



# POINTS = REWARDS

## DISCOVER THE WORLD'S FIRST GLOBAL LOYALTY PROGRAM FOR INDEPENDENT HOTELS

The best value relationship in the industry just became more valuable.

- ENGAGE NEW GUESTS AND ENCOURAGE REPEAT STAYS •
- DRIVE ANCILLARY ON-PROPERTY SPEND •
- GROW CORPORATE BUSINESS THROUGH LOYALTY POINTS •
- INCREASE MARKETING REACH THROUGH PRECISION TARGETING •
- RECEIVE FULL ROOM RATE ON REDEMPTIONS •
- COMPETE WITH HARD-CURRENCY BRAND LOYALTY PROGRAMS •

P R E F E R R E D   H O T E L   G R O U P™

*Preferred*  
HOTELS & RESORTS

SUMMIT  
HOTELS & RESORTS

STERLING  
HOTELS

SUMMIT  
SERVICED RESIDENCES

STERLING  
DESIGN

*Preferred*  
RESIDENCES

*Preferred*  
BOUTIQUE

# BUILD LONG-TERM LOYALTY

## WITH THE FIRST GLOBAL POINTS PROGRAM FOR INDEPENDENT HOTELS



### INCREASE MARKETING REACH

- Dedicated website spotlights hotels, exclusive offers, and membership benefits
- Access 1 million+ member database with sophisticated guest data
- Engage new guests
- Enhance offers with bonus points

### FLEXIBLE AND EASY TO MANAGE

- Add points to a guest's account at your discretion
- Offer points to key guests, VIPs, and negotiated accounts
- Seamless redemption of rewards managed by Preferred Hotel Group
- Incentivize meeting planners
- Enrollment simple for staff and guests

### CONVENIENT ONLINE TRAINING

Easy-to-follow online training and a 24/7 help desk for smooth customer service

### REWARD CERTIFICATES

- Issued and redeemed in USD/GBP/EUR
- Generate ancillary on-property spend
- Valid for room charges
- Elect to accept for payment in gift shop, restaurant, or spa.

### POINTS = REWARDS ON ELIGIBLE STAYS

Members earn one point for every US\$1 in room reservation spend, exclusive of taxes and service charges, on eligible stays.

Members must book their stays via the following channels in order to earn points and other **iPrefer** member rewards:

- **iPrefer.com**
- PreferredHotelGroup.com and associated brand websites, including PreferredFamily.com, PreferredPride.com, and PreferredGolf.com.
- **iPrefer** or Preferred Hotel Group call centers
- Hotel website or hotel direct
- GDS/travel agent bookings

## TIERED MEMBERSHIP FOR ASPIRATIONAL GROWTH

| TIER     | ELIGIBILITY         | BENEFITS                                                                                                                                                          |
|----------|---------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| SILVER   | 0-4,999 POINTS      | <ul style="list-style-type: none"> <li>• Points for eligible stays</li> <li>• Complimentary Internet</li> <li>• Priority early check-in/late check out</li> </ul> |
| GOLD     | 5,000-14,999 POINTS | SILVER TIER BENEFITS, PLUS <ul style="list-style-type: none"> <li>• Priority room upgrade</li> <li>• Welcome amenity</li> </ul>                                   |
| PLATINUM | 15,000+ POINTS      | GOLD TIER BENEFITS, PLUS <ul style="list-style-type: none"> <li>• 10% bonus points on eligible stays funded by PHG</li> </ul>                                     |

