

Preferred Hotels & Resorts launches global sweepstake

Published: 29/03/2016 - Filed under: [News](#) »

Preferred Hotels & Resorts has launched a prize draw for members of its iPrefer loyalty programme.

Winners will be granted US\$500 to US\$2,000 credit towards a future hotel stay at any of the programme's 600 properties.

To enter, new and existing members can log on to the [website](#) and vote for the type of experience they would most like to use their loyalty points on, from adventure and beach travel to romantic or solo trips.

One winner will be chosen each week and awarded 250,000 points (US\$500 reward certificate). Every entrant will also be entered into the grand prize of one million points (US\$2,000 in reward certificates), with the winner revealed on April 11.

The sweepstake has been timed to coincide with a revamp of the programme, including a simplified two-tier structure (Insider and Elite), plus an earning structure of 10 points for every US\$1 spent. Points can also be redeemed for cash-value "reward certificates" to exchange on experiences such as dining and spa.

New benefits introduced include an upgrade for every member (subject to availability) and 50 per cent bonus points for Elite members upon eligible booking.

All iPrefer members can also win 12,500 points (US\$25 reward certificate) for every stay booked directly through iPrefer.com until May 31.

For more information, visit preferredhotels.com/iprefer

Tamsin Cocks

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[Loft Digital](#) | 29 March 2016, 02:29 PM GMT