



PriorityClubRewards | IHG

PRIORITY CLUB REWARDS

1983

launched

over

61m

members globally

8m

new members enrolled in 2010

DID YOU KNOW?

Hotels Anywhere offers members the flexibility to redeem points for free stays at over 70,000 other hotels around the world, even at our competitors' hotels.

Overview

With over 61 million members globally, IHG's Priority Club Rewards is the first and largest guest loyalty programme in the hotel industry. Named Best Hotel Rewards Program in the World for six consecutive years by Global Traveler magazine and Best Hotel Loyalty Program for four consecutive years by Business Traveler magazine, Priority Club Rewards offers members thousands of rewards and ultimate flexibility.

There are three levels of membership: Club, Gold Elite and Platinum Elite. Priority Club Rewards offers members a large collection of programme rewards, including Reward Nights, Flights Anywhere™, Hotels Anywhere, merchandise, gift cards and unique experiences.

www.priorityclub.com

Club benefits

- Stay up to 14 nights a year.
- Collect points, miles or other partner credits.
- Points that never ever expire.

Gold Elite benefits*

- Stay 15-49 nights a year.
- Priority check in on guaranteed reservations.
- 10% bonus on base points.
- Exclusive customer service number.

Platinum Elite benefits*

- Stay 50 or more nights a year.
- Complimentary room upgrades (subject to availability).
- Guaranteed room availability (72 hours in advance).
- 50% bonus on base points.
- Exclusive customer service number.

* See all t&c's at www.priorityclub.com.

DID YOU KNOW?

Recent research conducted by IHG showed frequent travellers place a higher perceived value on hotel loyalty program currency over frequent flier miles, as airlines' imposition of fees, decreased reward seat inventory and greater restrictions have weakened consumer trust.



➤ **PriorityClubRewards | IHG**



Unleash the power of your points

Priority Club provides members with more flexibility than any other hotel loyalty programme in the world. Points never, ever expire and members can choose from a wide range of exclusive redemption options to redeem when they want, for what they want.

If a member can't find a reward that suits their needs, they can create their own reward with our Priority Club® Rewards Concierge. Also, members can take advantage of Points & Cash, which allows combining cash with points to get rewards faster.

Enrolment in Priority Club Rewards is free. Guests can enrol by logging onto priorityclub.com, by calling 1-888-211-9874 or by inquiring at the front desk of any of IHG's more than 4,400 hotels worldwide.

DID YOU KNOW?

Between 24 January and 15 April almost three million points were awarded every week Priority Club members who took part in a new online game, 'Win It in a Minute'. Priority Club Rewards is the first hotel rewards program to launch an online gaming platform.

FAST FACT

We've become the first hotel company to reward our Priority Club members when they use 'Location Based Service' (LBS) technology to 'check in' at our hotels.

Members who sign up to the new Topquest service will earn loyalty points when they sign in to major LBS apps, including Foursquare, Twitter and Google Latitude, at any of our 4,400 hotels across the world.

The points can be exchanged for rewards that include flights, hotel stays and dining or shopping vouchers.

