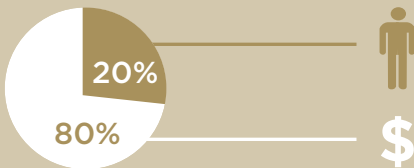


# THE PROOF IS IN *i*PREFER

## REVENUE AND RETENTION

In its first year, *i*Prefer has solidified itself as a powerful presence within hospitality. At launch, some hotels questioned the effectiveness of loyalty as a whole and whether the program could generate ancillary business. With **1.2 million members** and counting, we are pleased to share that *i*Prefer members spend more, stay more, and carry a higher value to hotels. Additionally, our members explore the portfolio, generating referral business and new revenue streams. With more evolutions ahead in 2015 and over 550 participating properties, we look forward to another impressive year.

### WHY LOYALTY?



80% of future profits come from 20% of existing customers <sup>1</sup>

### REWARDS COUNT:



Repeat customers spend (on average) **33% more** vs new ones <sup>1</sup>



68% of travelers (73% of biz travelers) stay loyal to program to take advantage of earned points <sup>2</sup>

### LOYALTY PROGRAM MEMBERS:<sup>3</sup>

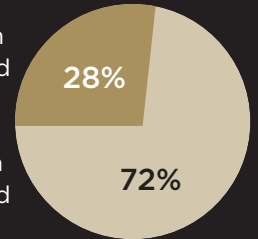
- More likely to recommend hotel
- Spend more per room
- Less sensitive to price increases

### *i*PREFER BY THE NUMBERS:

## US\$26.8M MEMBER STAY REVENUE YTD 2014

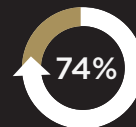
28% of revenue came from enrollments that originated at your hotel

72% of revenue came from enrollments that originated at another hotel



**US\$820**

2014 average stay value



**NEW MEMBERS**

Enrollments up 74%

### OTA vs. *i*PREFER

*i*Prefer bookings reduce costs and increase profitability vs. OTA bookings\*

18% COMMISSION (OTA)



2.5% COMMISSION (*i*PREFER)

\*hotel direct bookings

2X - The rate *i*Prefer members open email vs non-members



**READY TO INCREASE GUEST RETENTION AND REVENUE WITH *i*PREFER?**

