotel.com**
- Understand that companies enrolled in the Program may maintain only one active profile.

If the same company generates business in both accommodations and events, it may request separate profiles for each business line, subject to validation and approval by Hoteles Bogotá Plaza S.A.S.

Hoteles Bogotá Plaza S.A.S. reserves the right to approve enrollment, validate participation, and determine continued eligibility within the Program.

Likewise, Hoteles Bogotá Plaza S.A.S. may approve, reject, suspend, or terminate the participation of any member or company, including but not limited to cases involving:

- Special rates.
- Specific corporate agreements.
- Particular commercial arrangements.
- Business models that do not align with the Program's policies.
- Any situation that may affect the operation, sustainability, or profitability of the Program.

Hoteles Bogotá Plaza S.A.S. may also modify, update, suspend, or terminate the Program at any time, including in cases where such actions affect accumulated points, rewards, or benefits.

5. ACCOUNT CANCELLATION AND MISUSE

Hoteles Bogotá Plaza S.A.S. may terminate membership, suspend accounts, or revoke points in any of the following circumstances:

- Fraudulent or abusive use of the Program.
- False, inaccurate, or inconsistent information.
- Failure to comply with these Terms and Conditions.
- Maintaining multiple active accounts.
- Inappropriate conduct toward hotel personnel.
- Failure to meet payment obligations.
- Any actions that negatively affect the operation or reputation of the Program.

Account cancellation will result in the forfeiture of all accumulated points and rewards.



6. GENERATOR RESPONSIBILITIES

Generators are responsible for:

- Keeping their information accurate and up to date.
- Complying with their company's internal policies, where applicable.
- Using the Program appropriately and in accordance with these Terms and Conditions.
- Ensuring that all information provided for points accrual and redemption purposes is accurate and complete.

7. POINTS ACCRUAL

Generators may earn points only on bookings or business generated after their active enrollment in the Program and once such bookings or business have been invoiced and validated by Hoteles Bogotá Plaza S.A.S.

Points will be awarded based on the actual net revenue generated for the hotel, excluding VAT and any amounts corresponding to third-party services.

Points accrual may vary depending on:

- Booking channel.
- The involvement of intermediaries or commissions.
- The type of business generated.
- The profitability of the account.

☐ Direct Business:

Bookings and business generated directly will earn: **1 point for every COP \$5.000 in net invoiced revenue.**

☐ Business Involving Intermediaries:

Bookings or business involving intermediaries, commissions, or third parties will earn: **1 point for every COP \$7.500 invoiced to the hotel before commissions.**

The allocation and validation of points are subject to internal review and approval by Hoteles Bogotá Plaza S.A.S.

☐ The following do not qualify for points accrual:

Accommodation

- VAT amounts.
- Food and beverage charges.
- Laundry services.
- Amounts invoiced by third parties.
- Cancelled or unpaid bookings.
- Complimentary services.
- No-shows.
- Services provided prior to enrollment in the Program.
- Any other items that do not generate direct revenue for the hotel.



Events:

- VAT amounts.
- Amounts invoiced by third parties.
- Intermediary commissions.
- Cancelled or unpaid events.
- Complimentary services.
- Services provided prior to enrollment in the Program.
- Any other items that do not generate direct revenue for the hotel.

8. ELIGIBLE CHANNELS FOR POINTS ACCRUAL

Points may be earned on bookings and business generated through:

- The official websites of the participating hotels.
- The commercial team.
- The reservations center.
- Direct contact with the hotel.
- Any other channels authorized by Hoteles Bogotá Plaza S.A.S.

9. NATURE OF POINTS

Points:

- Have no monetary value.
- Are not transferable and may not be exchanged for cash.
- Acquire value only within the Program at the time of redemption.
- Are personal and non-transferable.
- May only be used by the registered account holder.

Hoteles Bogotá Plaza S.A.S. reserves the right to:

- Adjust points due to errors or internal validations.
- Award promotional points or special incentives.
- Modify points accrual and redemption conditions.
- Limit or restrict points accrual in accordance with the Program's internal policies.

10. POINT VALIDITY

- The Program operates on annual points accrual cycles beginning on the Generator's active enrollment date.
- Each accrual cycle remains valid for a period of twelve (12) consecutive months.
- Accumulated points may be redeemed for up to thirty (30) calendar days following the end of the applicable accrual cycle.



- Any points not redeemed within this period will automatically expire and cannot be reinstated or recovered.
- Accounts may be deactivated or removed if no activity is recorded for a continuous period of twelve (12) months.
- Hoteles Bogotá Plaza S.A.S. reserves the right to modify point validity conditions at any time.

11. POINTS REDEMPTION AND REWARD CONDITIONS

Points may be redeemed for:

- Complimentary hotel stays.
- Service vouchers redeemable at Participating Hotels.
- Gift cards or other rewards included in the Program's current rewards portfolio

The number of points required for each reward will be determined exclusively by Hoteles Bogotá Plaza S.A.S. and may be modified at any time based on availability, operational requirements, seasonality, costs, or Program conditions.

Accumulated points:

- Do not represent cash.
- Do not constitute a monetary balance.
- May only be used within the Program for the redemption of available rewards and benefits.

General Conditions

- Rewards are personal and non-transferable.
- Rewards may not be sold, transferred, or resold.
- Any misuse may result in account suspension, point cancellation, or termination of participation in the Program.
- All rewards are subject to availability.
- Redemption requires a prior reservation or request.
- Redemption requests must be submitted to: **eliteplazaclub@bogotaplazahotel.com**
- The email address used to submit the redemption request must match the email address registered in the Program.
- Requests will be processed during business hours, Monday through Friday, from 8:00 a.m. to 6:00 p.m.

Hoteles Bogotá Plaza S.A.S. may limit redemption dates, seasons, availability, or reward categories based on occupancy levels, operational requirements, or availability.



☐ Reward Requests and Fulfillment

- Once a redemption request has been submitted, the reward will be processed within a maximum of fifteen (15) business days.
- Service vouchers will be delivered in digital format.
- Gift cards or third-party vouchers may be delivered in either physical or digital format, as applicable.
- The validity period of gift cards or third-party vouchers will be subject to the terms and conditions established by each provider.

☐ Hotel Service Vouchers

- Require a minimum advance reservation of forty-eight (48) hours.
- The registered account holder must present a valid identification document and the digital voucher.
- Unless otherwise indicated, vouchers are valid for six (6) months.
- In the event of a no-show, the voucher will be considered redeemed and will no longer be valid.
- Once a redemption date has been confirmed, it may not be modified.
- Redemption is subject to availability.

☐ Complimentary Hotel Stays

- Include breakfast.
- Do not include additional consumption, gratuities, insurance, taxes, or any other incidental expenses.
- Transportation to and from the hotel is not included.
- Complimentary stays do not generate points accrual.

Hoteles Bogotá Plaza S.A.S. reserves the right to restrict, modify, suspend, or discontinue rewards, redemption equivalencies, reward categories, Program conditions, or benefits at any time and without prior notice.


12. RIGHT OF ADMISSION

Enrollment in the Program is subject to validation and approval by Hoteles Bogotá Plaza S.A.S.

13. DATA PROTECTION

In accordance with applicable data protection laws, by applying for membership and maintaining participation in the Program, you expressly authorize Hoteles Bogotá Plaza S.A.S., as the data controller, to process your personal data for operational, commercial, customer service, and marketing purposes, and to share such information with partner companies when necessary.

These Terms and Conditions shall be governed by and construed in accordance with the laws of the Republic of Colombia.





14. RESPONSIBILITY

Hoteles Bogotá Plaza S.A.S. shall not be held responsible for:

- Correspondence that is lost, misdirected, or sent to an incorrect recipient.
- Incomplete, invalid, delayed, lost, or stolen requests.
- Issues arising from third-party providers associated with rewards, gift cards, vouchers, or external benefits.
- Operational availability changes that may affect the use of rewards or Program benefits.

15. SPECIAL CIRCUMSTANCES

In the event of the death of a Program participant, accumulated points may be transferred to the participant's beneficiaries, subject to the submission and validation of the required supporting documentation. The transfer request must be submitted within one (1) year of the participant's date of death.

16. PROGRAM MODIFICATIONS

Hoteles Bogotá Plaza S.A.S. reserves the right, at its sole discretion, to modify, update, suspend, or terminate the Program at any time.

This includes, but is not limited to:

- Points accrual ratios.
- Redemption values.
- Validity periods.
- Reward categories.
- Program benefits.
- Operational conditions of the Program.

Such modifications may be implemented even if they affect previously accumulated points, rewards, or benefits.

