HISTORIC HOTELS of AMERICA
National Trust for Historic Preservation®

2017 ANNUAL CONFERENCE

Historic HOTELS WORLDWIDE®

HE Day Workshop

September 26, 2017

The Omni Homestead Resort

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National Trust for Historic Preservation®

Historic HOTELS WORLDWIDE®

Lawrence Horwitz

Executive Director

Historic Hotels of America
Historic Hotels Worldwide

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Rhett Hirko

Vice President, Distribution &
Revenue Management

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Sabre's Strategic Vision

A glimpse at the future

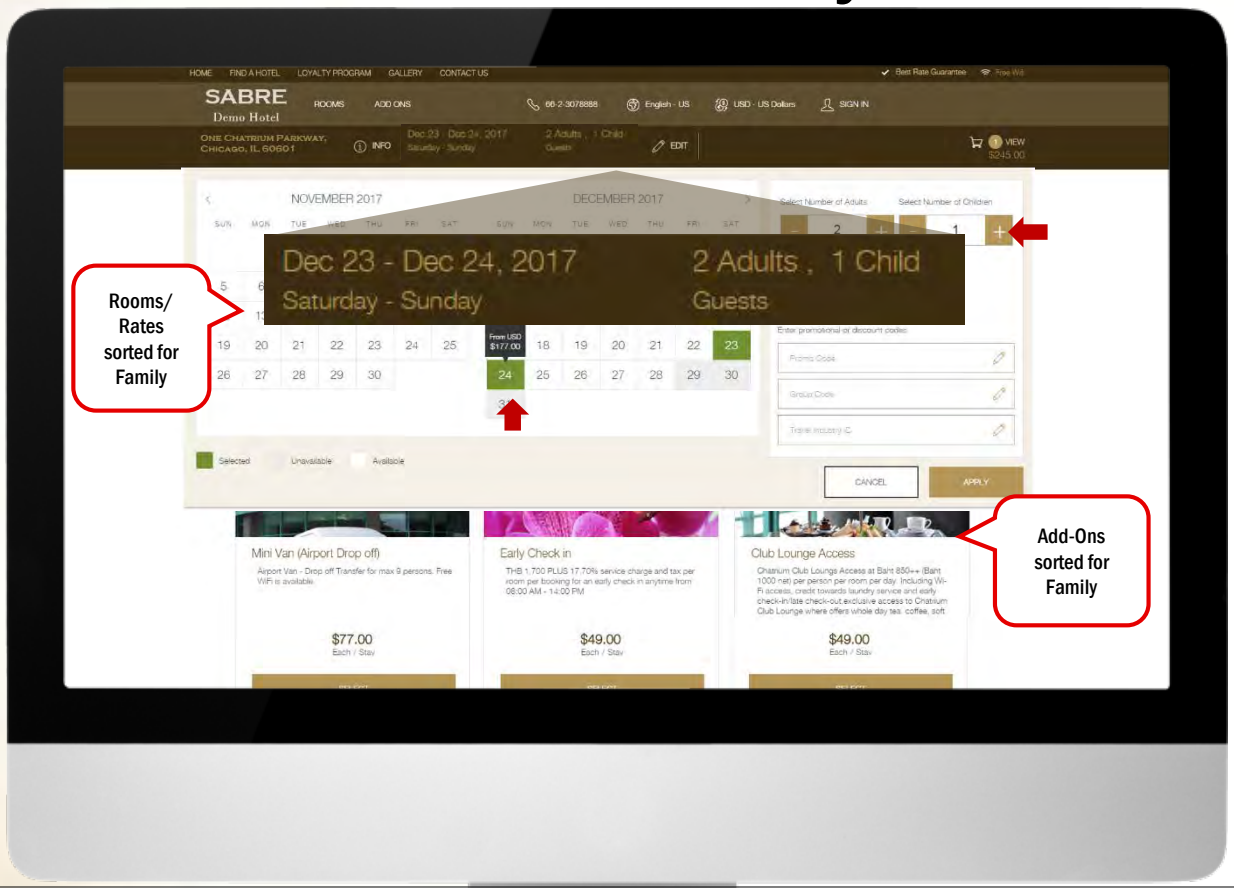
Sabre
Guest Profiles

provides critical capabilities to power advanced guest engagement

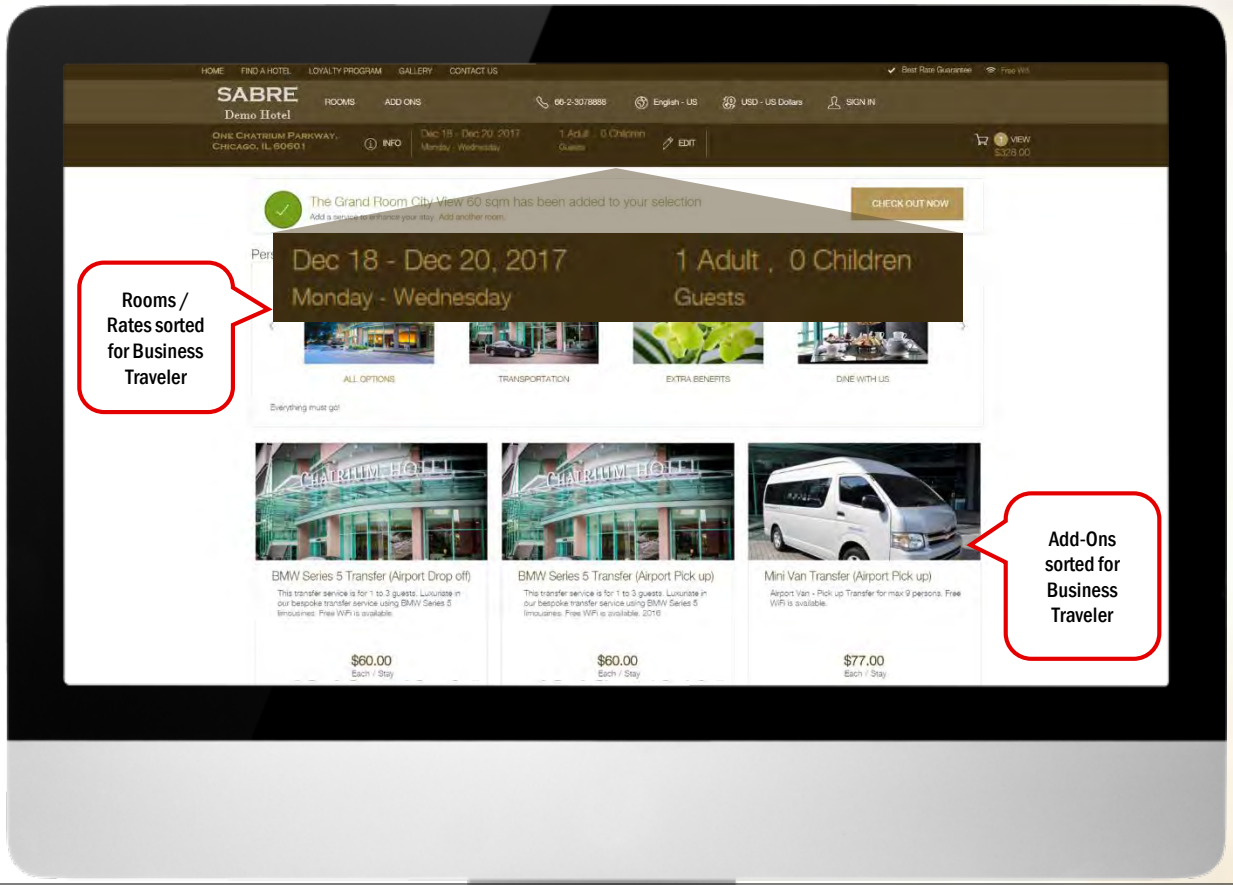
- Real-time lookup, add, and edit from a single "gold copy" of the guest profile
- Extensible preferences and attributes are stored and available to all points of contact
- User interface to view, manage, and manually merge or cleanse profiles
- Customizable rules engine to match, auto-merge, and de-dupe
- Standard API for 3rd party profile access

Leverage search criteria, profile info & reservation history to promote relevant offers

Persona: Family



Persona: Business Traveler



Adapt the booking experience for guests with dynamic personalization

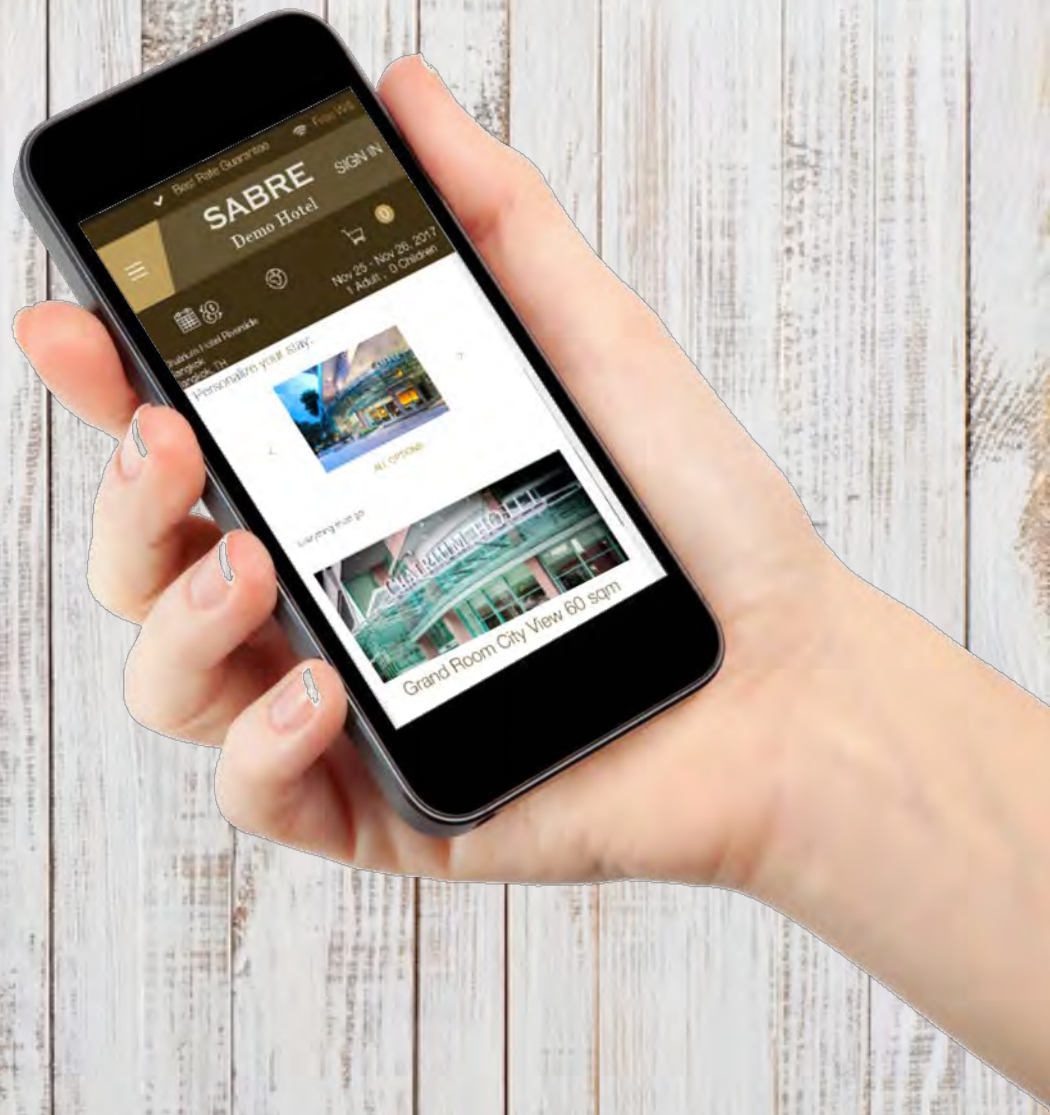
Guests Value Personalized Experience at Every Step of Their Journey

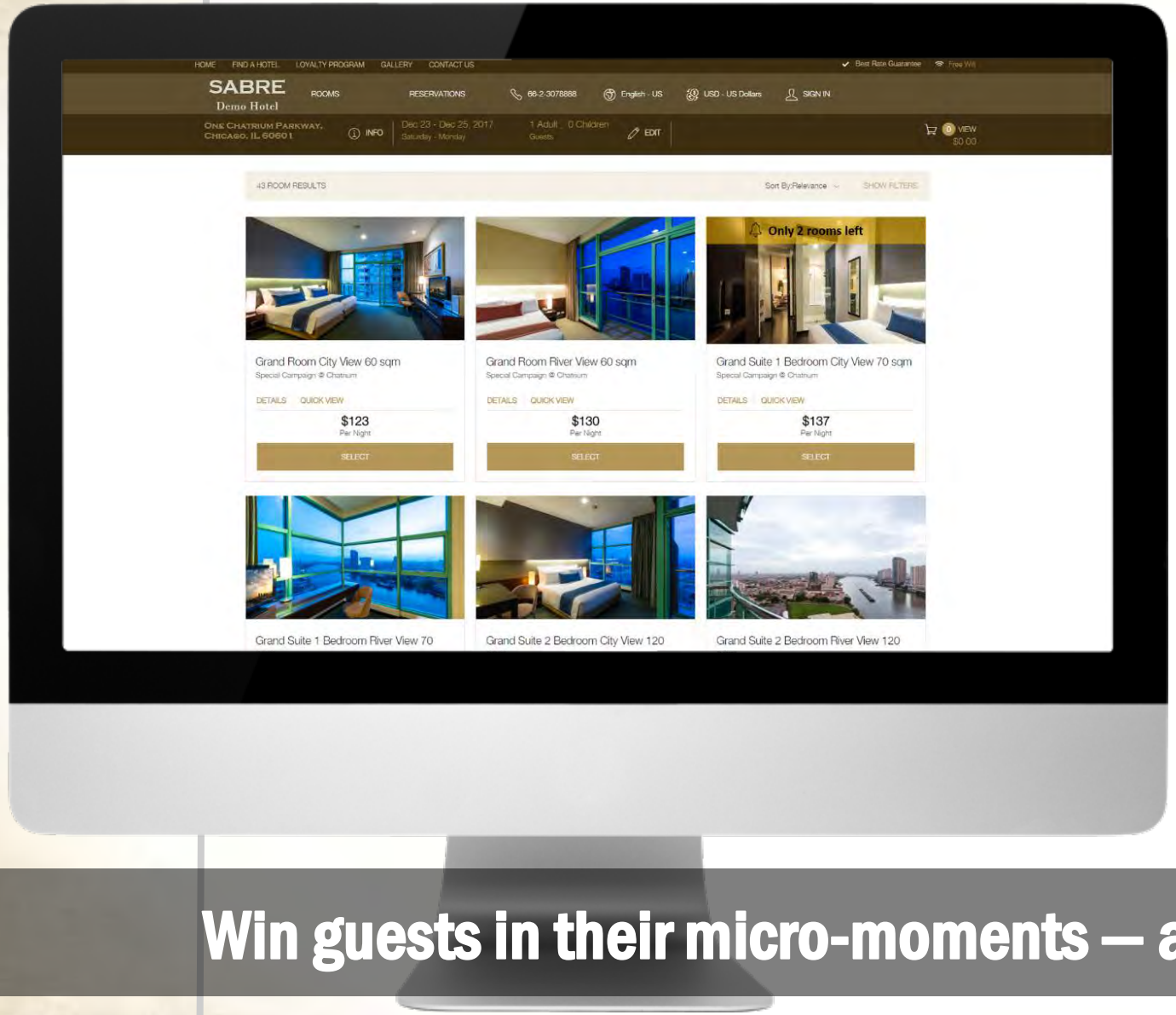
Traveler's Micro-Moments are Key to Direct Online Bookings

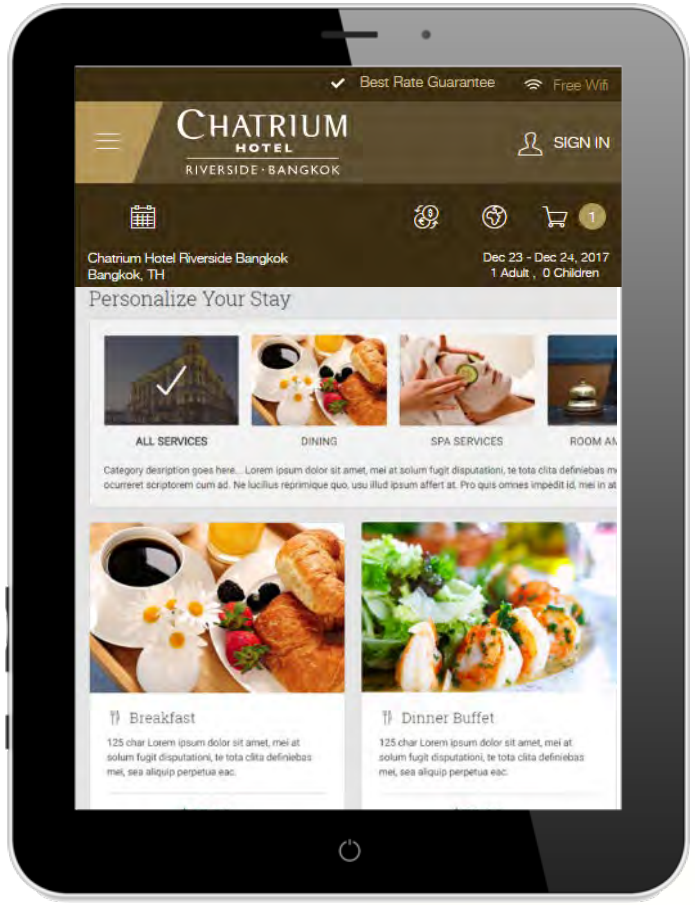
51% Desktop
10% Tablet
39% Mobile
HOTEL
ROOMS
DINING
LIV
LAPIS SPA
BOOK
SEARCH
FONTAINEBLEAU
MIAMI BEACH
Luxurious
ROOMS
MENU
I'd like to BOOK...
Traffic to Hotel Property Websites
By Device Type

1 second

Delay in page load can decrease the conversion by 7%







Win guests in their micro-moments — anytime, anywhere, any device

SynXis Booking Engine:

Delivering a Personalized Booking Experience to Influence Conversions

Guest-centric UX
Dynamic Personalization
Enhanced Analytics and Reporting
Self-Customization and A/B Testing
Shopping Cart, Urgency Triggers

LEAD

Market-leading innovation with unmatched focus on retailing, usability, and personalization

SYNXIS BE

Scalable SaaS Platform
Room Videos
Custom Branding

Fast, Responsive UI
OTA Price Comparison
Dynamic Merchandising and Packaging

ENHANCE

Streamline booking process using modern technology elements

EVOLVING PLAYERS

Rates and Availability
Packages
Room Comparison
Reservations

Confirmation Emails
Online Payments
Hotel and Room Images
Guest Reviews

CORE

Supports guest's basic online search and booking behavior

BASIC BE PROVIDERS

Drive Direct Bookings using Modern UI with Enhanced Retail Focus

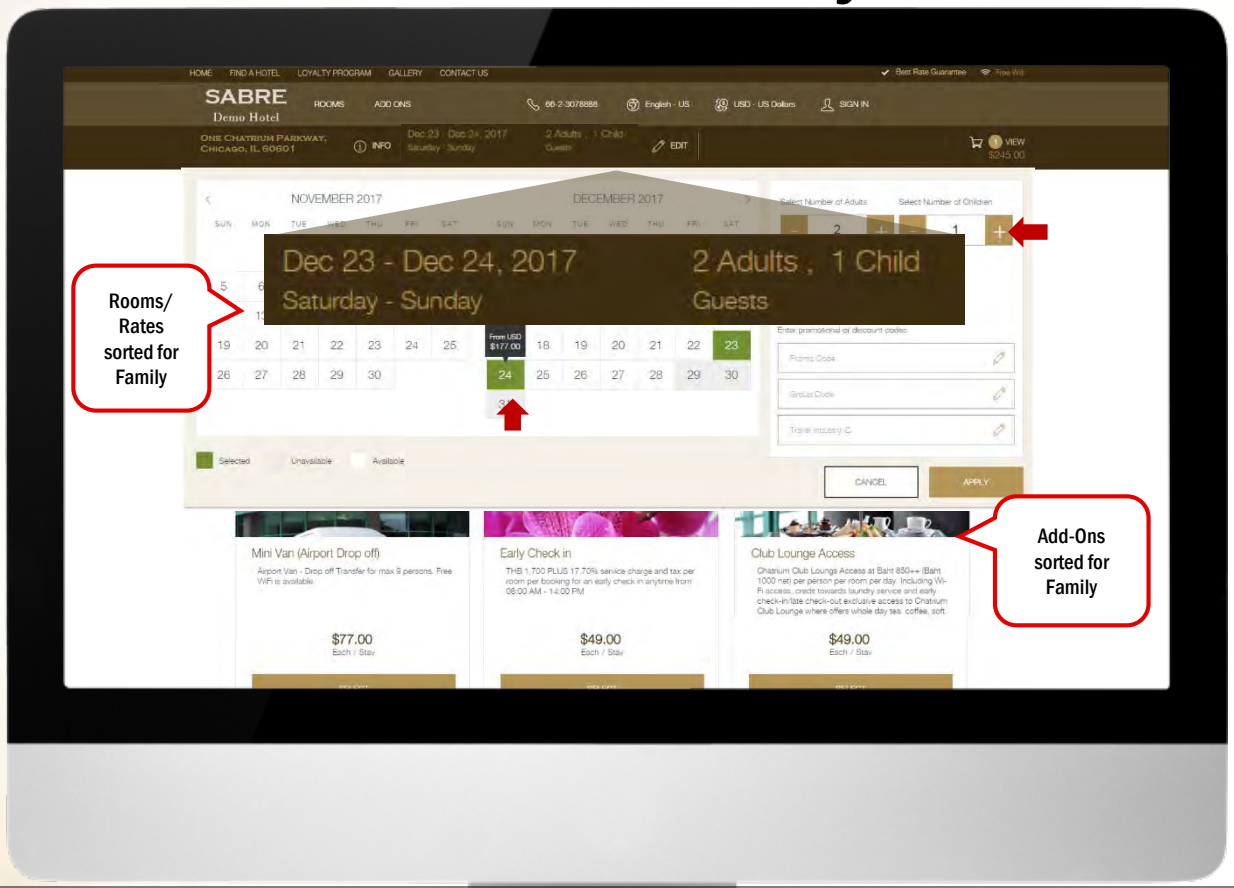
CONVERSIONS

Increased Direct Bookings

- Dynamic personalized experience
- Fast load times with a sleek, mobile-first UI
- Urgency Triggers (# of lookers, bookers & rooms left)
- Shopping Cart: ‘Share Cart’ and ‘Save Cart’
- Dynamic packaging, merchandising, and upgrade offers
- Live OTA price comparison

Leverage search criteria, profile info & reservation history to promote relevant offers

Persona: Family



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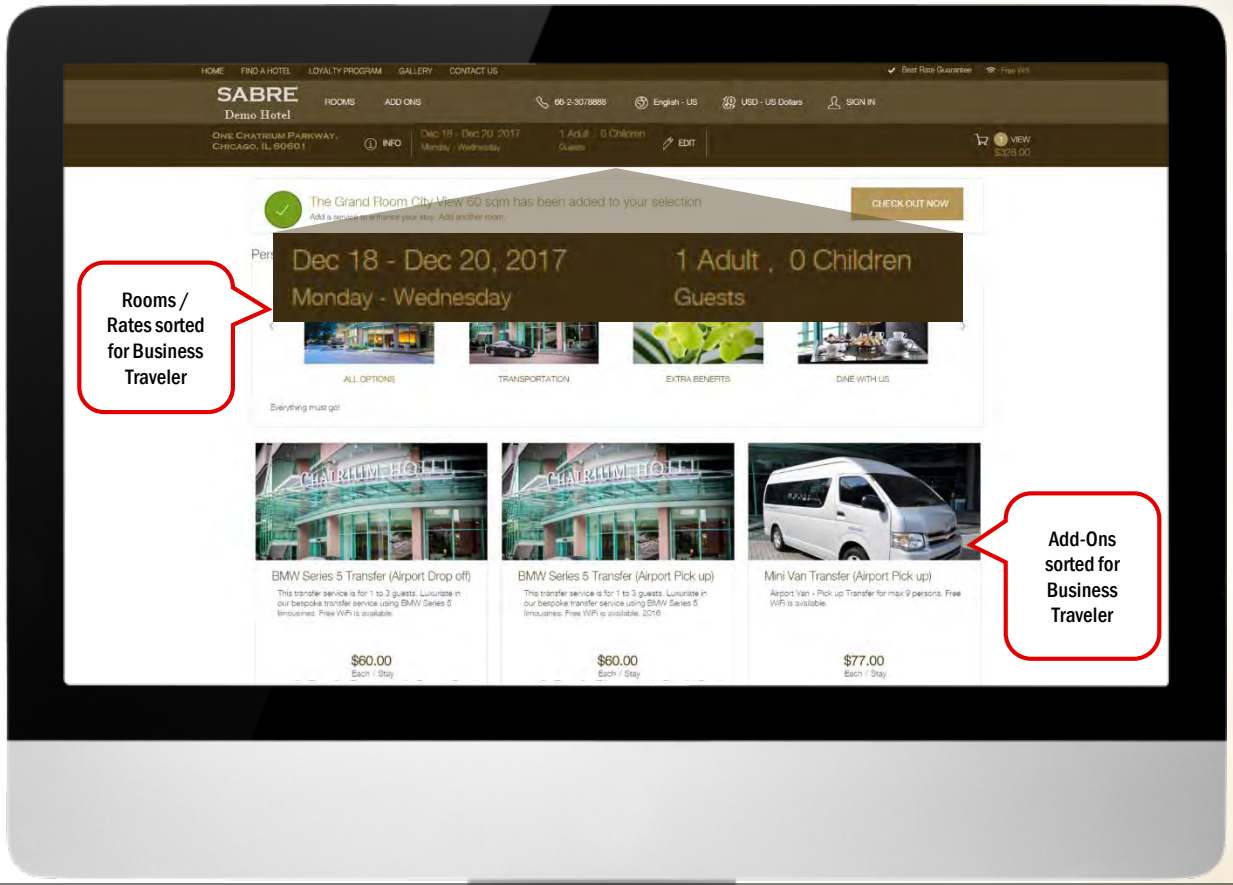


Adapt the booking experience for guests with dynamic personalization

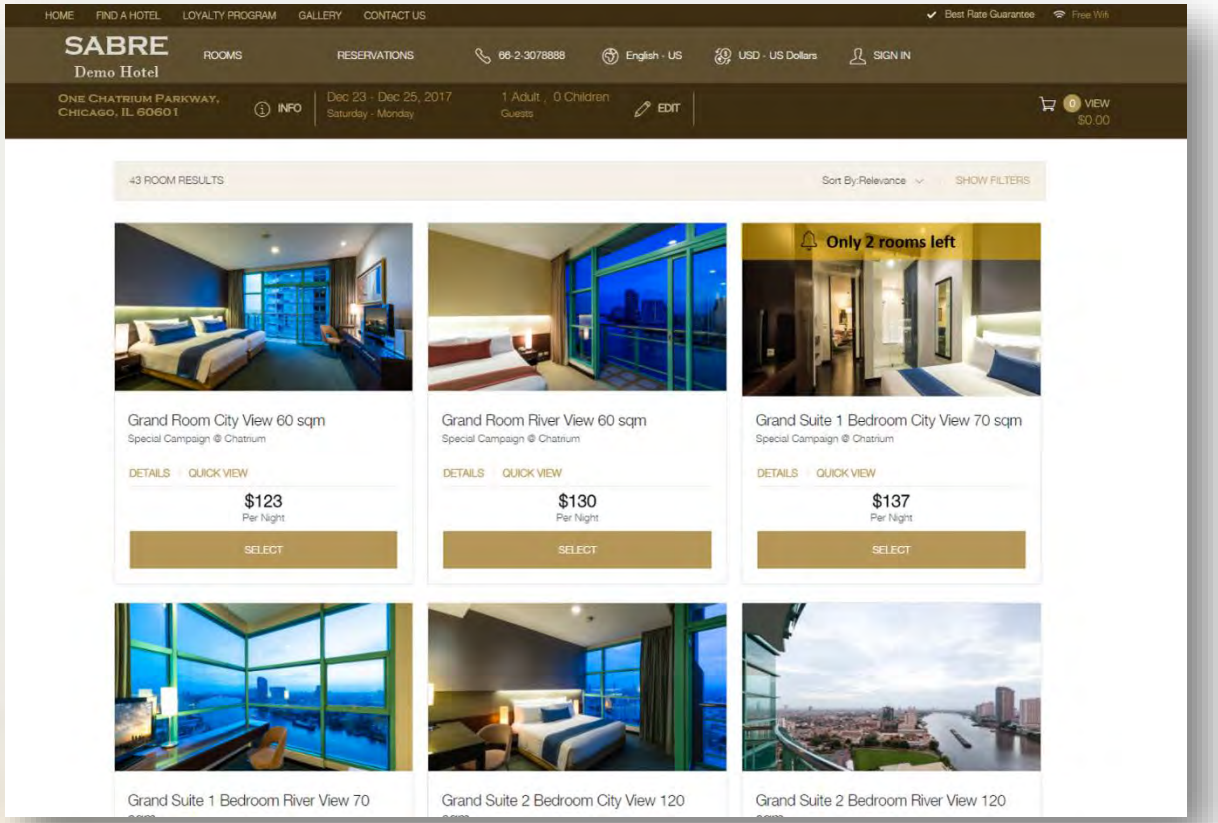
Expedite Changes and Upgrades to Your Booking Engine Without the Fuss

SPEED

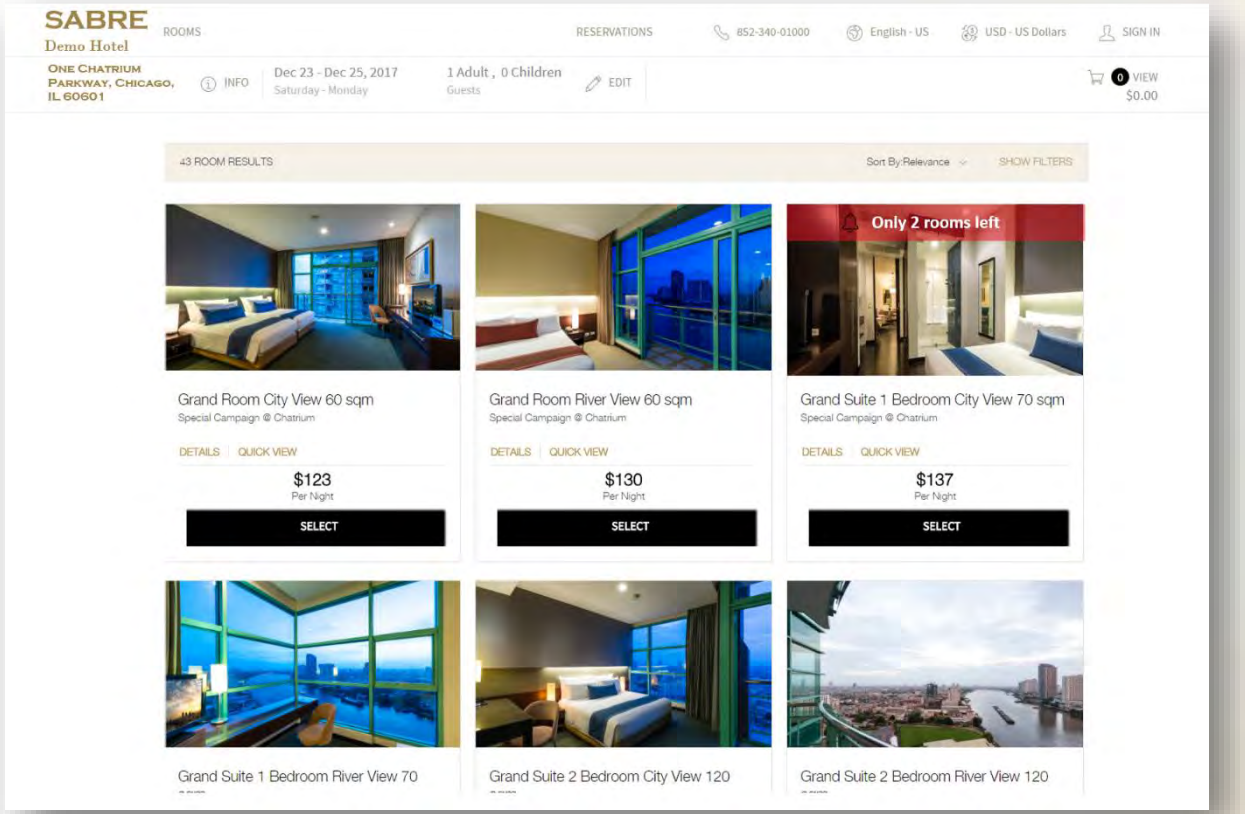
Rapid Speed to Market

- ‘Booking Engine’ Dedicated Support
- Enhanced Analytics and Reporting
- Flexible SaaS architecture with regular release schedule
- Reusable template and component framework

Optimize your Booking Engine Design Swiftly with A/B Testing

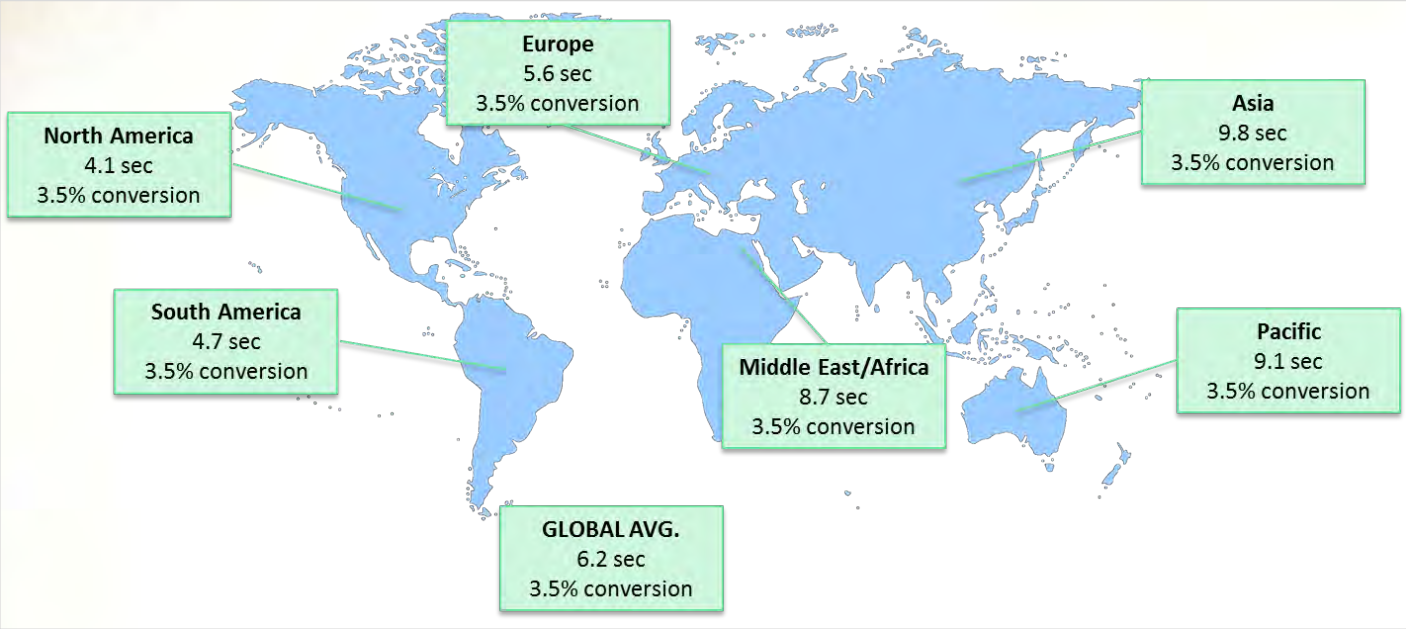


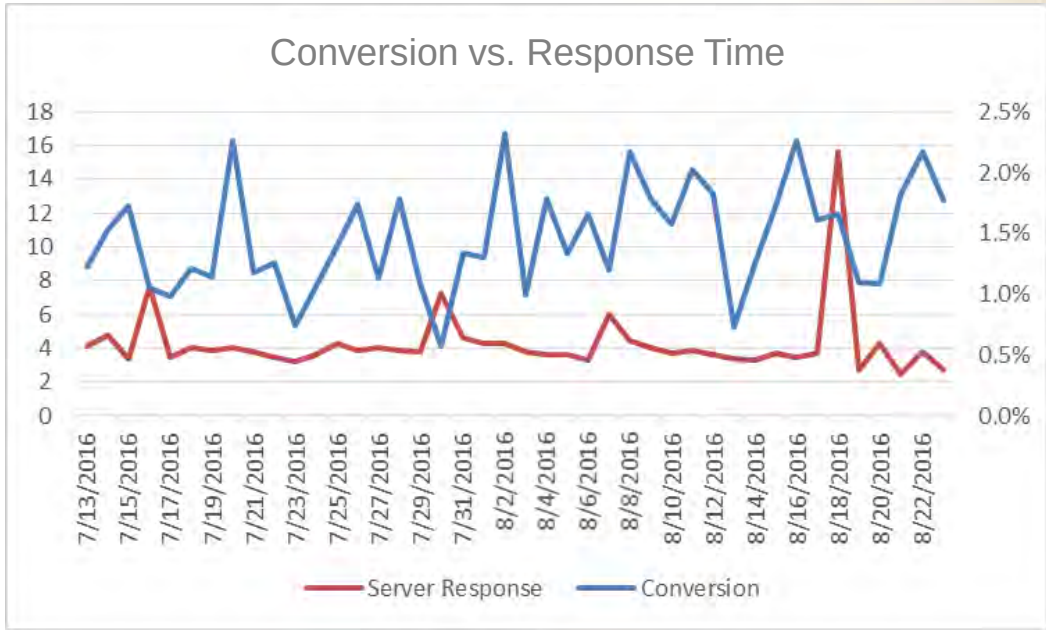
BE Design Version 1



BE Design Version 2

Uncover New Revenue Opportunities with Improved Analytics & Conversion Analysis





- Internal Benchmarking, Global & Regional Across BE Community
- Conversion vs. Response Time with Detailed Page Load Analysis to Identify Impacting Elements with Down-line Server Response Time Analysis
- Proactive Optimization Assistance for Hoteliers

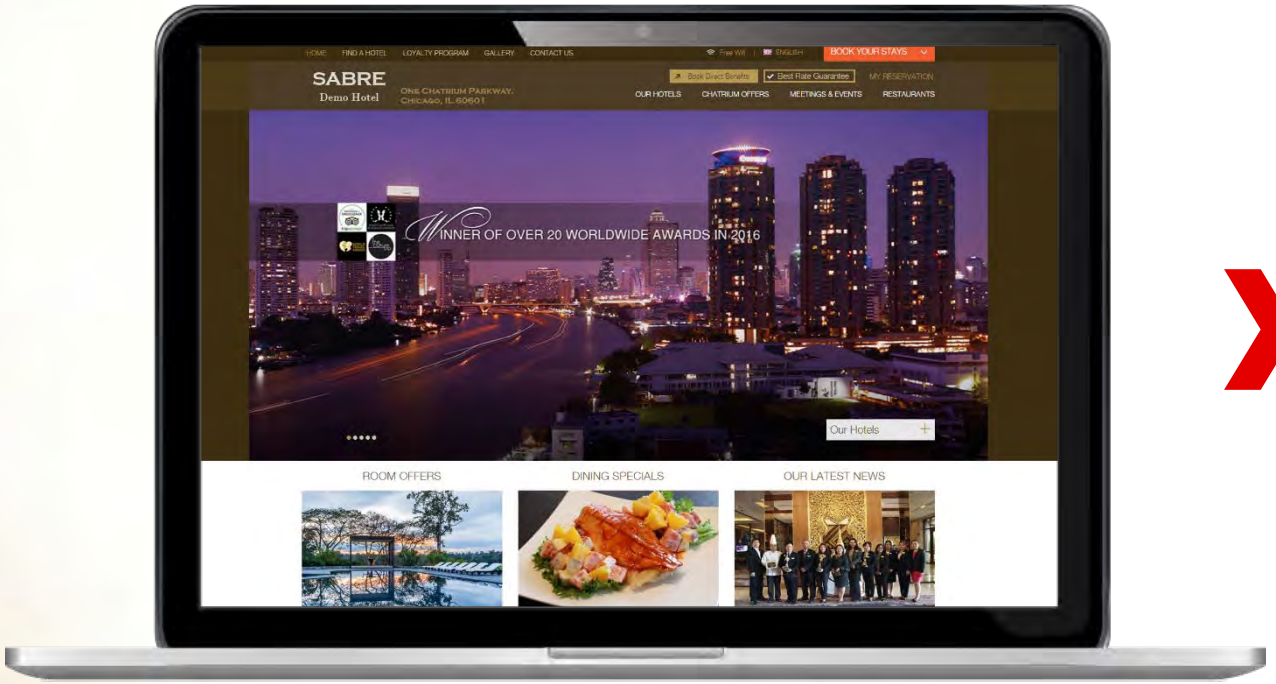
Deliver Unmatched Guest-Centric Experience to Differentiate Your Brand

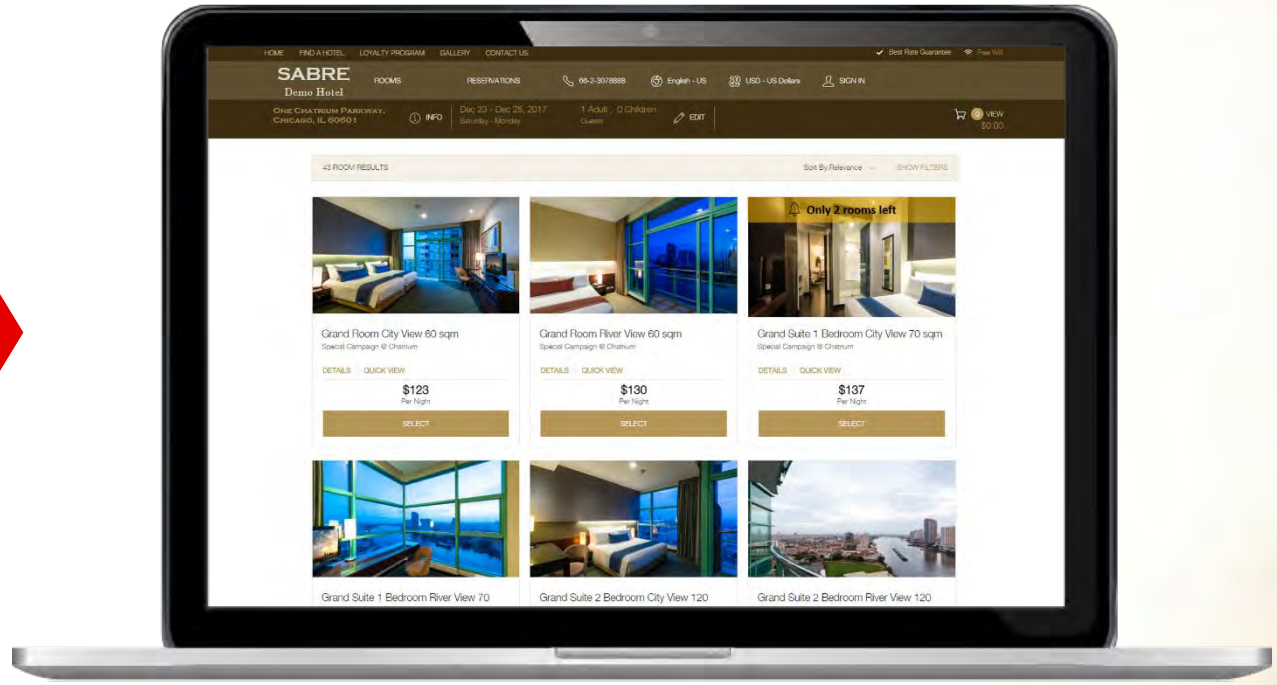
EXPERIENCE

Guest-Centric Brand Experience

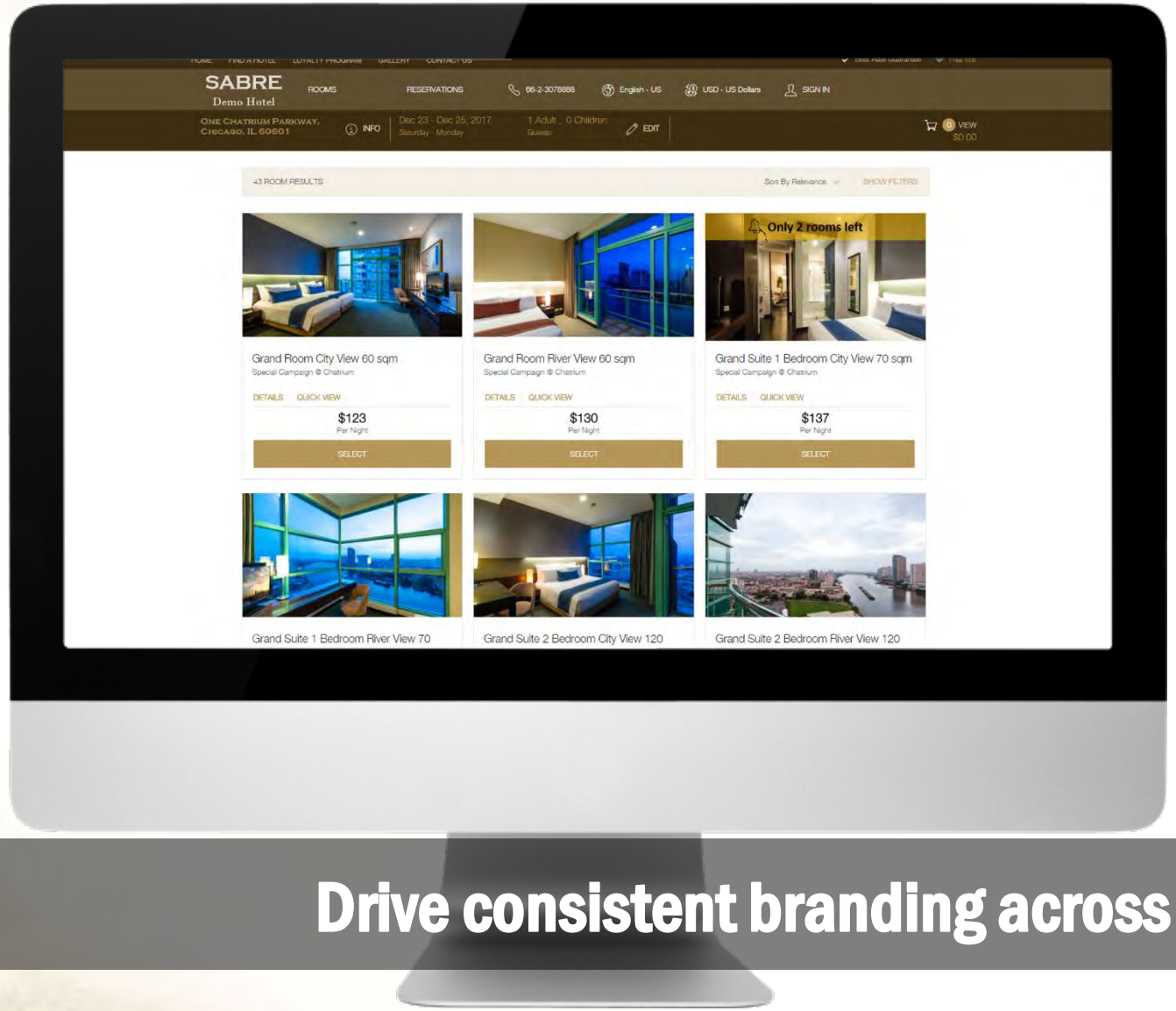
- Fully customizable responsive templates for branding
- Guest-centric design
- Member-only rates before login
- Integration with CRM and Loyalty points

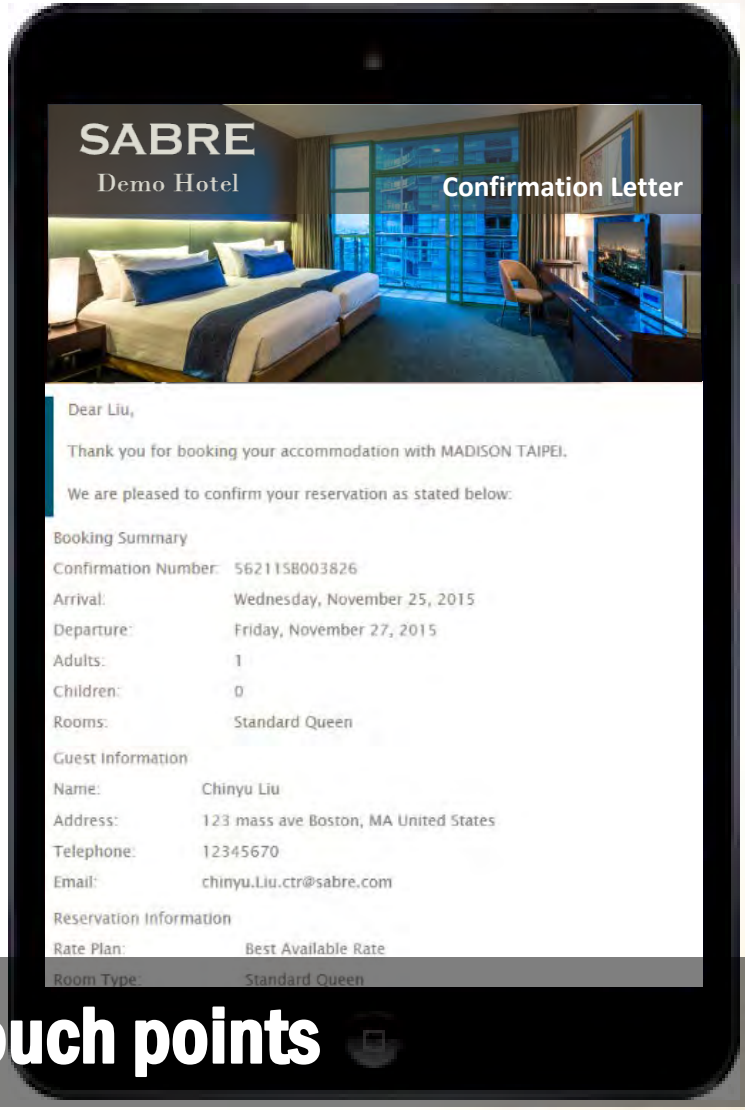
Drive Consistent Branding from Website to Booking Engine





Customize Email Templates for Consistent Branding Across All Touchpoints





Drive consistent branding across all touch points

Proven Usability-Tested Design

SynXis Booking Engine is consistently usability tested to ensure we remain the industry-leading booking engine solution

Sabre Usability Lab

Most recent engagement: September 2016

Recruit outside participants with various backgrounds

90% of users saw little to no issues in the booking path

Valuable Recent Enhancement since Q1 2016

Product Assignment
Most Restrictive Policy of Stay
Default Rate Restrictions
Rate/Room Category Level Stay Restrictions
Responsive Booking Engine
OTA Price Compare

Q1 2016

Static vs Dynamic Packages (for Opera hotels)
Seasonal Closure
Preferred Commission Policy
Lowest Available Rate
Sabre GDS Custom Offers
Display Amounts in Guarantee and Cancel Policy

Q2 2016

Hotel Alerts
Rate Hurdles by DOW

Q4 2016

Staggered Cancel Policy
Occupancy Limits

2017

Regional Restrictions for GDS
Payment Processing/Gateways
Display Package Offered Dates

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How Fit Is Your Internet Booking Engine?

Thoughts and Tips

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Key Items

- ✓ Shell & Template look and feel
- ✓ Responsiveness
- ✓ Guest Management
- ✓ Content
- ✓ Analytics

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Shell & Template Look and Feel

- Configure your booking widget for maximum impact across all website pages.
- Closely match your IBE look and feel to your website.
- Personalize your IBE shell for your key corporate accounts.
- Maximize the complimentary IBE customization
  - *Consider enhanced versions to stand out*
- Responsive Design – mobile is the future

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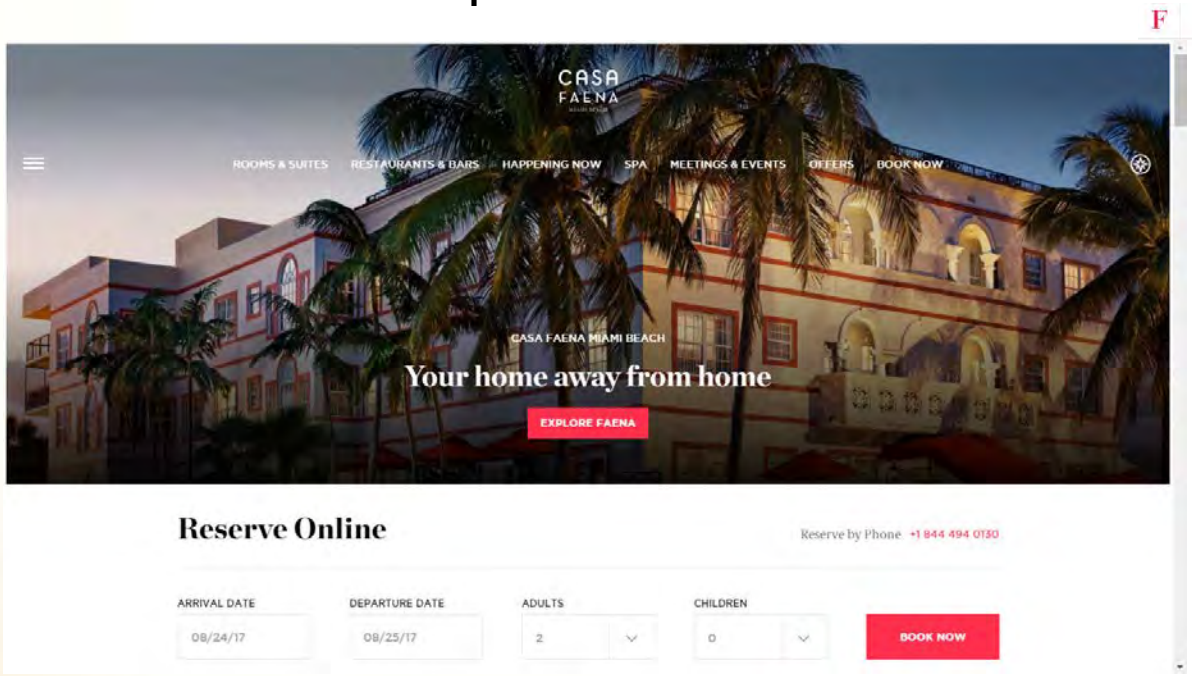
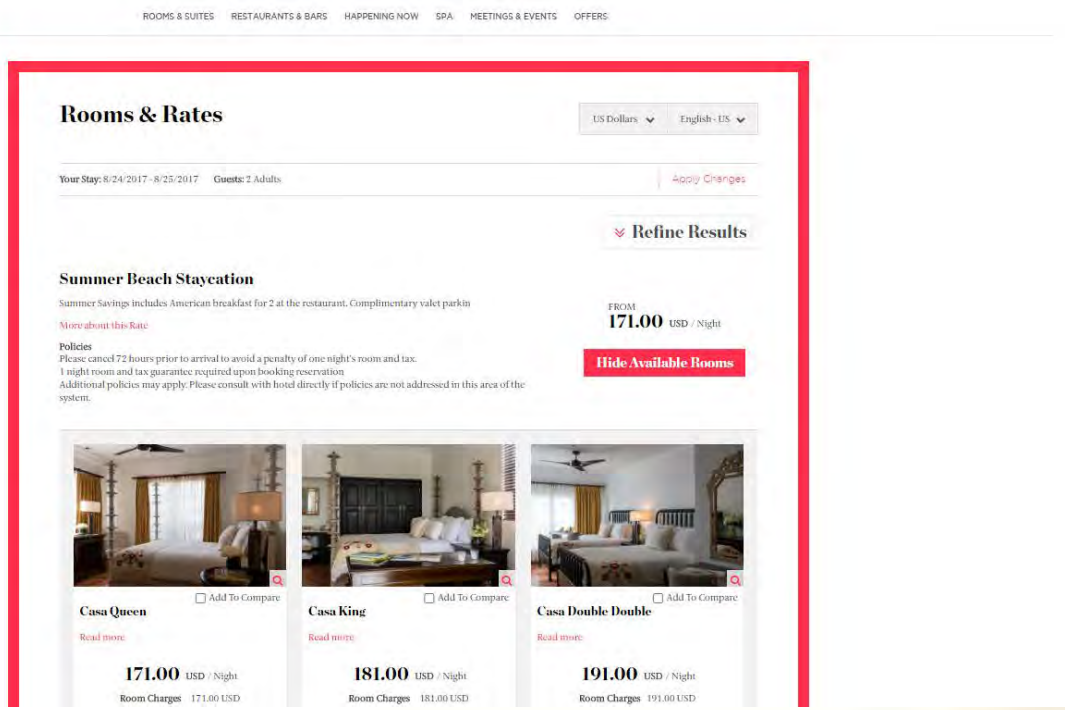
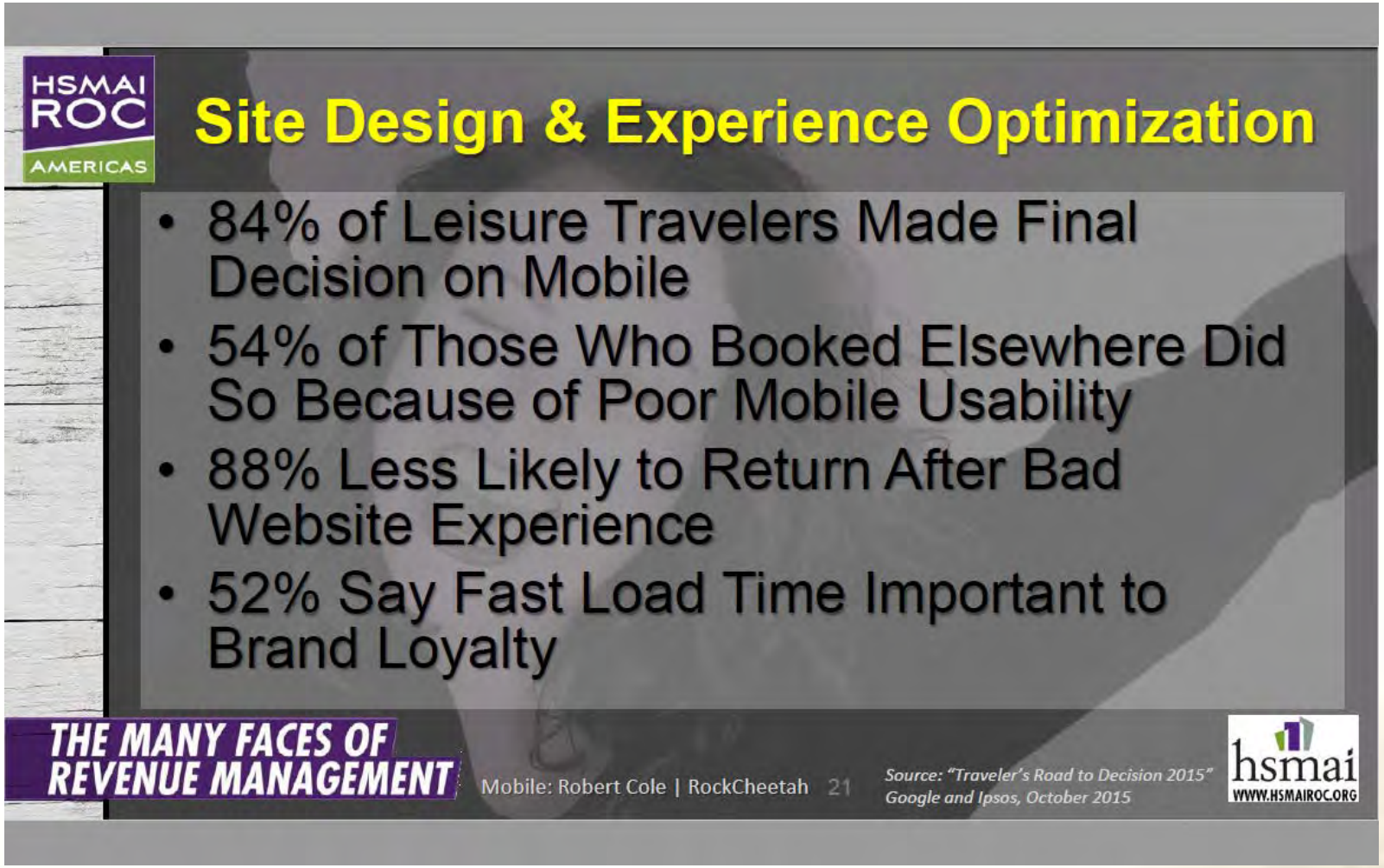
Shell & Template look and feel



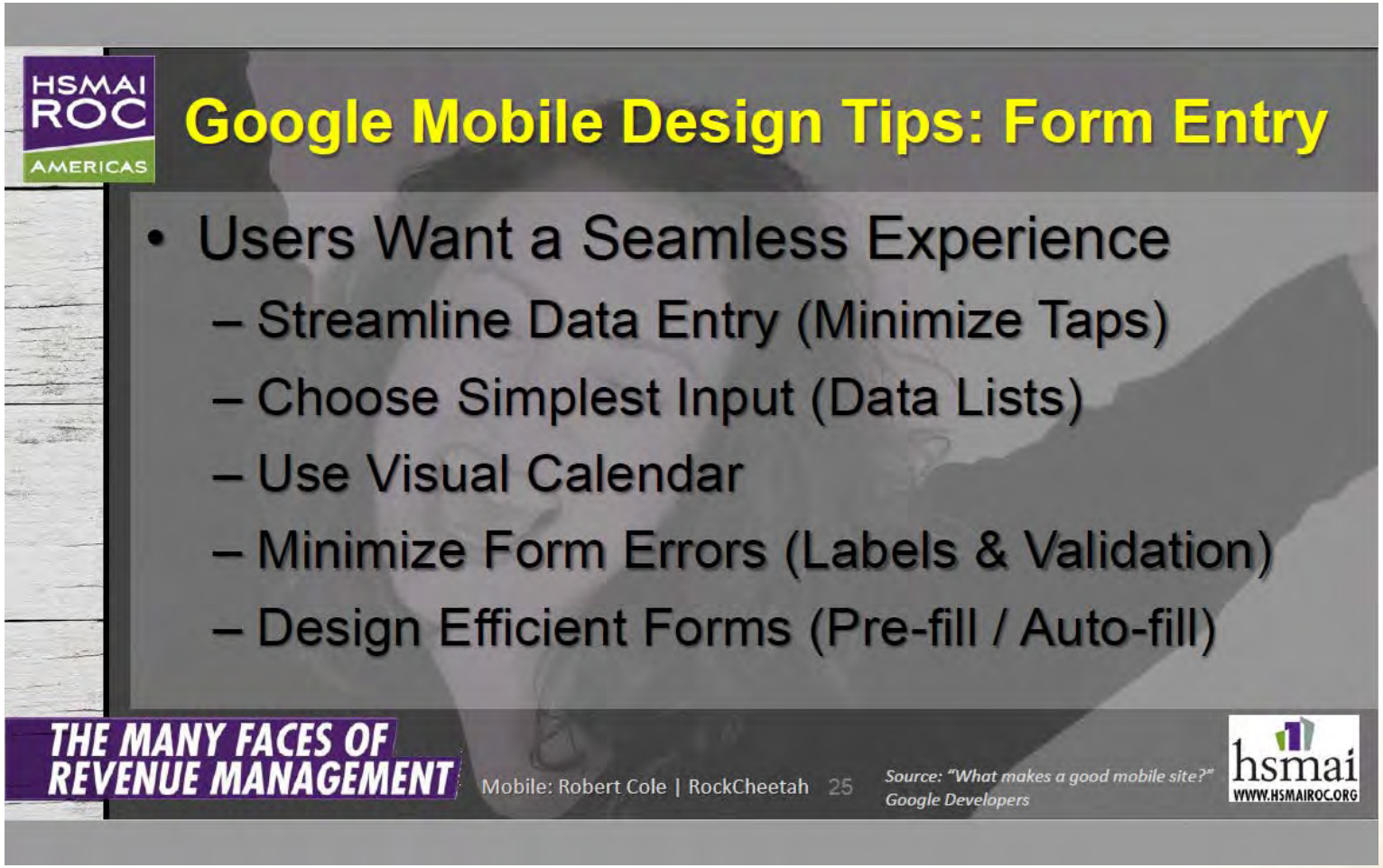


Responsive Design

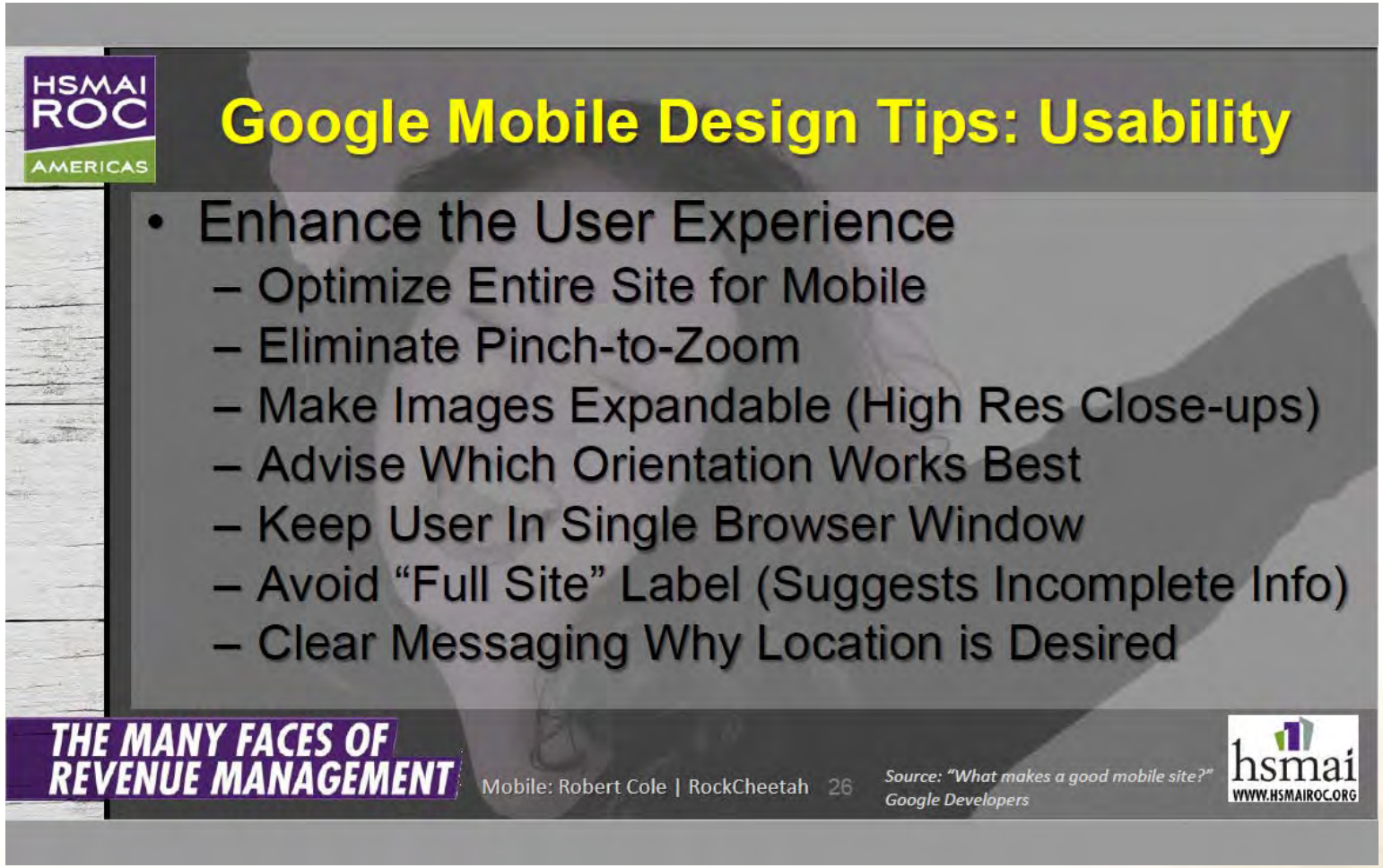


Responsive Design

Responsive Design



Responsive Design



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Responsive Design – *Proven Results* via YOY Case Studies

- City Center Hotel
  - 163%+ mobile vs. 23%+ desktop
  - 1,350 additional mobile bookings
- River Hotel
  - 188%+ mobile vs. 74%+ desktop
  - $200k additional mobile revenue
- Beach Hotel
  - 34%+ mobile vs. 29%+ desktop
  - $2,400 average revenue per booking
- Historic Legend Hotel
  - 124%+ mobile vs. 10%+ desktop
  - Only 5 months to make prior entire year mobile revenue

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[Responsive Design Demo]

[Flex Demo]

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Guest Management

- Complimentary setup of confirmation, cancellation, pre & post stay emails.
- Use confirmation & pre stay emails to heighten expectations.
- Use post stay to entice a return & share experience on social media.

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Content

- Tailor content to the booker to help sell your product.
- Use channel specific descriptions with HTML for maximum effect.
- Make sure images are relevant & up to date.
- Load multi lingual content for key international feeder markets.
- Describe policies as clearly as possible.
- Utilize dynamic packages to enhance guest experience

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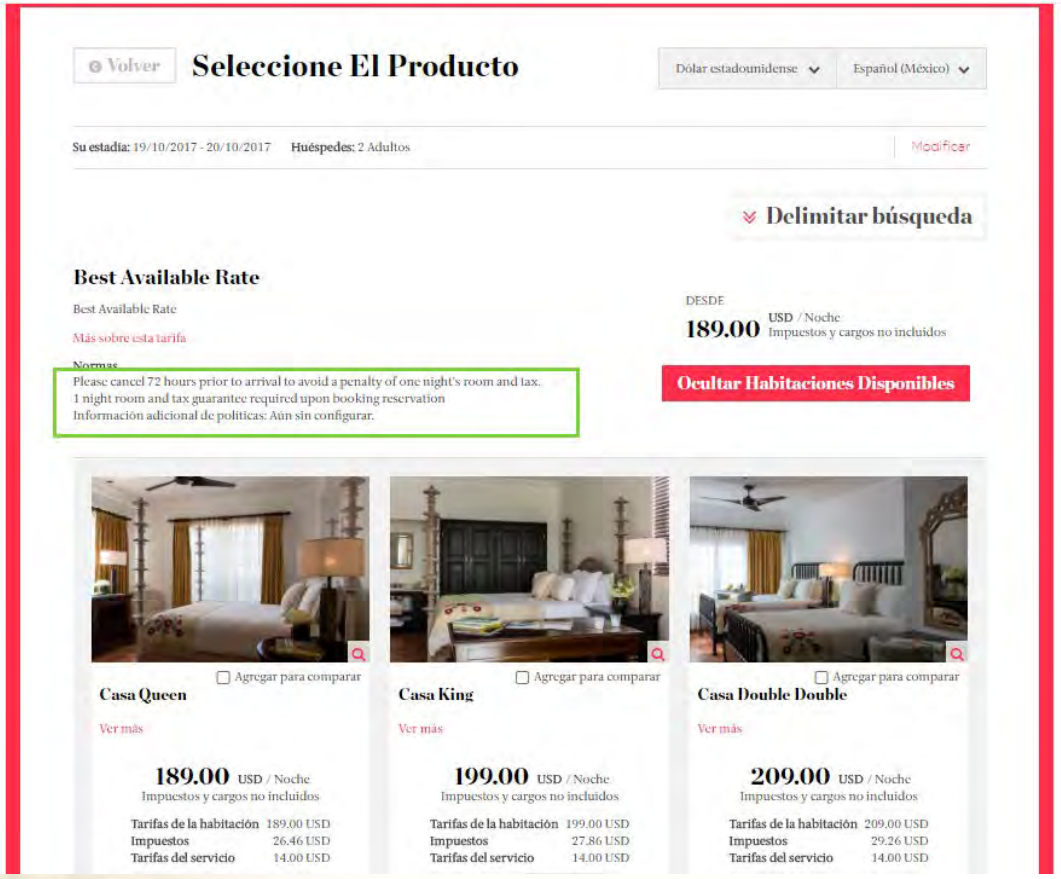
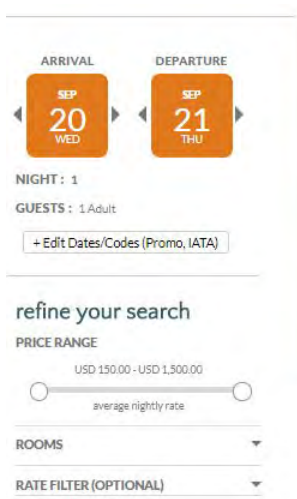
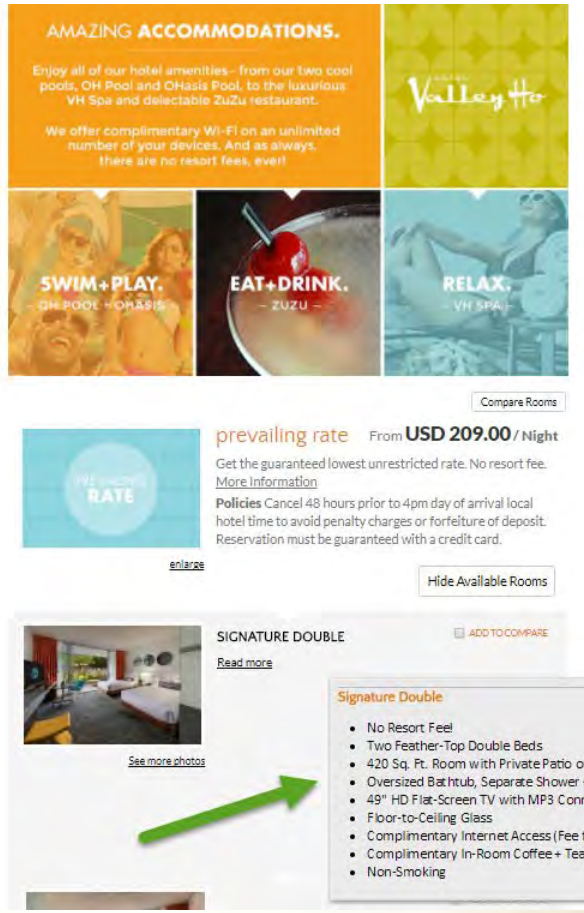
Content







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Analytics

- Implement tracking code added as a free service
- Use member portal for detailed analytics setup instructions.
- Use cross domain tracking for full analytical picture.
- Use analytics to fine tune booking engine.

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Hotel Internet Booking Engine Customization Services

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Overview

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- **Basic.** This free service provides the standard shell with customization to include hotel logo on the header, footer navigation, e-mail confirmations and tracking implementation. *Responsive Only.*
- **Enhanced.** Additional customization at a fee to include transparent background, custom font, widget/pixel implementation, calendar design and multiple languages. *Flex available at a surcharge*.
- **Distinguished.** Hotels desiring a highly customized booking engine at a fee for features such as non-standard layouts, room groups, multiple templates, modified booking forms and javascript. *Flex available at a surcharge.*

In addition, **Tracking Support** is available to include an audit and edits with implementation at a fee.

Individual services are available at an hourly rate with a one-hour minimum.

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Why us?

Historic HOTELS WORLDWIDE

- Using the best-in-class SynXis Booking Engine
  - Ability to upgrade to BE 4.0 when available
  - Continual enhancements to improve design and functionality, thoroughly tested by user groups
  - No time outs or errors – feed is designed for the SynXis Booking Engine

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BE 4.0 available late 2017

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BE 4.0 available late 2017

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- Intuitive Filter & Quick Sort
- Product Cards in Room & Rate Section
- Integrated Room Videos
- Shopping Cart
- Global Navigation Bar
- Urgency Triggers
- Member Only Rates with Login
- Add-on Personalization based on search criteria & profile attributes
- OTA Price Compare
- Highlight nearby attractions in booking path – Wayblazer widget imbedded in BE
- Recommend products/sort order based on rules and personas
- Web-only add ons
- Responsive Design

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  - Continual enhancements to improve design and functionality, thoroughly tested by user groups
  - No time outs or errors – feed is designed for the SynXis Booking Engine
- Competitive pricing
- Can fully support features such as iPrefer integration which is not possible with third party providers
- Not limited to an individual design type or style
- Dedicated staff to Historic Hotel's business
  - Awareness of brand and loyalty standards
  - Best practice on structure and placement of booking forms, widgets, logos for optimal performance
- Can be supported by dedicated Revenue Account team

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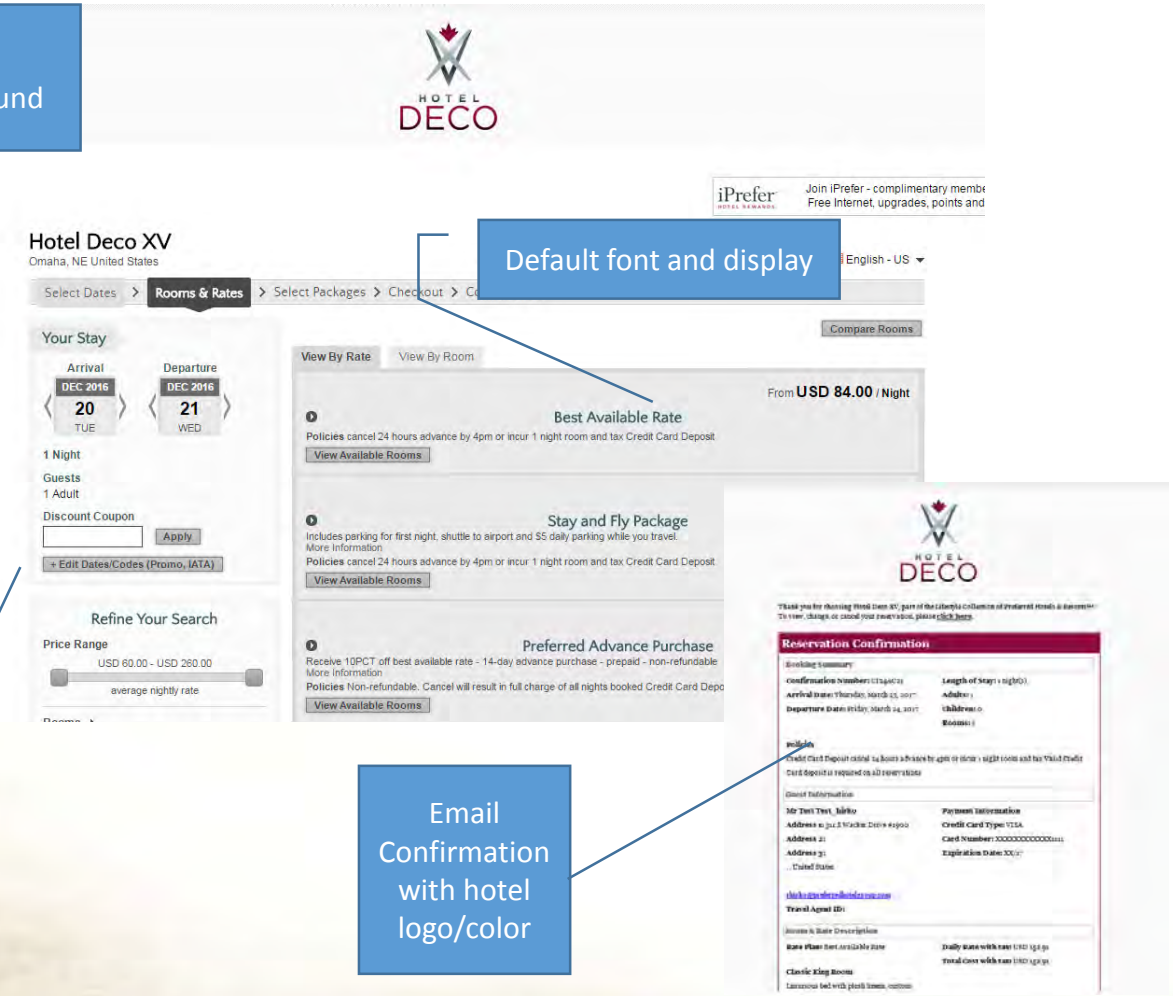
Basic Package

Clean, Responsive Customized Booking Engine

No background



Default font and display

Core location for refine settings

Email Confirmation with hotel logo/color

Header in the BE with clickable logo (return home)

Footer in the BE with navigation to key pages

- Replicate header tabs on web, Home, Legal/privacy policy, Contact Us, Location, iPrefer, PH&R, Best Rate Guarantee

Standardized Font – *Open Sans* – with single customized color

Design to limit distractions for customer to leave booking page

Basic email confirm for new/cancels/itinerary

On request

- iFrame customization

- Basic tracking implementation (no editing/auditing)

Responsive Design Only

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Enhanced Package

Additional items for more customization

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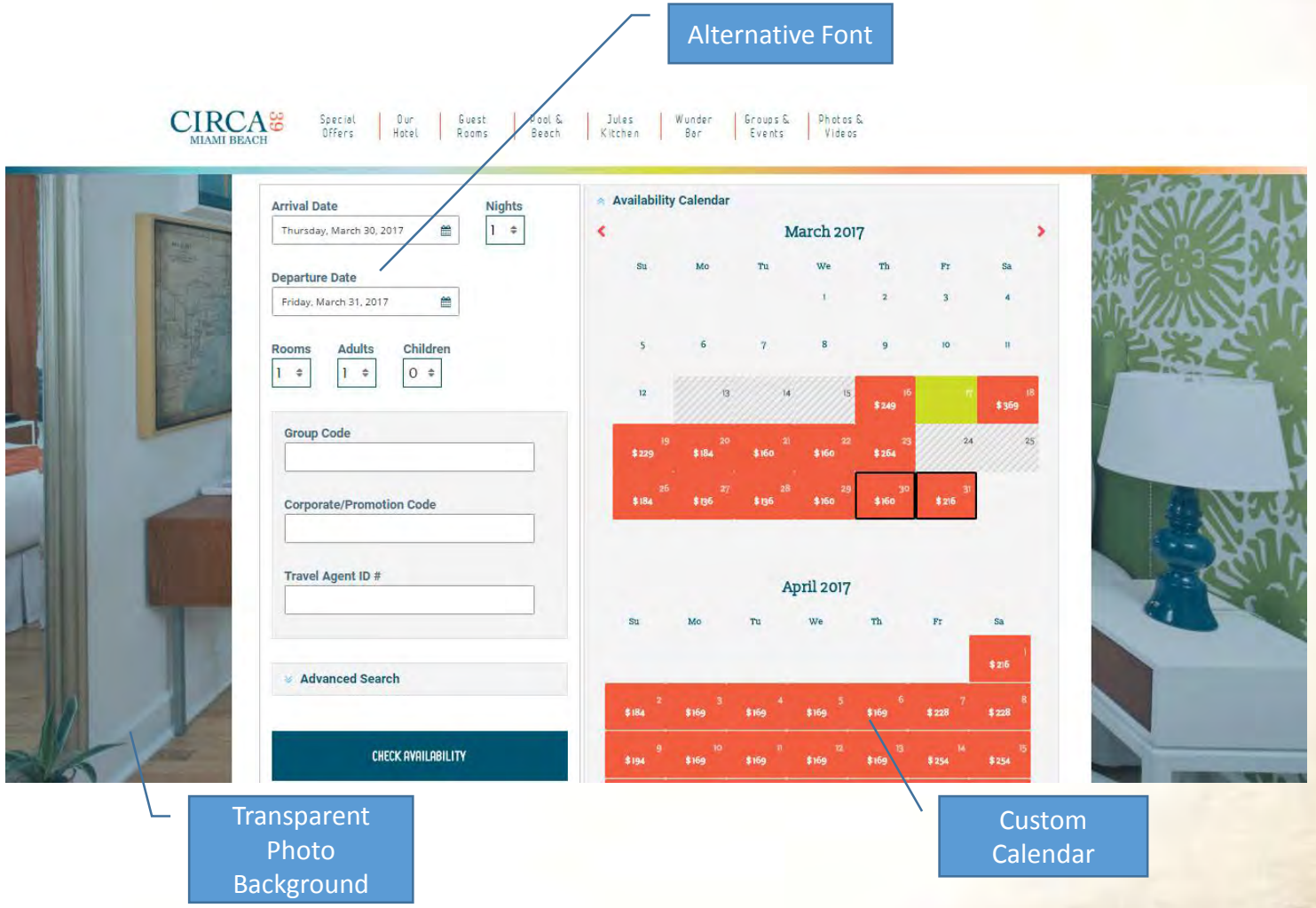
- Multiple Headers and Footers with navigation within the BE
- Alternative or Custom Fonts *(One for Titles, One for Body)* with up to two colors
- Font Icons
- Customized Calendar
- Photo Transparency
- Widget and Pixel Implementation
- Multiple Languages
- Responsive Design*
- **Flex at additional surcharge*



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Distinguished Package

Highly customized, chargeable by hour only

All Enhanced Items plus:

Comprehensive design customization

Variant design of drop downs and labels

Modified booking form

Multiple BE/Templates

Room Group Format Customization

Specialized Email / Confirmation Customization

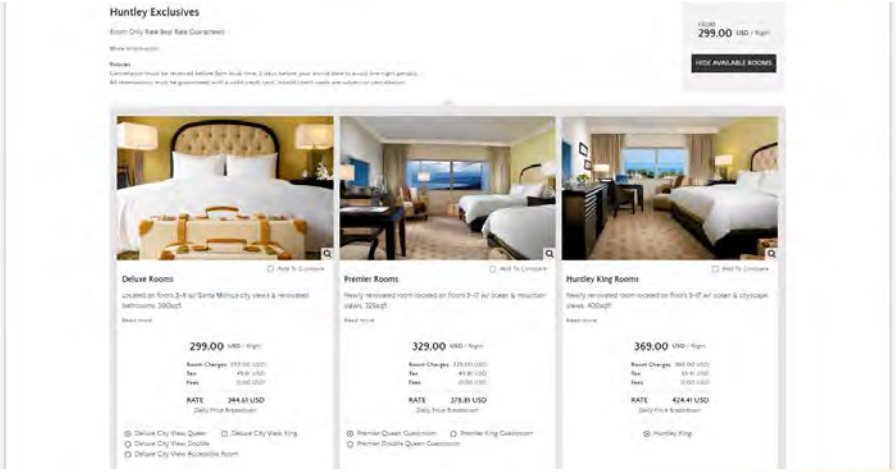
Non-Standard Page Layout

Highly variant font usage (multiple fonts, colors and sizes)

JavaScript

Responsive Design*

**Flex at additional surcharge*



See example next slide

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Distinguished Package

Highly customized, chargeable by hour only

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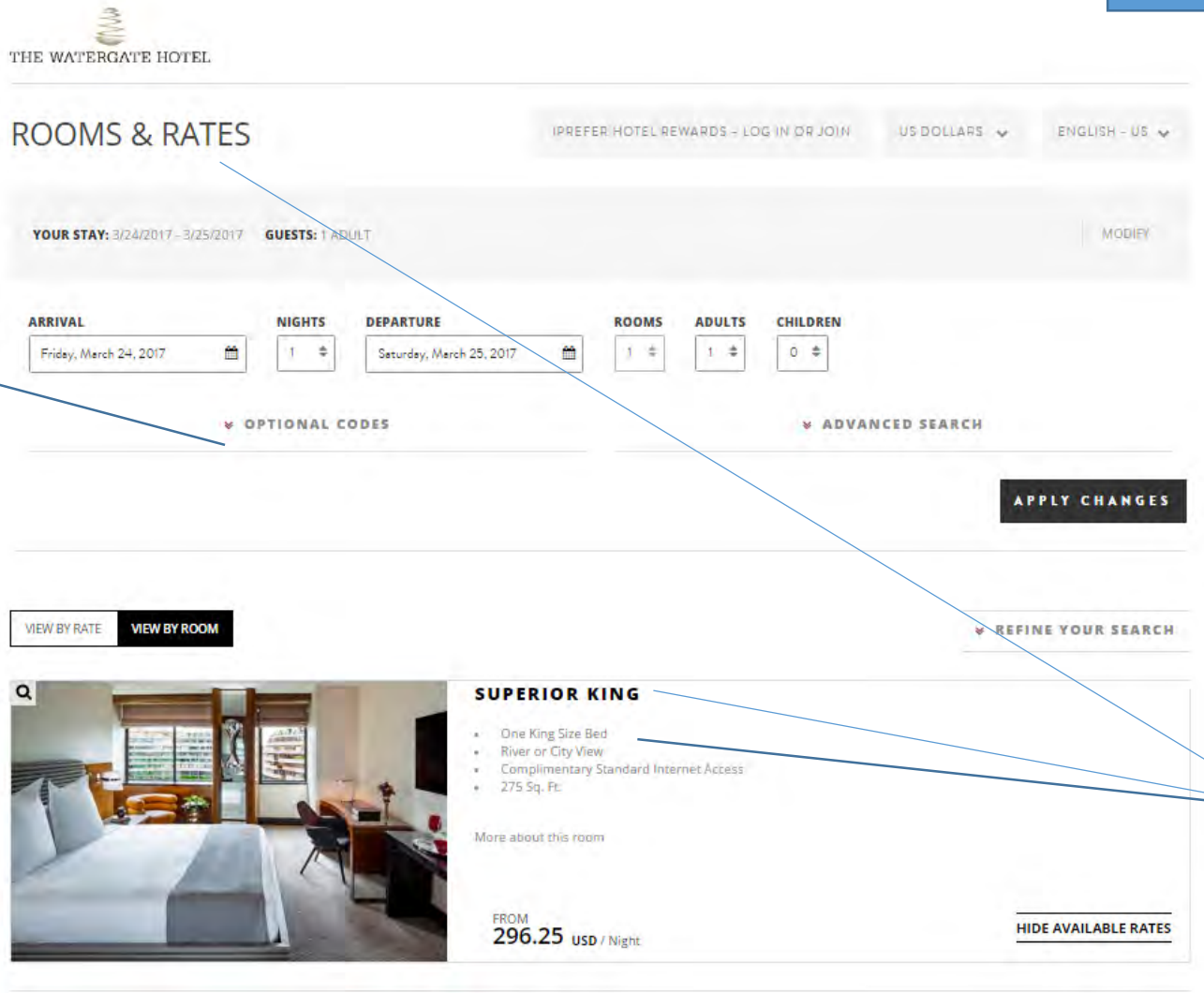
Non-standard Page Layout

Variant design of drop downs



Highly variant font usage

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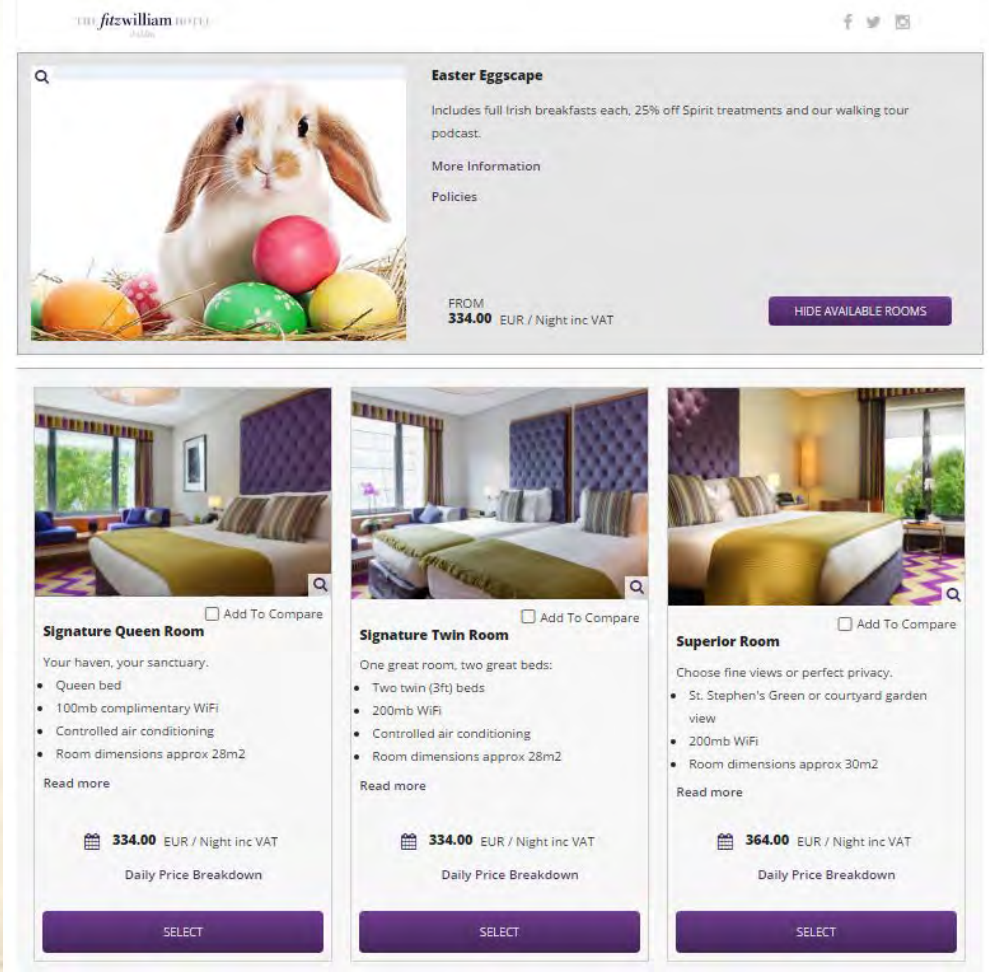

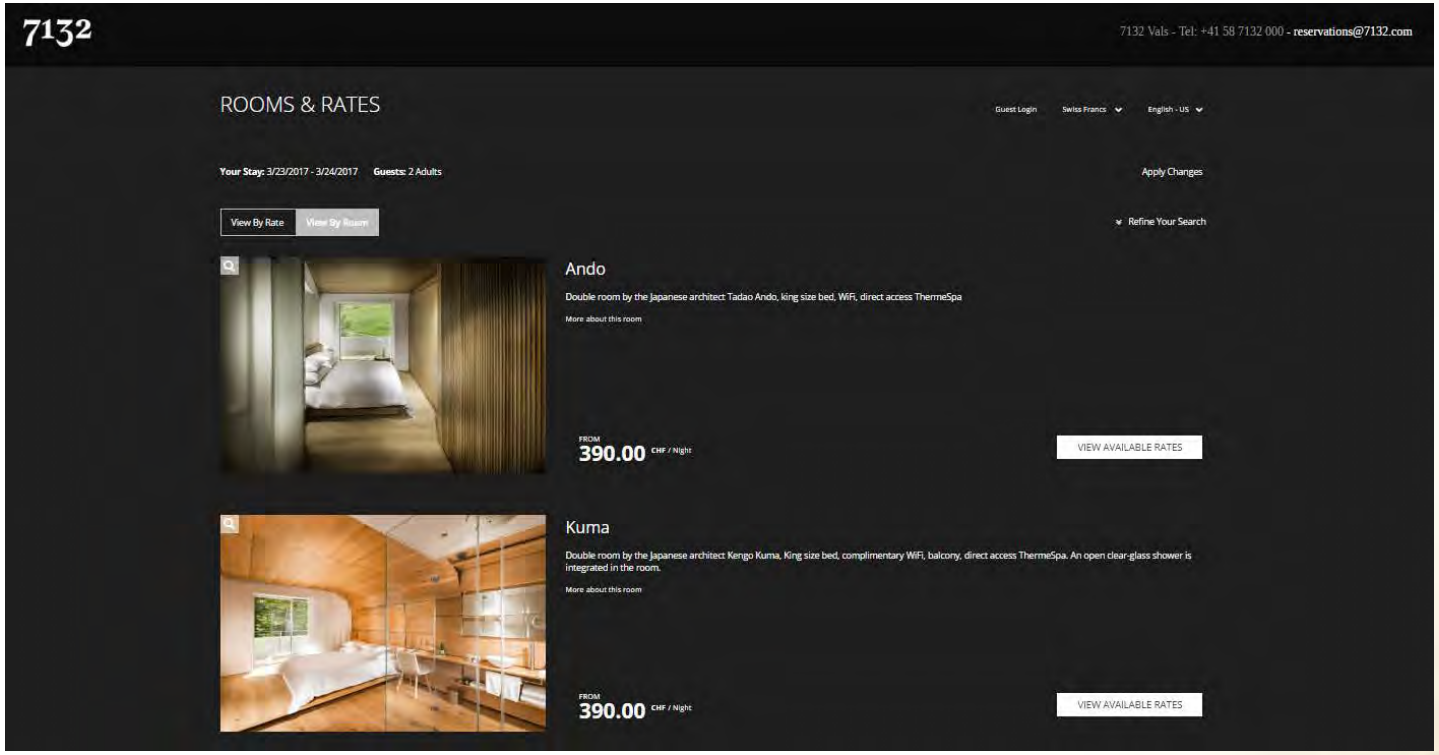

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Distinguished Package

Highly customized, chargeable by hour only

Design Sample 1

Design Sample 2

Design Sample 3

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Tracking Support

- Multiple changes and audits
- Page naming and detailed tracking for multiple pages
- Troubleshooting *for implementation only*
- One week maximum duration for troubleshooting and refinement

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More Details

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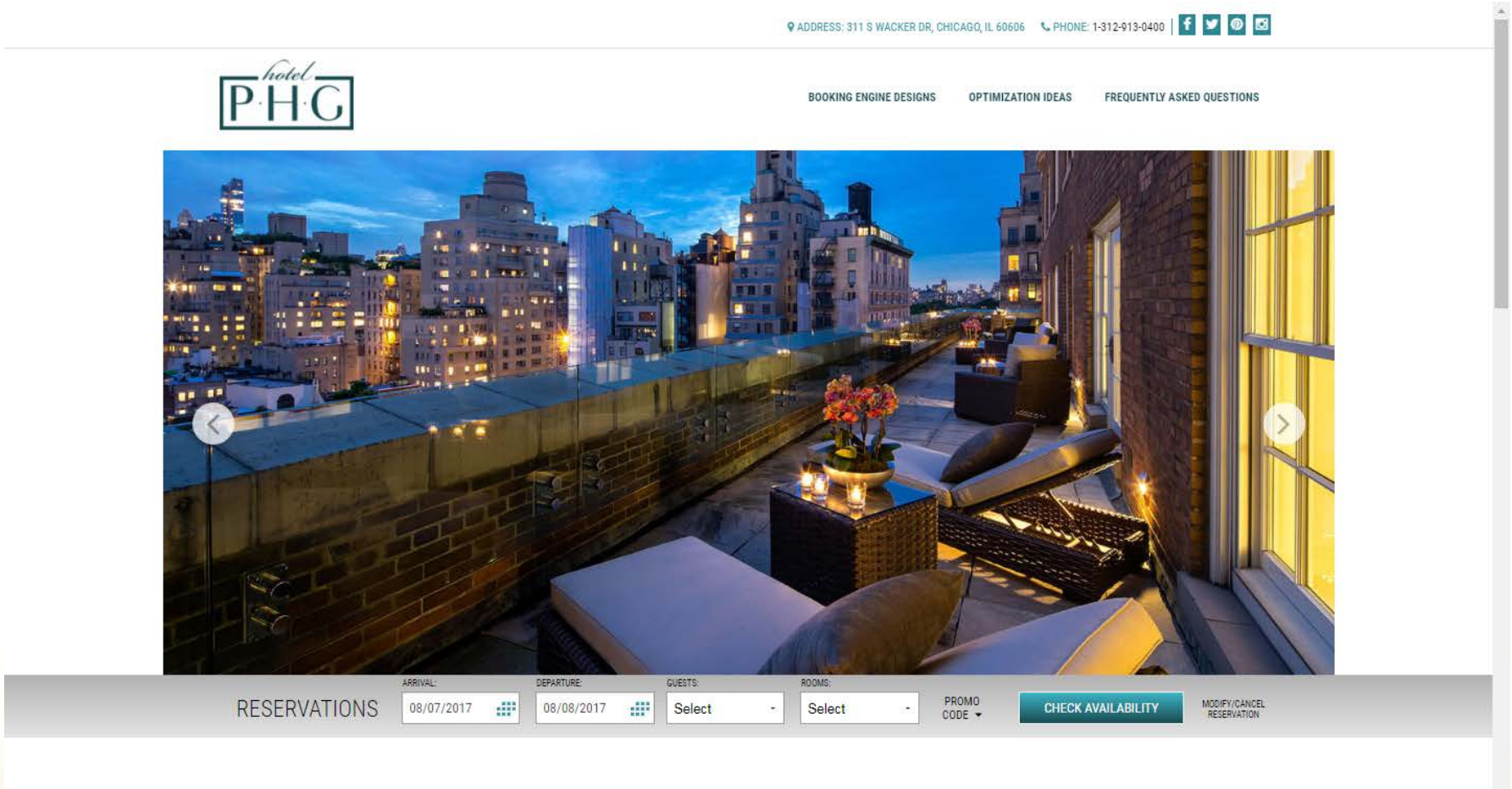

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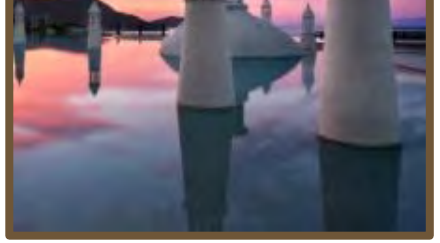
Revenue Management Certification



Hotel Revenue Management Certification

Program Overview

Updated – May 2017

WHY Certification?

- Ensure that hotel revenue managers have the tools and knowledge-base to fulfill their role via the Total Branded Connectivity™ distribution platform.
- Join a Revenue Management Community Network
- Obtain a Portable Accreditation Among Member Hotels and Industry
- Continuing Education Opportunity
- Increase Hotel Revenues and Profitability – achieve ROI.

Success Metrics

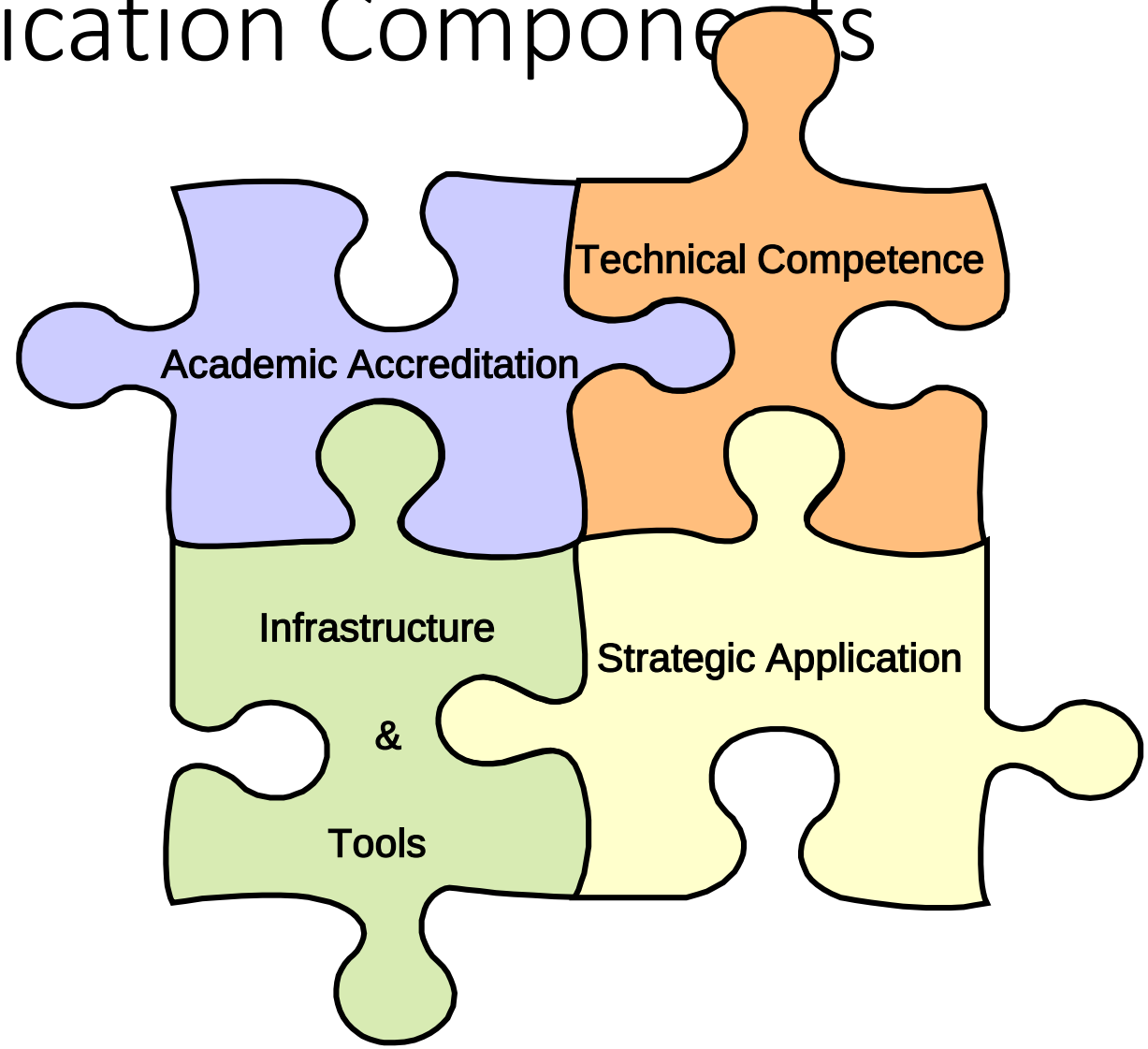
Since our launch of the program,

- **86** individuals, representing **81** hotels have enrolled in the program and seen outstanding results.

- Hotels with individuals who completed the Program have experienced
  - **Room Night Growth of almost 16% and**
  - **Revenue Growth of over 20%** over prior year for the twelve months following completion of the Program.

- This is ***double*** the growth that was achieved by hotels in similar markets that have not been through the program.

Certification Components



Academic

Partnership endorsements of knowledge, experience and capabilities in the fields of distribution and revenue management

I. HSMAI – Hospitality Sales & Marketing Association International

Certified Revenue Management Executive **“CRME”**

Endorsement of Education, Experience, and Industry Involvement

II. Advanced Fundamentals of Revenue Management

RO2Win – “Revenue Optimization to Win” in Advanced Fundamentals

presented by Florida International University’s School of Hospitality

Technical

Technical Areas:

- SynXis CRS
- GDS
- Booking Engine
- Mobile
- Direct Connect (OTAs)
- Voice Agent (CROs)

Steps:

- ❑ Sabre Hospitality University (SHU)
- ❑ CRS/IBE Build Training
- ❑ Specific Updates to Hotel's SynXis CRS Build/IBE

Infrastructure & Tools

Understanding of most common distribution and revenue management tools, systems, and reports:

- Reports: Business Intelligence (Agency360), Market Position (STR), Rate Shopping (iRate), Social Media (IQA), Quality Assurance, etc.
- Systems: PMS, CRS, RMS, CRM

Channel Distribution

- Develop a written distribution strategy for own hotel
- Complete a Profitability Analysis by Channel
- Complete a Hotel Specific Distribution Map

Strategic Application

Highest weighted area; critical to maximizing profitability; areas covered:

- Completed Hotel SWOT Analysis and Competitive Price Position Tool
- Submitted Written Rate Strategy
- Rate Strategy CRS Deployment (use of appropriate BAR Model, derived rates)
- Understanding of Rate Loading Process (all channels and segments)
- Submit Promotion / Package Calculator
- Submit Group Displacement Analysis
- Knowledge of PH&R Marketing Programs and Opportunities
- Connectivity Options for On-Line Travel Agencies
- SynXis Reporting (deployed subscriptions for timely delivery)
- PH&R Reporting (Dashboards and Workbooks)
- Corporate Business Strategy (Corporate Survey to Data Mining and Lanyon RFP)
- Distribution Participation Summary

* ***Distribution Audit by PH&R RAM for satisfactory achievement***

Strategic Application

Exercises use actual market data to complete for submission.

SAMPLE Value Assessment
(Local Company Meeting)

Click "FORMAT CHART" when complete to set $-

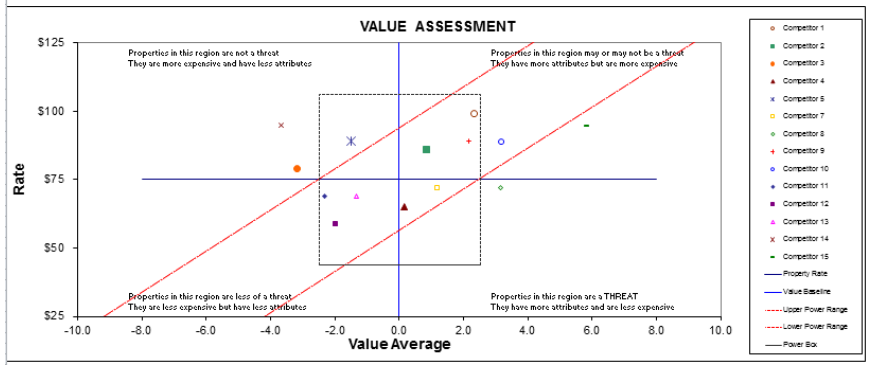
Format Chart

Power Range (Points): 5

Click "HOME" to return to "START"

HOME

My Hotel Anywhere	Meeting Room Total Sq. Footage	Number of Guest Rooms	Rate as of 11/23/07 Local Company Meeting	FACTOR WEIGHT INDICES											TOTAL
				10%	10%	15%	10%	10%	10%	10%	10%	5%	10%	0%	100%
				Business Location	Hotel or venue Image	Quality of Meeting Rooms	Quality/ Décor of BOT Rooms	Level of Service	Level of Banquet Service	Overall Physical Quality	Meal Food Creative & Quality	Quality of Business Center	Sales Staff Responsiveness	NONE	Overall Quality Assessment
OUR HOTEL															
My Hotel Anywhere	29,000	800	$ 75												
CURRENT COMPETITION															
Competitor 1	12,000	400	$ 99	0	3	2	2	3	0	1	-1	0	0	0	2.3
Competitor 2	32,000	700	$ 86	0	0	0	0	0	0	1	1	0	0	0	0.8
Competitor 3	22,000	633	$ 79	0	-2	1	0	-2	-1	-2	-2	-1	-1	0	-3.2
Competitor 4	20,000	650	$ 65	0	2	-2	0	2	0	1	0	0	0	0	0.2
Competitor 5	18,000	490	$ 89	1	0	-2	-2	0	-1	-1	1	-1	-1	0	-1.5
Competitor 7	15,000	560	$ 72	0	0	-1	0	0	0	2	2	0	0	0	1.2
Competitor 8	17,500	1,100	$ 72	3	1	1	1	0	2	-1	-1	2	2	0	3.2
Competitor 9	12,500	780	$ 89	1	1	0	0	1	1	2	0	1	1	0	2.2
Competitor 10	12,750	800	$ 89	1	2	0	0	2	2	2	0	1	2	0	3.2
Competitor 11	13,000	650	$ 69	-1	-1	0	-2	0	-1	1	-1	0	-2	-2	-2.3
Competitor 12	12,250	950	$ 59	0	-2	-2	-1	0	-2	-3	1	0	0	0	-2.0
Competitor 13	17,000	890	$ 69	-1	-2	1	-1	-1	-2	-2	1	-1	0	0	-1.3
Competitor 14	14,500	450	$ 95	-2	-2	0	-2	-2	1	-1	-3	0	1	1	-3.7
Competitor 15	23,000	500	$ 95	3	2	1	3	2	1	0	1	2	3	3	5.8



Sample Syllabus

CERTIFICATION SECTION IV - REQUIREMENTS

Strategic Application

I. Applying SynXis Reports

1. Interpret and analyse specific reports
2. Demonstrate a minimum level of SynXis Report Subscriptions are in place at their hotel:

Production
- Negotiated Rate Production
- Rate Production
- Consortia
- Pace
- On-the-Book Sales
- Room – Rate Distribution
- Room – Rate Distribution Comparison
- Travel Agent Production
- Channel Production

Reservations
- Arrivals and Departures
- New-Modified-Cancelled

Availability
- Availability by Channel
- Failed Availability
- Stay Restrictions
- Inventory
- Expired Rates

User Activity
- Stay Restrictions History
- Rate History
- HOD History

Property Information
- HOD Property Info
- Property Information

Subscribe within SynXis CRS to at least 3 reports and submit to Training@preferredhotels.com to receive credit.

II. Written Rate Strategy

1. Complete a written strategic rate structure using provided tool. An existing hotel rate strategy may be substituted if it includes the same information.
2. Deploy the rate strategy in the SynXis CRS.

What is your hotel's rate strategy? Provide a written Rate Strategy either using separate documents or with the Rate Pricing Tool that is provided during the class. Submit to Training@preferredhotels.com for completion.

Each section has a "Requirements" document with specific details and required submissions, outlined in red in the folder (or thumb drive) provided at the course in Chicago. Review these to understand your certification requirements.

CERTIFICATION SECTION IV - REQUIREMENTS

Strategic Application

III. Competitive Analysis,

1. Produce a completed Competitive Pricing and Positioning Analysis Report for their hotel (SWOT)

Complete and submit the SWOT/Value Assessment Workbook in full to Training@preferredhotels.com.

IV. Total Brand Connectivity (TBC) Participation Summary

A PH&R member hotel manager certified in this topic will be able to:

1. Complete a self-assessment exercise using the provided TBC Workbook
2. Achieve an 80% or better level on TBC Workbook completed and evaluated by PHG personnel (the hotel's Revenue Account Manager is most cases).

Review your hotel's Participation Summary. Implement recommended changes as outlined on the summary and submit an email to training@preferredhotels.com with what suggested improvements you've made. You must implement at least 3 suggested changes for certification. If you decide not to implement you must provide an explanation.

V. Revenue Strategy Meeting

A PH&R member hotel manager certified in this topic will be able to:

1. Write and submit a written Revenue Strategy Meeting, including list of required attendees, the Objective, Sample Agenda, Length and Frequency, Reports reviewed (i.e. Group Pick-up Report, Forecasts, Rate Shopping, Lost Business, Pace, etc)

How do you handle your revenue strategy meeting? Who attends and how often is it? What reports are reviewed and how do you solicit feedback? Provide on a separate Word Document a one-page Written Revenue Strategy Meeting document and include any of the above for credit.

VI. Group Displacement Analysis

1. Complete a Group Displacement Analysis on a potential piece of business for your hotel.

Timeline – Key Dates

- ❑ Typically six months from registration to completion
- ❑ On-line/Personal training begins one month after registration
- ❑ Classroom training (in Orlando, London or Chicago) is mandatory
- ❑ First graduates one month after classroom training
- ❑ Program Ends. Graduation Deadline.

Total Time Commitment

- CRME Application – 2 Hours
- CRME Self-Study – 5 Hours
- CRME Exam – 90 minutes
- RO2Win – 3 Hours
- RO2Win Assessment – 30 Minutes
- SHU – **15 Hours**
- CRS Build Training – **8 Hours**
- CRS & Booking Engine Build – **5 to 20 Hours** (highly variable based on current state of your hotel in CRS)
- Written Distribution Strategy – 4 Hours
- SWOT and Competitive Price Positioning Exercise – **8 Hours**
- Written Rate Strategy – 4 Hours
- Group Displacement – 30 Minutes
- Promo / Package Calculator – 30 Minutes
- Chicago Training – 3 days
- **Total of 80 - 96 hours &+ Classroom Training over 3 - 5 months**

***All times highly dependent an individual's experience level and hotel CRS current state.**

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Stephanie Calhoun

Senior Manager
Membership Services and Support

Historic Hotels of America
Historic Hotels Worldwide

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iPrefer℠

HOTEL REWARDS

Stephanie Calhoun
Senior Manager, Member Services and Support
HE Day 2017

Handouts
Loyalty Programs Comparison Chart
Redacted iPrefer Contract Addendum

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Program Overview

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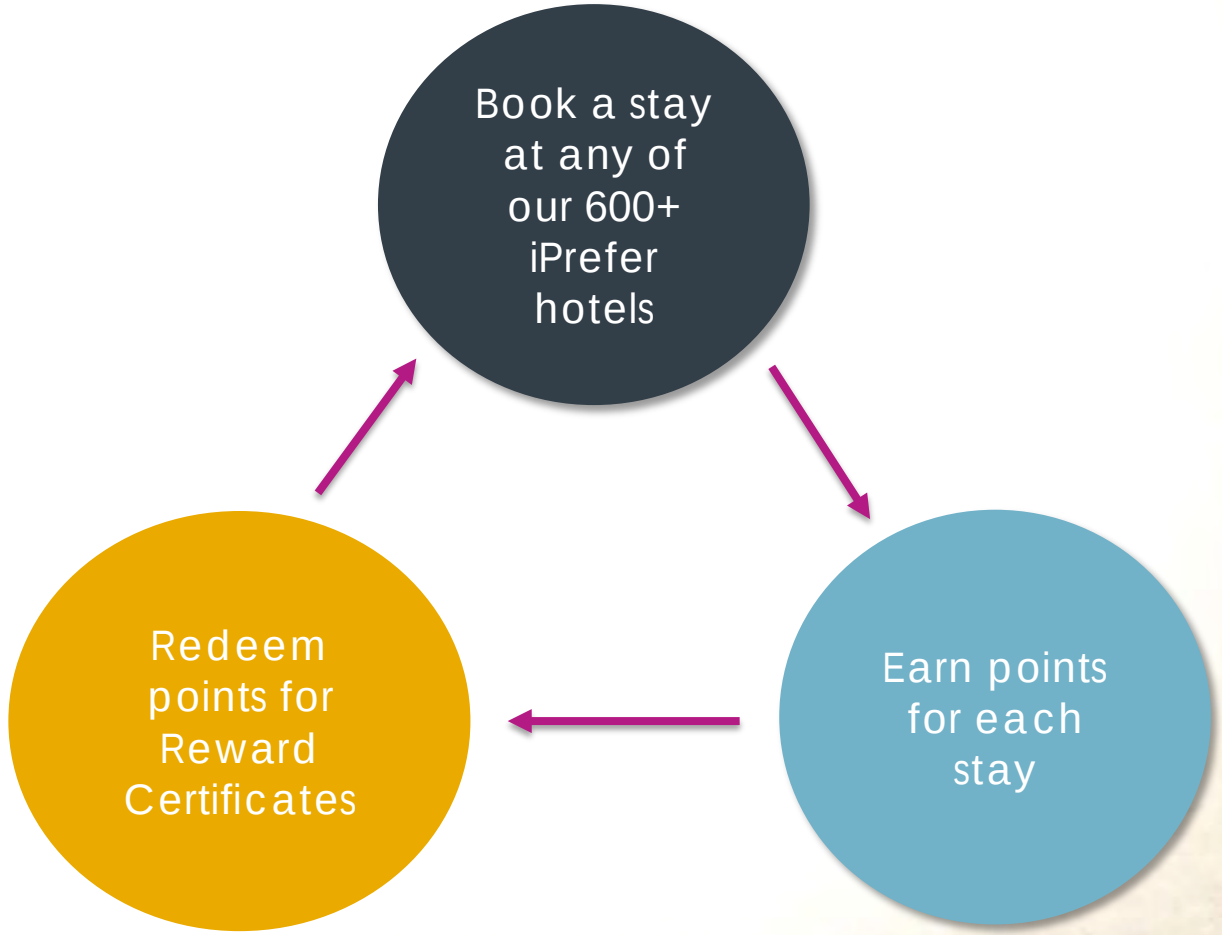
What is iPrefer Hotel Rewards?

- iPrefer Hotel Rewards is the world's largest loyalty program for independent hotels.
- Over 670+ participating iPrefer Hotels within Preferred Hotels & Resorts.
- iPrefer members earn points for each stay to go towards Reward Certificates.
- Reward Certificates have cash-value and can be used towards future stays, dining, or spa services.



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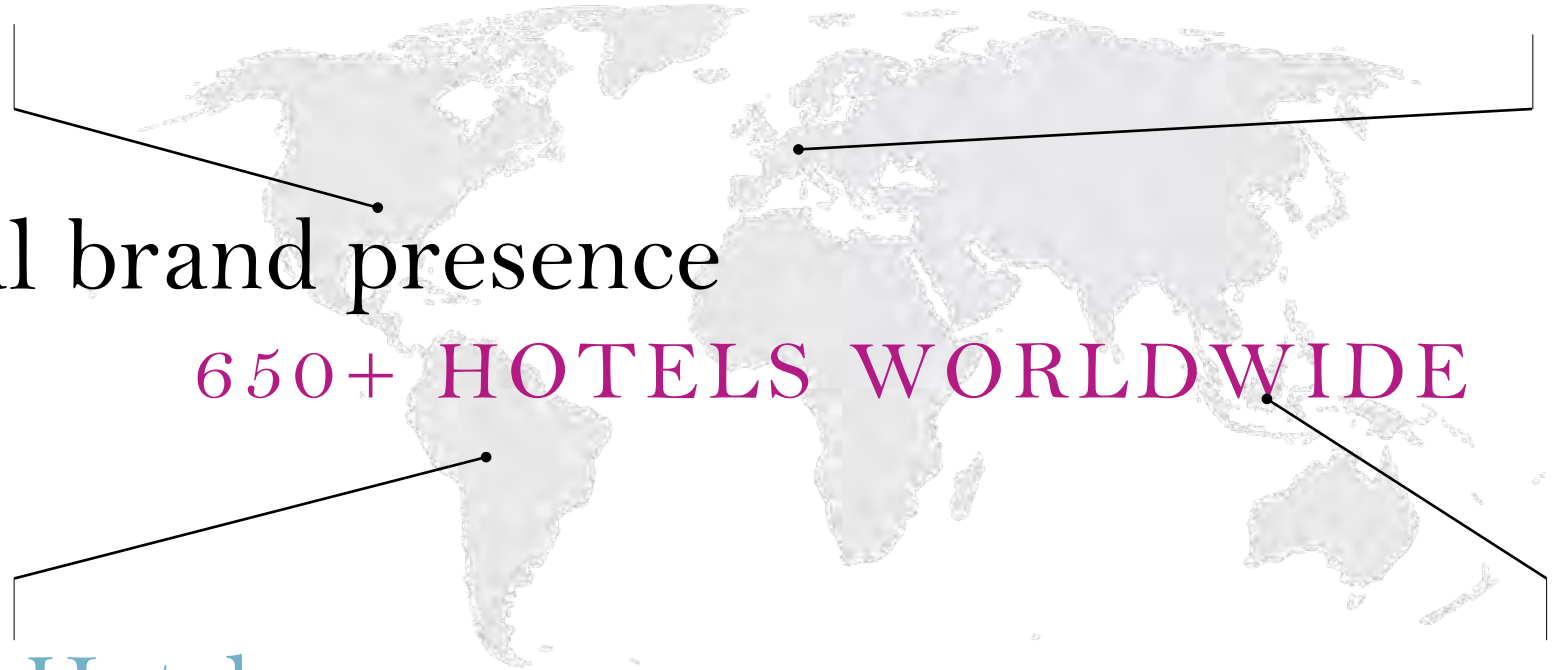
280 Hotels
NORTH AMERICA

185 Hotels
EUROPE



A global brand presence

650+ HOTELS WORLDWIDE

70 Hotels
CENTRAL &
SOUTH AMERICA

115 Hotels
ASIA, MIDDLE EAST,
& AFRICA

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iPrefer 2017 Stats

670+ hotels

2.0M+ members

232k new enrollments

Member Count by Region*

87k+ Asia & Pacific

96k+ Europe

25k+ LAC

19k+ Middle East & Africa

759k+ North America

*note that this only counts members who have filled their

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Consumer Facing

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iPrefer benefits and tier structure

INSTANT BENEFITS	INSIDER (0-49,999)	ELITE (50,000+)
Points earned per eligible US$1 spent for stays	10	15
Redeem points for free nights, dining, and spa services*	•	•
Room upgrade**	•	•
Free Internet	•	•
Priority early check-in, late check-out**	•	•
Welcome amenity		•

** Varies by hotel*
*** Based on availability at check-in*

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Rewards Certificates

- iPrefer Reward Certificates are available in three currencies:
  - GBP / EUR / USD

- Available in five denominations:

Reward Certificate	Points required
US$25	12,500
US$50	25,000
US$100	50,000
US$250	125,000
US$500	250,000

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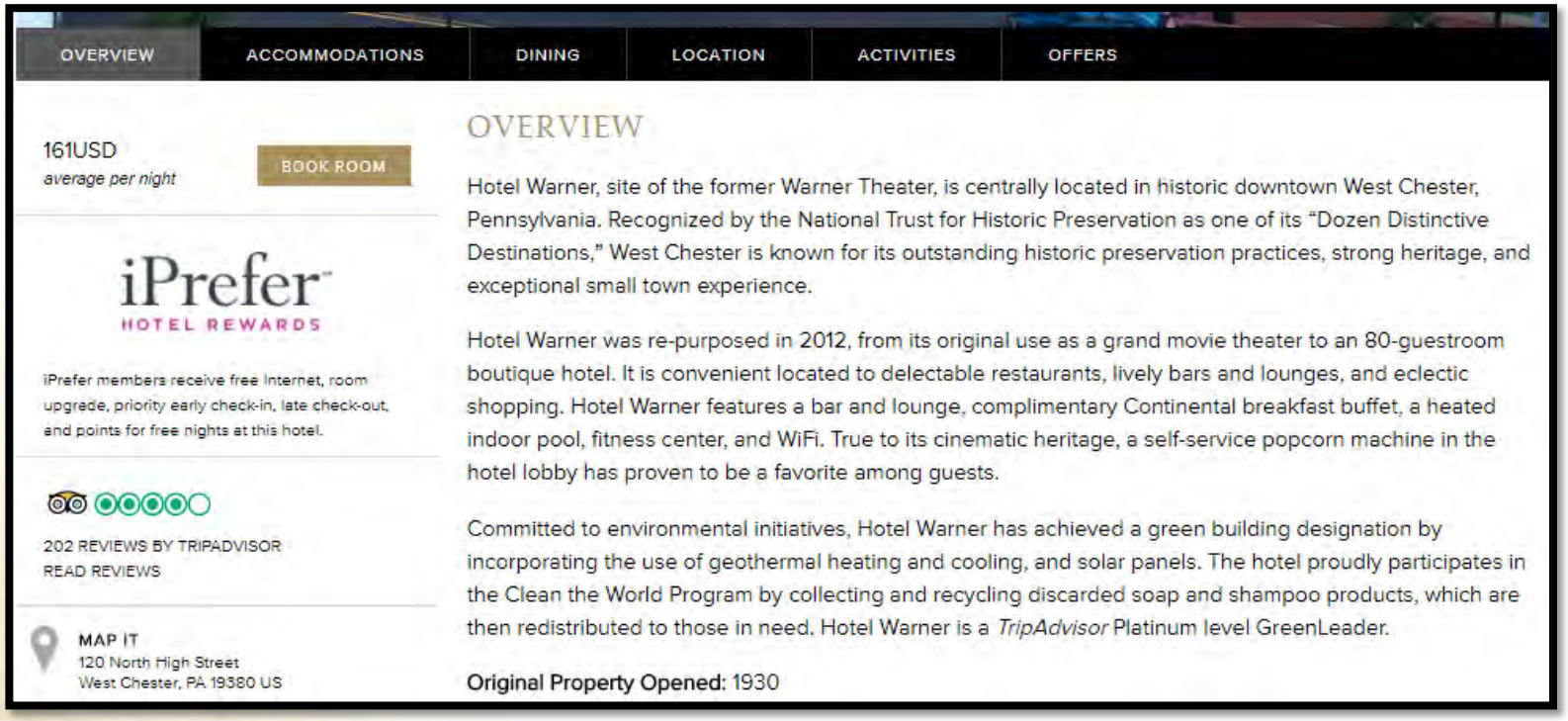
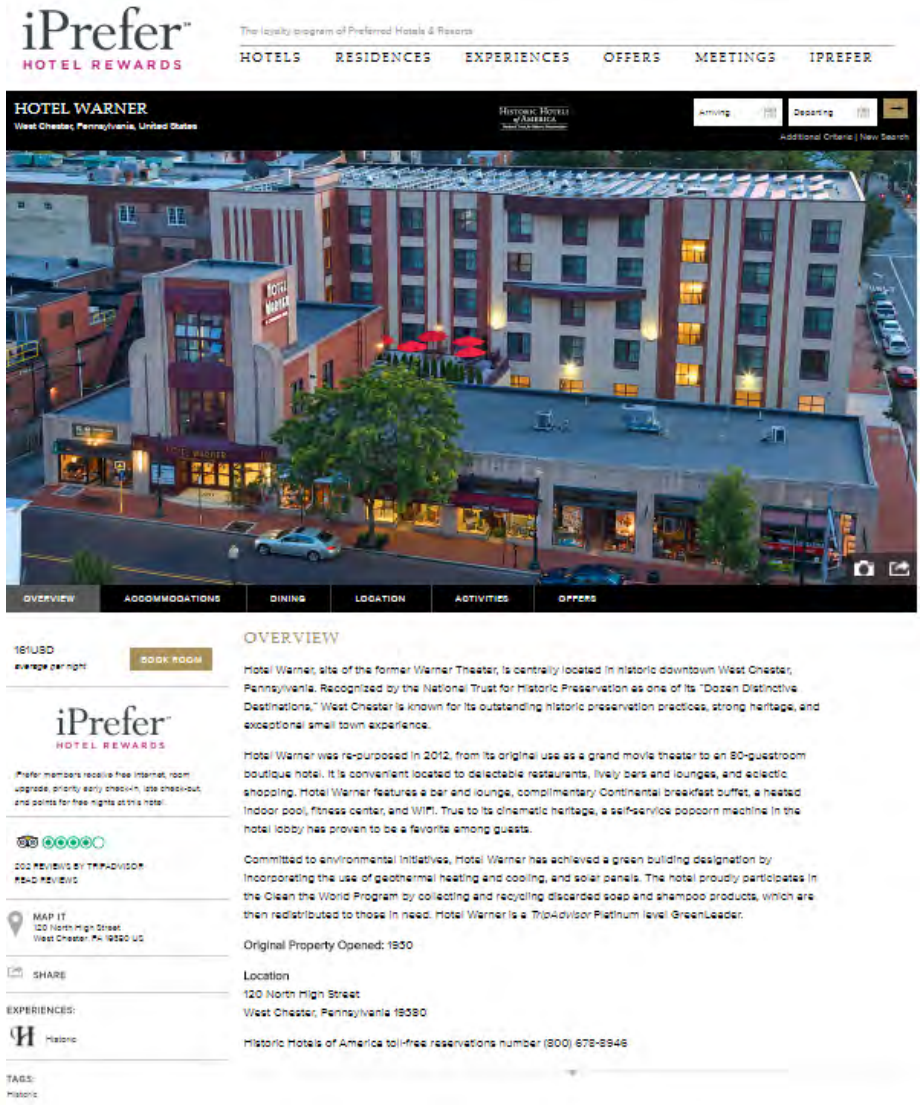
Hotel Profile





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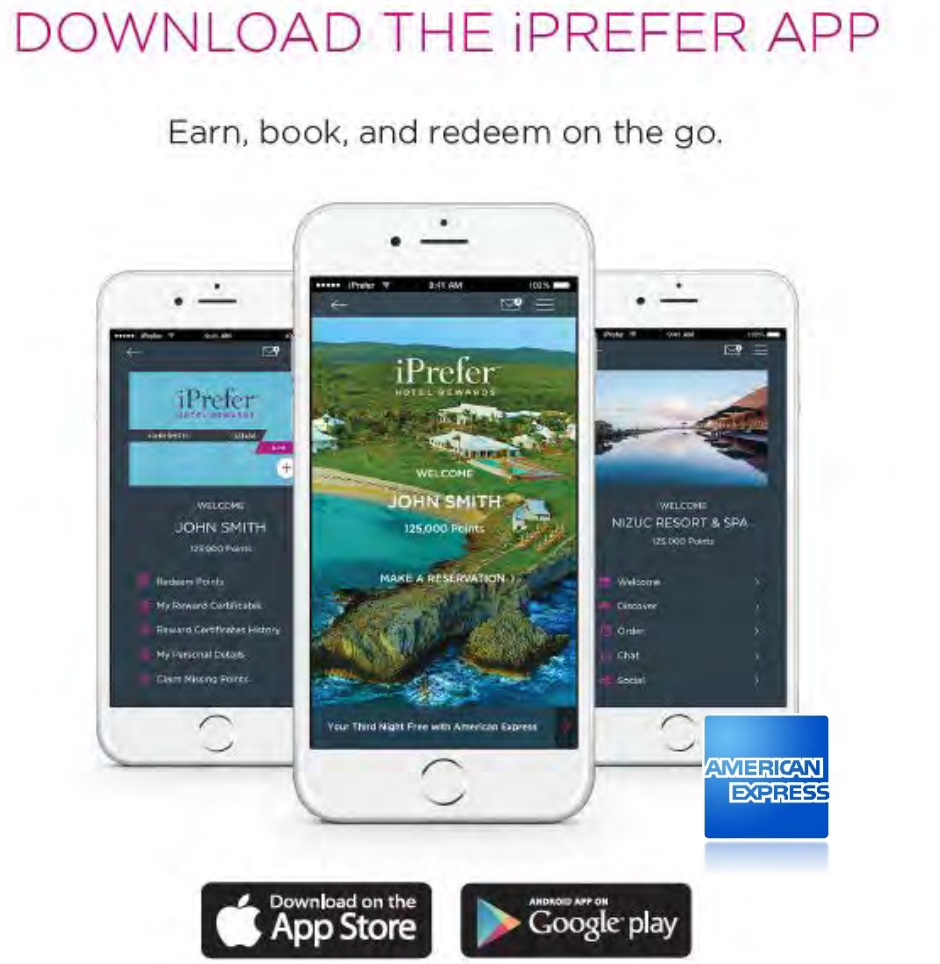
iPrefer Mobile App

- **The iPrefer App Allows Members to:**
  - Check their point balance
  - Redeem points for Reward Certificates
  - Book a stay at any of our iPrefer participating hotels
  - Order items from the hotel*
  - Chat with the Front Desk team at the hotel*

- **The iPrefer App Administrator at your Property will have the ability to do the following in the iPrefer Mobile App Admin Portal (https://apps.phgsecure.com/login/) :**
  - Manage the chat function with members.
  - Upload and process amenity orders.
  - Publish blog content for members.
  - Publish Instagram handle.
- **Nominate your iPrefer Mobile App Administrator here.**
- **Learn more about all of the exciting things that your property can do with the App here.**



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Your Front Desk

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iPrefer Training Resources

- As a loyalty program for independent hotels, it is paramount that member hotels have a strong understanding of the iPrefer program.
- Watch our Welcome Series* to fully train yourself and your staff members on the iPrefer program.
- The Front Desk, Reservations and Ambassador/ Management training videos have translated subtitles available in eight languages: English, Spanish, French, Italian, Japanese, Chinese, Portuguese (Brazil), and Arabic:

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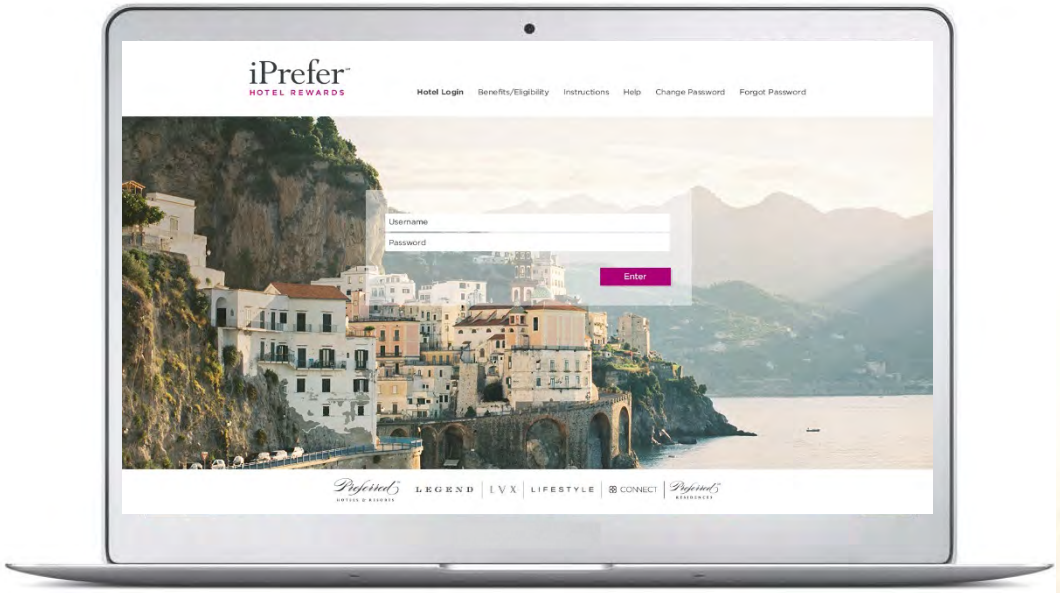
iPrefer Hotel Portal

- The iPrefer Hotel Portal is the hotel's platform for enrolling guests, looking up members, awarding points, pull reporting and redeeming Reward Certificates.

- The hotel portal allows 2 logins per property:
  - Ambassador logins
  - Front Desk logins

- Any user can access the following information without logging in:
  - View benefits eligibility
  - Basic instructions
  - Help/FAQ page
  - Change or reset password

- URL: https://hotel.iprefer.com/



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iPrefer Hotel Portal – Login Credentials

	Ambassador	Front Desk
Enroll individual new members	X	X
Member search	X	X
Redeem Reward Certificates	X	X
Enroll new members (Individual + Bulk)	X	
Reward points (Individual + Bulk)	X	
Reward bonus points	X	
View & download reports	X	

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iPrefer Hotel Portal – Report Functions

iPrefer Ambassadors can view the following reports regarding iPrefer activity at their hotel:

- **Stay and Point Report** – displays members that have stayed at the property and how many points the member received during a period of time.
- **Member Enrollment Report** – displays all members who have been enrolled by your hotel, either through the "member sign -up" feature of the portal or through the hotel's unique enrollment link.
- **Upcoming Member Stay Report** – displays upcoming members within your selected period of time.
- **Reward Certificate Report**– displays all Reward Certificates redeemed at your hotel within your selected time period.
- **Bulk Member/Point Upload Report** – displays successful bulk member/point uploads.
- **Hotel Staff Points Report**– display all points awarded to staff members for member enrollments.

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When to award iPrefer Points

Bookings coming through…	Must be entered manually through Hotel Portal	Points automatically awarded
Hotel Direct (Call center/Walk-in)	X	
Bonus Points (at your discretion)	X	
Hotel Website	X	
iPrefer.com		X
PreferredHotels.com		X
Preferred Voice		X
GDS		X

Does not apply to Online Travel Agencies, employee rates, hotel excluded rates

*Within 48 hours of guest check-in. Member number must be included on reservation.

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iPrefer Employee Incentive Program

- The iPrefer Employee Incentive Program allows hotel staff members to earn US$1 (500 points) for every new iPrefer member enrollment.
- Hotel staff members would have to enroll into the program by using this unique link: iprefer.com/hotelenroll
  - This unique hyperlink attaches a special enrollment code to employees iPrefer account which allows us to track who enrolled into the Incentive Program.

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Redeeming iprefer incentive program points

- The points earned through the iPrefer incentive program can then be redeemed for iPrefer Reward Certificates.

- iPrefer Reward Certificates have cash value and can be used for stays, dining, or spa services at any of the 600+ iPrefer participating hotels in the world.*

*Varies by hotel

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Collateral

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iPrefer Welcome Kit

- All new hotels receive an iPrefer Welcome Kit with promotional collateral that can be utilized and displayed throughout their property.

- The iPrefer Welcome Kit contents includes the following items:
  - Incentive Flyer #1 &#2
  - Employee Rate poster
  - Sharpie
  - Global Enrollment Booklets
  - Daily Checklist
  - Food + Beverage Voucher
  - Resort Credit Voucher
  - You've Been Upgraded Voucher
  - Card Pouch for Vouchers
  - Free Wi-Fi Cards
  - Note Cards
  - Mousepad
  - Enrollment Form Holder
  - Welcome Kit Letter

Incentive Flyer

$25 Resort Credit Voucher

Global Enrollment Booklet

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iPrefer Collateral

The following items are available for order via the iPrefer collateral order form.

iPrefer Key Card Inserts

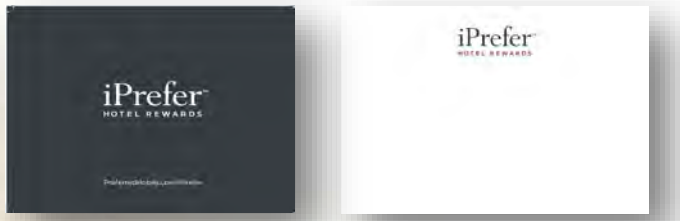
Complimentary WiFi Card

Quick Enrollment Form

North America Focused iPrefer Enrollment Form

Translated Versions Available in English, Chines (Traditional), Chinese (Simplified), Spanish, Fren Portuguese, Japanese, German, and Italian.

iPrefer Welcome Note Stationary



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iPrefer Amenity Vouchers

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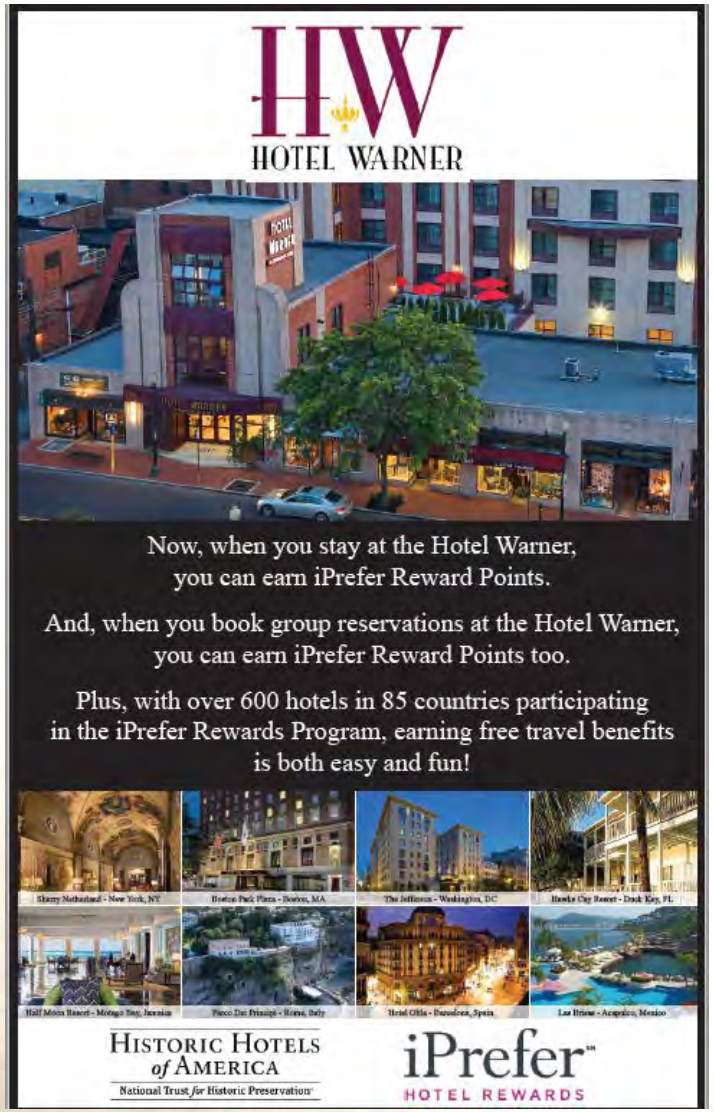

Best Practices

IPREFER LOYALTY PROGRAM

As a member of Preferred Hotel Group, Mountain View Grand guests are eligible to become members of iPrefer. Preferred Hotels & Resorts makes travel more rewarding with the world's first global points-based loyalty program for independent hotels. Members earn points with every eligible stay, plus VIP rewards such as priority early check-in/check-out privileges and complimentary Internet access at over 550 participating locations worldwide.

THE MORE YOU STAY, THE MORE YOU EARN

Points are redeemable for cash-value Reward Certificates valid for room charges, hotel amenities, and services at participating hotels and resorts. The more point you earn, the more benefits you receive. All iPrefer members join at the Silver Tier and earn additional VIP benefits, including room upgrades and bonus points, as they earn more points to move to the Gold and Platinum Tiers.

dusitD2 hotel constance pasadena gives iPrefer member a sample of Blanc de Bleu, a blu champagne

Hacienda del Sol Guest Ranch resort gives a warm welcome to iPrefer members with fresh, homemade cookies

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FAQ's

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Frequently Asked Questions

How does this program compare to other rewards programs?

See for yourself and learn more here

How much does the hotel earn back when redeeming a certificate?

Typically, 85%

How much does participation cost in standard fees?

$0

How much does the hotel pay per iPrefer booking?

2.5%

How are the transactions uploaded to iPrefer.com?

Through the iPrefer portal or original booking

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Frequently Asked Questions Continued

Can I run this program with Stash?

Yes

Can local negotiated rate companies use the iPrefer program?

Yes

When a customer is an iPrefer member and so is the person who booked the room, who earns the points?

The guest who stayed earns the points

Do consumer points expire?

Yes

What are the rules on blackout dates?

There are no blackout dates

How is it working for HE hotels?

It depends.