

I PREFER[®]

HOTEL REWARDS





Campaign Key Takeaways

- Voting Window: January 5-31, 2026
- Only **20 Winning Hotels** Globally
- Download Promotional Assets for promoting in your Local Marketing
- Send your voters here:
 - https://iprefer.com/members-choice/2025/vote



For questions, concerns, ideas and feedback; please contact <u>loyalty@iprefer.com</u>







What are the Members' Choice Awards?

An annual / Prefer campaign where our travelers vote on their favorite hotels who participate in / Prefer Hotel Rewards.

Voters consider their stay experiences and Member service level received from the hotels.

Members will receive 250 bonus points for voting.

**Must be an I Prefer Member to vote

(Non-members can join prior to voting to earn)



Benefits to Winning Hotels

- 1-year Feature on <u>iprefer.com/members-choice</u>
- Members' Choice Badge included on hotel listing
- PTG press release + social media announcements
- Receive physical Winner's Plaque + virtual promotional assets for Local Hotel Marketing







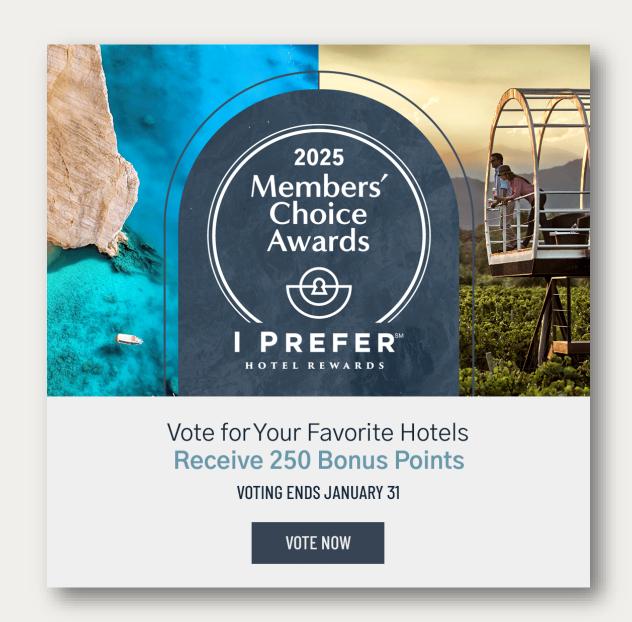
1 Prefer Global Marketing Support

During the voting period:

- > Jan. 5: Launch Email in Member Account Summary
- > Jan. 26: "Last Chance" Reminder Email
- + additional social & PR announcements

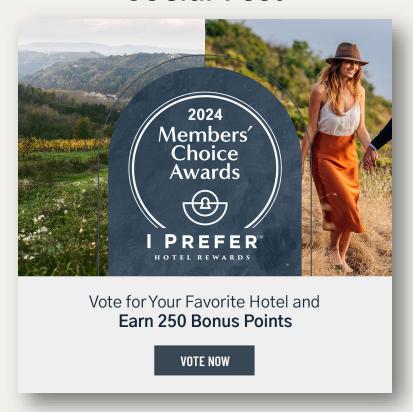
For the Winning Hotels:

- 1-year feature on <u>iprefer.com/members-choice</u>
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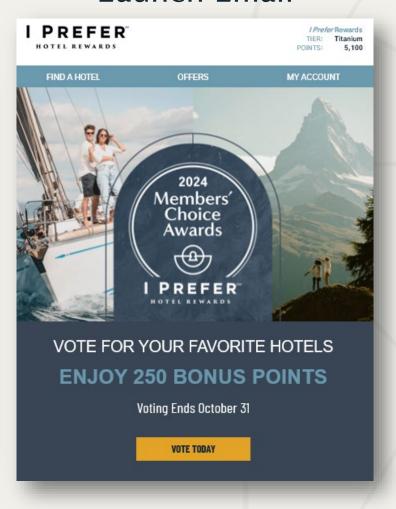


Global Marketing Examples

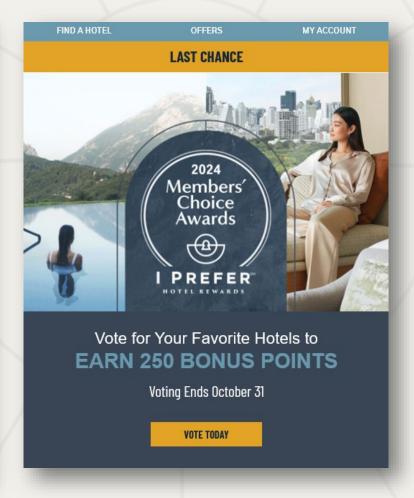
Social Post



Launch Email



Last Chance Email





Members' Choice Voting Page

https://iprefer.com/members-choice/2025/vote



CAST YOUR VOTES!

Vote for your favorite hotels around the world to receive the 2023 *I Prefer* Members' Choice Award. You may select up to three hotels per region, but a minimum of one vote, globally, is required. **Reminder:** In order to receive 250 *I Prefer* bonus points, you must login (or join) prior to submitting your vote. Points will be awarded within 30 days of submission. Vote by October 27, 2023.

EUROPE

Select your favorite hotel(s) from the 190 properties in our European portfolio. If you do not have a favorite hotel in this region, select 'None'.





How Your Hotel Can Win

During the voting period:

- Hotels should drive votes by marketing to their own databases, utilizing local channels:
 - Social Media Channels
 - Website(s)
 - Emails
- Promotional Banners, URLs, logos, and more are available for download here on PreferredNet.net.
- Send your voters here:
 https://iprefer.com/members-choice/2025/vote
- Need additional guidance and inspiration? Explore the <u>I Prefer Marketing Toolkit</u> to view all assets & resources available to your hotel







Marketing Assets
available for download











Partner Hotel Examples

(2024 program samples)







You will be requested to login using your IPrefer member account.



We'd be Honored to Have Your Vote!

We invite you to support us and vote for Inn by the Sea in this year's

I Prefer Hotel Rewards Member's Choice Awards.

Your vote for Inn by the Sea in the 2024

I Prefer Hotel Rewards Member's Choice Awards

reflects our dedicated staff exceeding expectations for

each and every guest in partnership with one of the most highly regarded rewards programs globally.

When a completed vote has been cast between

October 1, - October 31, 2024.

you'll receive 250 bonus points to your I Prefer profile.





Important Dates



December 2025

 Prepare your local marketing efforts, setting your hotel up for success in the voting period



Voting is Live

January 2026

- Voting is live Oct. 1-31
- Drive voters through your own marketing tactics via Web, Email, Social, etc.



Winners Announced

February 2026

- I Prefer Team to tally the votes and announce the 20 Winning Hotels
- Winning Hotels receive their Winner Plaque + promotional assets



Ongoing Winner Support

2026

- Feature on iprefer.com
- Members' Choice Badge included on hotel listing
- PTG press release & social media announcements



THANK YOU **GRACIAS** DANKE MERCI **GRAZIE OBRIGADO** ありがとうございました 谢谢 धन्यवाद

