



## SIX MONTH REPORT CARD

It has been six months since the relaunch of *iPrefer* with points, and the early results are positive. *iPrefer* has proven successful in a variety of areas, including higher guest spend, multiple bookings at PHG properties, and increased member bookings at our 500+ participating properties. We prepared this report card to share our data, success stories, and best practices from the field with you.

Casey Ueberroth, Senior Vice President, Marketing

OBJECTIVE	GRADE	NOTES
Guest Spend	✓+	<i>iPrefer</i> guests are spending \$110 more per booking than they are at hotel's own website
"Engaged Guests"	✓+	Guests with multiple stays within the <i>iPrefer</i> platform has grown by 200% since launch
Bookings Growth by Member	✓+	Members have increased their bookings by 120% since point launch
Certificate Redemption	✓	Low four month ramp up. Growing and good usage in recent months
Corporate Bookings	✓	Fair organic growth. Launching incentive to TMC mid-Q2
Enrollments	✓+	52% growth in enrollments since points launch in August, putting us at 1.1M engaged members
Website Conversions	✓+	Average conversion on <i>iPrefer</i> is at 2.25%, which means closing almost twice as often as industry average
IN OUR NEXT REPORT		
Meeting Planner Points	Incomplete	Available to offer to planners as a manual reward now. Capability will be offered by end of Q2





## SUCCESS STORIES

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### *Boston Harbor Hotel*

- Engaged in the **iPrefer** beta incentive program for their front desk team, which provided rewards for the team for sign-ups – \$1 for each new member, funded by PHG
- Team decided to pool funds earned for use toward a team outing at the end of the quarter
- Maximized the benefits of **iPrefer** to engage conversation and obtain key data points for their property database, including employer, name, mobile phone, and email address
- Offered the “soft” benefits (free Internet and priority check-out) during check-in process to engage new members with promise of points with future bookings
- **Total of 2,878 new enrollments in three-month period**



### *Royal Plaza on Scotts*

- Property leadership decided to roll their existing on-property loyalty program, with healthy membership, into **iPrefer**
- Determined that this evolution would provide further global benefits to their loyal guests as well as allowing for cost reductions
- Adopted the **iPrefer** program and added personalized elements of their existing platform to the program to meet the needs of their loyal guests and top booking agents
- **Over 1,000 bookings since point launch from iPrefer guests**



### *Eau Palm Beach Resort & Spa*

- Highly targeted email delivered to 26,200 engaged members in January to the hotel’s biggest feeder markets
- Second highly targeted email to 21,533 engaged members in March as an “Extended Sale” to additional feeders plus openers and clickers from the January email
- Included an **iPrefer.com** home page ad for two weeks, social media exposure, an eStatement Feature, and both **iPrefer.com** and PHG special offer and property page ads
- Dedicated emails had an **average 31.45% open rate** (23.29% and 39.61%), and 3.7% click rate (4.1% and 3.2%)
- **Total campaign generated \$75,302 in revenue** from 25 bookings

To receive your own **iPrefer** audit, to obtain a PDF of additional best practices, or to share your suggestions, please visit [www.iprefer.com/reportcard](http://www.iprefer.com/reportcard)

