




SHA PRIVILEGED
We reward your loyalty

A high-angle, top-down photograph of a man sitting on the edge of a swimming pool. The man is shirtless and wearing light-colored shorts, viewed from behind. He is looking out over a large, clear blue swimming pool. To the right, a tall palm tree with green fronds stands on a wooden deck. The pool's edge is made of light-colored tiles, and there is some greenery on the left side. The overall scene is bright and sunny, suggesting a tropical or resort environment.

SHA Privileged is an attractive loyalty programme designed to reward our guests for their support and preference. We have redesigned our loyalty programme to take your experience to a whole new level and provide you with exclusive benefits.

We know that your loyalty is invaluable. For this reason, we have reformulated SHA Privileged to suit your needs and offer tangible benefits that reflect our gratitude. We want every interaction with SHA to be a memorable and gratifying experience.

SHA Privileged is not just about rewards and benefits. We are committed to providing you with exceptional service in every interaction. In addition, periodically we will send you communications with relevant news, product updates.

As members of SHA Privileged, you will be the first to know about our latest news.





SHA Privileged

01. EXCLUSIVE ADVANTAGES

Enjoy exclusive benefits designed specifically to enhance your experience.

02. REWARD POINTS

With the help of a simple and automated points system, called *SHApphires*, you will be able to access the different levels of loyalty and, therefore, the benefits associated with each category by means of:

	Your stays
	Recommendations
	Recurrence
	Booking, before your departure, a following stay



03. AFFILIATION BY LEVE

As you accumulate SHApphires you will progress through the programme’s loyalty levels and unlock even more exclusive and attractive benefits, bringing you increasingly preferential treatment.

- RUBY:** After the first stay
- EMERALD:** Starting at 3,500 SHApphires
- DIAMOND:** Starting at 7,500 SHApphires

04. COMMUNITY

As a member of SHA Privileged, you are part of an exclusive community of guests whom we keep regularly informed about SHA novelties, relevant news and opportunities for you to maximise the benefits of your membership. We value your loyalty and aim to keep you informed and engaged at all times.

05. SEAMLESS INTEGRATION

Through the APP you will be able to keep track of your level, the SHApphires you have accumulated and the benefits you will enjoy during your next stay.















The purpose of SHA Privileged is to express our deep gratitude for your loyalty and to bring you an extraordinary experience in every moment of your interaction with SHA. We hope that you will enjoy the benefits we have prepared especially for you.

Thank you for being part of our family and for choosing us as a point of reference in health and wellness. We are excited to have you as members of SHA Privileged and look forward to further strengthening our relationship in the coming years.

Welcome to the world of SHA Privileged!

Benefits

	RUBY	EMERALD	DIAMOND
 Welcome pack	✓	✓	✓
 Transfer SHApphires From one SHA Privileged member to another	✓	✓	✓
 Boutique Discount Discount not applicable during the sales season, nor cumulative with other promotions or offers in the Boutique**	5%	10%	10%
 Wellness Discount Discount not applicable on medical services or treatments in the Clinical Area**	5%	10%	10%
 Laundry Service A €50 voucher for laundry service for a minimum stay of 7 days*		✓	✓
 Late Check Out Benefit subject to availability*		✓	✓
 Transfer Discount Benefit subject to availability*			10%
 Free Parking			✓
 Suite Upgrade Subject to availability at the time of check-in. Not applicable to the categories - Residences, Royal or Presidential*			✓
 Room service Charge for room service outside breakfast, lunch and dinner hours*			✓
 Private Spa Service available outside general hours. Only for a select number of SHA* guests			✓
 SHA Cinema private session Service available outside general hours. Only for a select number of SHA* guests			✓

* Non-cumulative benefit, so if you do not enjoy that stay it will not be accumulated for the next one. Not transferable to other people. Benefit applicable per room.
** Non-cumulative benefit, so if not enjoyed on that stay it will not be accumulated for the next one. Not transferable to other people. Benefit applicable per SHA Privileged member based on their level.



ALWAYS AT YOUR DISPOSAL

If you wish to receive more information about the SHA Privileged Programme, consult your status or category, as well as your benefits, you can do it in the following manner:

By email
shaprivileged@shawellness.com

By phone
+34 664 500 945

