

iPreferSM
HOTEL REWARDS

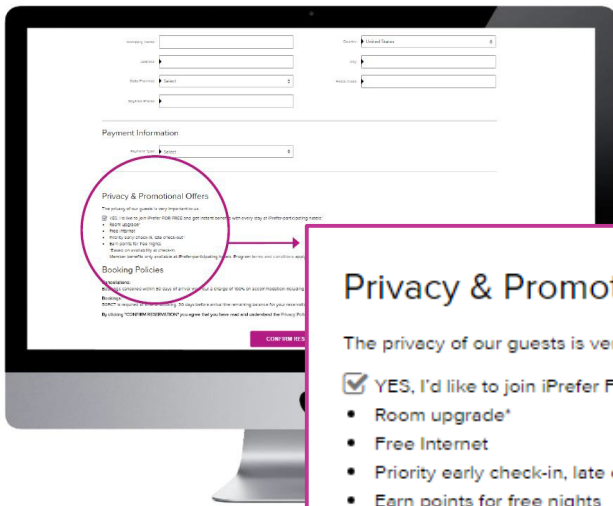
Member Acquisition & Loyalty Rates



PreferredHotels.com/member-rates

OVERVIEW

In an effort to ease the burden of iPrefer member acquisition on property, Preferred Hotels & Resorts is excited to introduce an iPrefer opt-in checkbox that can be added directly to the SynXis Internet Booking Engine (IBE). In 2016, iPrefer added almost 500,000 new members across the globe, and we are aiming to add 1,000,000 new members this year. We believe this added technology will accelerate member acquisition, enhance iPrefer's reach to a higher number of potential consumers, and also improve efficiency of the check-in and point awarding process.



Privacy & Promotional Offers

The privacy of our guests is very important to us.

YES, I'd like to join iPrefer FOR FREE and get instant benefits with every stay at iPrefer-participating hotels:

- Room upgrade*
- Free Internet
- Priority early check-in, late check-out*
- Earn points for free nights

*Based on availability at check-in.

Member benefits only available at iPrefer-participating hotels. Program terms and conditions apply.

Additionally, we are introducing loyalty rates for iPrefer members. Discounted rates were a huge industry movement in 2016, with chains like Hilton and Marriott offering these rates to their loyalty members. We want to extend this competitive advantage to our hotels and have created iPrefer Member Rates to enable you to market loyalty member-exclusive rates.

iPrefer
HOTEL REWARDS

A Collection of Independent Hotels & Experiences

HOTELS RESIDENCES EXPERIENCES OFFERS MEETINGS IPREFER

THE COVE, ELEUTHERA *Gregory Town, Bahamas* VIEW HOTEL INFORMATION

Back ROOMS & RATES Welcome Nena | iPrefer US Dollars English - US Enter Travel Agent ID

Your Stay: Wednesday, January 18, 2017 - Tuesday, January 24, 2017 Guests: 1 Adult Apply Changes

View By Rate View By Room Refine Your Search

iPrefer Only Member Rate
Stay longer and receive 30PCT off stay.
More information
Policies
Bookings cancelled within 30 days of arrival will incur a charge of 100% on accommodation including taxes.
30PCT is required at time of booking. 30 days before arrival the remaining balance for your reservation will be automatically charged. Rate does not include \$35 resort fee.

FROM **548.00** USD / Night
~~564.00~~
VIEW AVAILABLE ROOMS

Best Available Rate
Best available rate
More information
Policies
Bookings cancelled within 30 days of arrival will incur a charge of 100% on accommodation including taxes.
30PCT is required at time of booking. 30 days before arrival the remaining balance for your reservation will be automatically charged. Rate does not include \$35 resort fee.

FROM **564.00** USD / Night
VIEW AVAILABLE ROOMS

BENEFITS

We believe that a combination of loyalty rates and the iPrefer opt-in checkbox will:

- Promote the iPrefer program at the most relevant time (the point of purchase), funneling guests through the acquisition and buying cycle with ease
- Accelerate our ability to enroll new members that are already pre-qualified
- Drive traffic directly to your website vs. OTAs
 - Saves your hotel a margin of 10+ percent (includes 3 percent discount) on incoming bookings from third parties
- Accelerate new member acquisition
- Enable you to gather data and insights on guests to expand your marketing database
- Extend benefits to new members on the first stay, increasing the chance that members will book again at full price

FREQUENTLY ASKED QUESTIONS

How quickly can I go live with iPrefer Member Rates and the opt-in checkbox?

Once you have signed the iPrefer Opt-in and Member Rate Agreement, our team will begin an implementation series with an expected completion date within 7-10 business days.

My hotel is interested. What are the next steps to participate?

Sign the iPrefer Opt-in and Member Rate Agreement:

- Grants Preferred Hotels & Resorts permission to perform key services, including rate loading.

Once your hotel has signed the Agreement, we'll take it from there:

- Load the iPrefer Member Rate
 - Our database team will load the rate on your behalf.
- Activate the iPrefer opt-in checkbox on your website
 - Our Guest Connect team will activate the checkbox on your website.

It's that easy!

Can I promote the iPrefer Member Rate on my website?

Absolutely! We encourage you to promote the iPrefer Member Rate on your website, in your email newsletters, on your social channels, and in your display advertising.

NEXT STEPS

1. Sign and return the iPrefer Opt-in and Member Rate Agreement

Sign and return the agreement to your Regional Director.

2. We'll activate your opt-in checkbox

Once your hotel has signed the Agreement, Preferred Hotels & Resorts will begin to implement the iPrefer Member Rate and activate the opt-in checkbox.

- Our team will take care of all implementation and set-up, and notify you once all steps have been completed.
- **See complete implementation information: <http://preferrednet.net/loyalty/iprefer-rewards/essentials/iprefer-member-rates/>**

PROOF OF CONCEPT

INDUSTRY NEWS



Hyatt lowers guidance, enjoys loyalty boost

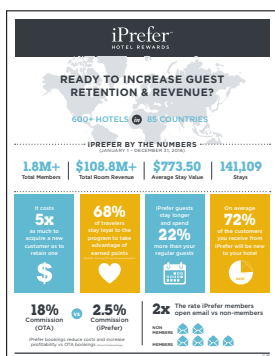
Hotel News Now

In a recent interview with Hotel News Now, Hyatt President and CEO Mark Hoplamazian said that the company is seeing a payoff from loyalty rates. Among the highlights from his interview:

- Hyatt is enjoying a boost in loyalty membership and direct booking.
- Gold Passport membership is growing 4x faster than it was a year ago, and online direct bookings have seen a significant boost.
- Room revenue through Hyatt.com has increased at a double-digit rate.
- A majority of hotels utilizing member rates are gaining share in both (average daily rate) index and RevPAR index compared to the prior year.
- Since the roll-out of loyalty rates, more than 79 percent of the revenue associated with member discount click-throughs has been sourced from new or previously inactive Gold Passport members
 - 40 percent of those new or inactive members have become repeat customers.
- Only 30 percent of those who book actually book the discounted member rate.

Read article: <http://hotelnewsnow.com/articles/61250/hyatt-lowers-guidance-enjoys-loyalty-boost>

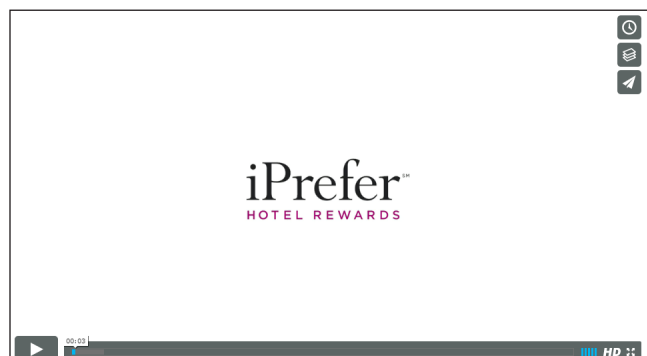
iPREFER PROGRAM STATS



iPrefer Infographic

Statistics, data, and insights on iPrefer through December 31, 2016

(See infographic on next page)



Why iPrefer Video

A quick overview on statistics and benefits of iPrefer program

Visit link: <https://vimeo.com/195679468/18a48f386a>

READY TO INCREASE GUEST RETENTION & REVENUE?

600+ HOTELS *in* 85 COUNTRIES

IPREFER BY THE NUMBERS

(JANUARY 1 - DECEMBER 31, 2016)

1.8M+

Total Members

\$108.8M+

Total Room Revenue

\$773.50

Average Stay Value

141,109

Stays

It costs
5x
as much to
acquire a new
customer as to
retain one



68%
of travelers
stay loyal to the
program to take
advantage of
earned points

(Deloitte "Winning the race for guest loyalty")



iPrefer guests
stay longer
and spend
22%
more than your
regular guests



On average
72%
of the customers
you receive from
iPrefer will be new
to your hotel



18%
Commission
(OTA)

vs

2.5%
Commission
(iPrefer)

iPrefer bookings reduce costs and increase profitability vs OTA bookings (direct hotel bookings)

2x The rate iPrefer members open email vs non-members

NON MEMBERS



MEMBERS

