*Dear {Guest Name},*

*Welcome to* *{Hotel Name}! Whether you are here for business or pleasure, we hope you have an enjoyable and rewarding stay. We would like to personally invite you to join the I PREFER HOTEL REWARDS PROGRAM, our complimentary points-based loyalty program available at more than 700 hotels in over 85 countries.*

*As an* ***I Prefer*** *Member you’ll earn 10 points for every US$1 you spend, plus everything you need for a great stay:*

* *Free Internet*
* *Room upgrade upon availability at check-in*
* *Priority for early check-in or late check-out if available*
* *Points for reward certificates to be used for free nights*

*Please contact us at extension {insert extension} if you would like to sign up. We are here to make your stay as comfortable as possible. Should you require anything to make your stay more enjoyable, please do not hesitate to contact a member of our staff*

*Once again, thank you for choosing {Hotel Name} and please enjoy your stay.*

*Sincerely,*

*{Front Office Manager or General Manager Name}*

*{Front Office Manager or General Manager Title}*