

OPERA Cloud Loyalty

Oracle Hospitality OPERA Cloud Loyalty empowers hotels to create deeper guest connections by capturing valuable insights from every stay. A centralized database ensures accurate guest information, enabling personalized service, seamless recognition, and tailored rewards. This unified approach enhances marketing strategies and optimizes guest engagement and operations. By strengthening relationships and encouraging long-term guest retention, OPERA Cloud Loyalty helps hotels boost satisfaction and long-term success.

OPERA Cloud Loyalty is part of the OPERA Cloud Platform and is available as an add-on to the OPERA Cloud Foundation subscription.

Lay the foundation for loyalty & marketing

The data stored in your central guest database serves as a powerful foundation for your marketing efforts. OPERA Cloud Loyalty allows you to segment customers based on key behaviours, such as those who have spent over \$100 on food or utilized your leisure facilities during their stay. These targeted lists provide valuable opportunities to launch campaigns that drive future bookings, enhance guest engagement, and increase revenue.

Refine and manage accurate profiles

To offer personalized service, it's crucial that the guest information you hold is accurate. Duplicate guest records pose a significant risk to this. OPERA Cloud Loyalty's advanced match-and-merge functionality helps prevent this by allowing you to set rules tailored to your operation. You can manually review each potential duplicate or choose to automatically merge some records while reviewing others.

Design a loyalty program that works for you

Designing a successful loyalty program in the hospitality industry requires specialized expertise, and OPERA Cloud Loyalty provides the flexibility you need. Hotels are increasingly creative in tailoring programs to meet the unique preferences of their target markets. A traditional points-based scheme may not resonate with today's guests, who seek rewards offering real, tangible value. Whether it's a simple loyalty program with free Wi-Fi or a more elaborate offering like guaranteed availability or a complimentary spa treatment, OPERA Cloud Loyalty allows you to craft a loyalty program that aligns perfectly with your business goals.

Key features

- Centralized profiles
- Cross-brand recognition
- Tier management and rules
- Member benefits
- Rewards and recognition
- Points calculation engine
- Membership claims
- Membership rates
- Pay with points and award redemption
- Membership activity dashboard
- Corporate and travel agent reporting

Key benefits

- Stronger guest loyalty
- Personalized stays
- Accurate global guest profiles
- Consistent VIP recognition
- Targeted data-driven offers
- Streamlined loyalty operations
- Enhanced guest Appreciation

Figure 1. Book awards with points

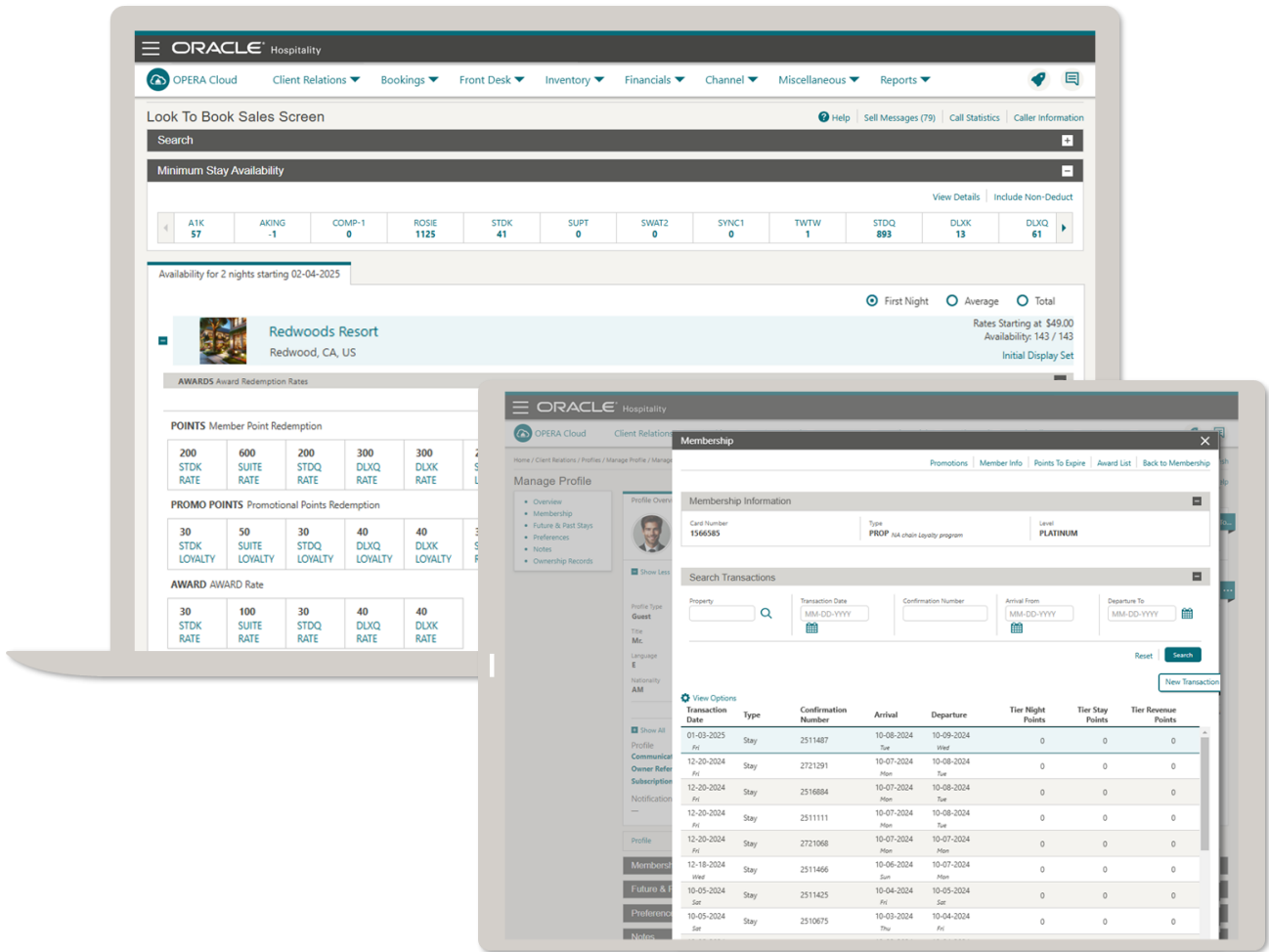


Figure 2. Guest Loyalty Profile

Drive engagement & retention

Keeping your loyalty members active and engaged is key to driving long-term retention. By offering personalized promotions, tiered rewards, and gamified elements, you can motivate members to stay loyal while enhancing their overall experience. OPERA Cloud Loyalty provides the tools to build dynamic membership programs that are flexible, rewarding, and tailored to your business needs.

- **Create unique membership programs:** Build a membership program as simple or detailed as your business needs, with the option for member tiers, points based on stays and/or spending, promotional rates, and rewards.
- **Dynamic point & tier management:** Automate calculation of points and upgrades and downgrades of membership levels.
- **Incentivize direct bookings:** Offer a higher level of points for direct bookings with configurable point calculation rules that target specific booking channels, rates, and date ranges.
- **Flexible rewards:** Offer the ability for members to spend their accrued points by paying for rooms or hotel bills, room upgrades, packages, or experiences.
- **Membership claims:** Efficiently handle missed stays or unrecognized activities by allowing members to submit claims, with staff able to review, approve, or deny requests, ensuring accurate member recognition and satisfaction.

Personalize the guest experience with loyalty insights everywhere

Hotels with properties in different countries can ensure a guest is addressed according to local conventions, without requiring multiple profiles. One single guest record can be translated into multiple languages, allowing the use of accents or umlauts to ensure the guest names are presented correctly. High-value guests can be particularly sensitive to being addressed accurately, so it is essential to get it right every time. Additionally, guest preferences can be designated as property-specific or available on a global scale, ensuring that special care and actionable insights are recognized and acted upon no matter where they stay. Whether it's a preferred room type, dining choice, or personalized service request, hotels can seamlessly deliver a consistent and thoughtful experience across all locations, strengthening guest satisfaction and loyalty.

Measure & optimize corporate & travel agent activity

OPERA Cloud Loyalty enables you to track the value of corporate customers and travel agents by giving you accurate reports on guest activity and revenues generated from each company. This allows you to identify your most valuable relationships and negotiate appropriate rates, remaining competitive and maximizing profitability while strengthening key partnerships.

Leverage data to grow your business

OPERA Cloud Reporting and Analytics transforms raw data into actionable insights that support better decision-making and operational performance. With the ability to create custom dashboards, reports, and visualizations, users can easily analyse data across properties, and portfolios. A centralized, accurate database of guest information can be a valuable strategic tool to help you develop your business. With a single view, you can understand guest buying patterns and build profiles to help you define packages and services that appeal to your key audiences. When a guest visits one of your hotels, stay details are centrally available, including length of stay, expenditure in restaurants and bars, and guest preferences. The intuitive interface of the analytics tool simplifies complex reporting, allowing users to explore KPIs, spot trends, and measure outcomes in real time. Whether tracking guest behaviour, revenue performance, or operational efficiency, the solution delivers clear, timely insights to support strategic goals and day-to-day decisions.

Related products

Oracle Hospitality OPERA Cloud Loyalty compliments additional solutions on the OPERA Cloud platform, including:

- OPERA Cloud Property Management System
- OPERA Cloud Sales and Event Management
- OPERA Cloud Guest Engagement and Merchandising
- OPERA Cloud Distribution
- OPERA Cloud Central

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