



I PREFERSM

HOTEL REWARDS

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BEYOND
GREENSM



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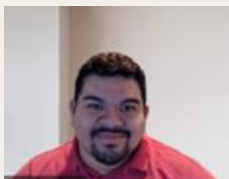


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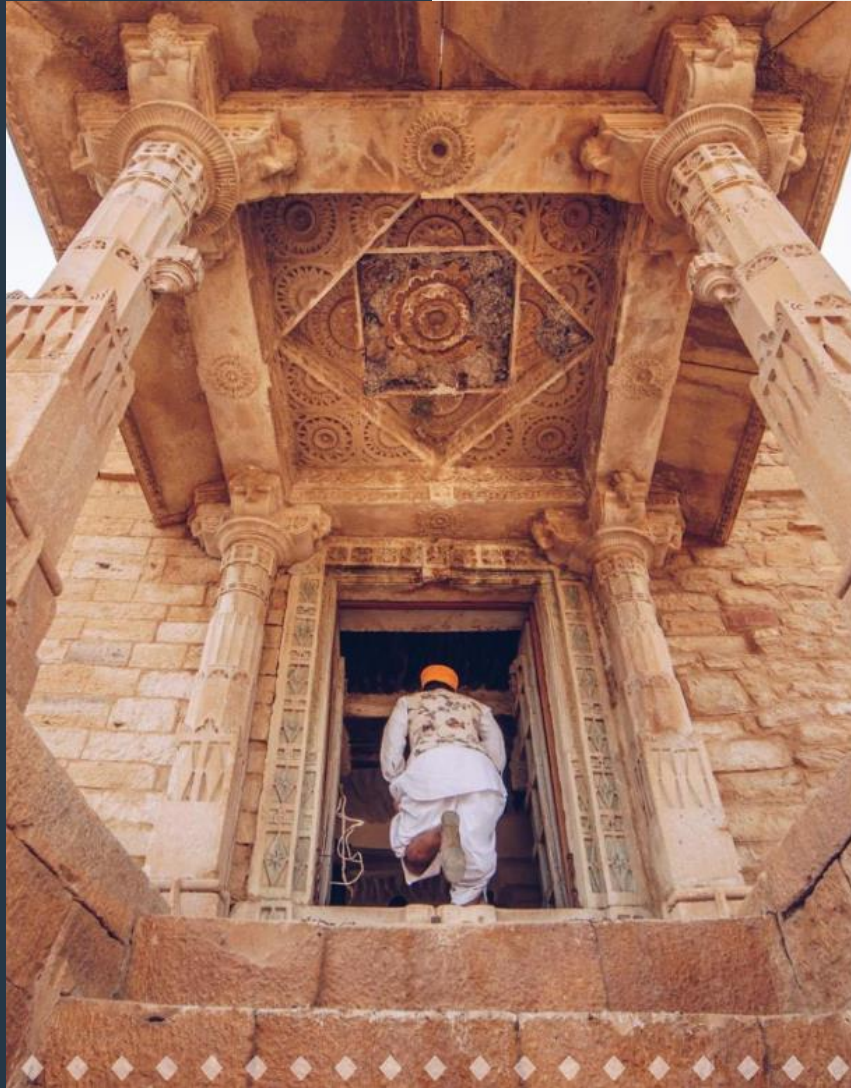


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Program Highlights



***I PREFER* PROGRAM**

MEMBERSHIP UP 78% vs. 2019
Total 4.5M + GROWING

ENROLLMENTS/DAY UP 40% vs. '22
50% increase from Beyond Green

REVENUE TO HOTELS UP 30% in '22
**8% increase YOY to Beyond Green
(\$16.7M)**

CROSS-BRAND REVENUE
**One-third of *I Prefer* revenue to our
hotels is from members who
enrolled elsewhere in our network.**



Operations

Areas of Focus

Loyalty Ambassador Community

- Understand the program and its **value to the hotel and our members**
- The role of the Loyalty Ambassador and the part they play in **making loyalty a way of life** at the hotel
- Understands **performance measures, systems, tools** (including the *I Prefer* desk sign)
- **Attends monthly Loyalty Ambassador calls**

CTA: Ensure we have the correct contacts!

Member Benefits & Delivery

- Ensure *I Prefer* Member **benefits are consistently delivered**
- To prepare for Member arrival, utilize the upcoming **Member Arrival Report**
- Monitor your teams to ensure the **Welcome Amenity & Food and Beverage Offering** is being delivered to eligible tiered members

CTA: What is your Welcome Amenity & F/B offering?



Areas of Focus

Member Growth

- Capture guest enrollments in **Profectus**
- **Acknowledge top enrolling associates**
- Consider placing enrollment **QR codes** in the F&B outlets, Recreational areas, In-room
- Have a **trackable enrollment link** on your website
- Ensure your front desk staff takes our **Profectus training**

CTA: Sign up for the Hotel Enrollment Rewards Program!

I Prefer Service Scores

- Produced to assist hotels in gauging how they are **perceived by I Prefer members**
- Survey questions: **Knowledge of Hotel Staff, How Welcomed did I feel as a Member** and **Overall Member Experience**
- Focusing on ensuring that **hotel associates are aware of I Prefer** and **program benefits will help achieve a higher service score.**

CTA: Review your service scores ensure to celebrate success! If scores are lower than expected, put together an action plan on how to improve.



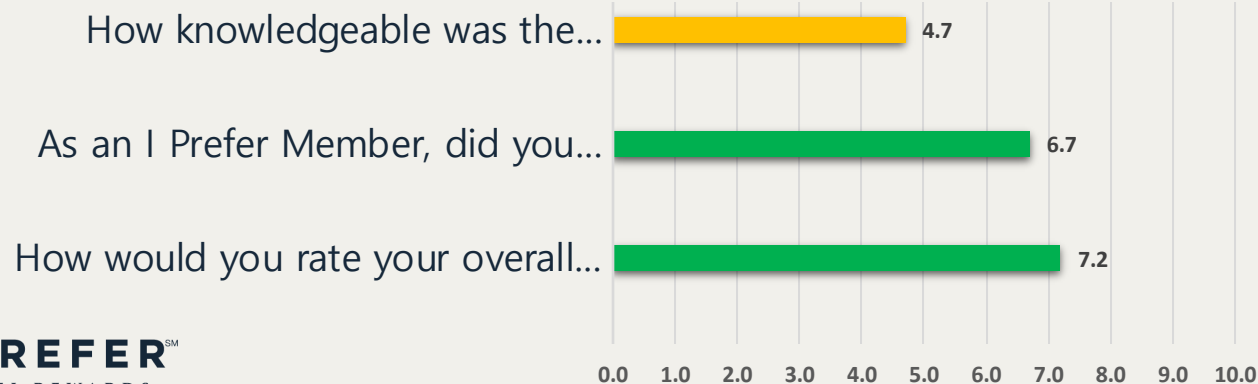
I PREFER

Service Scores

Red, Yellow or Green

Target score is 8 or higher. Anything less than 6 requires an action plan that we will develop with GM and *I Prefer* Ambassador support.

PRIMARY SURVEY QUESTIONS



This survey is based on your recent stay at the location specified on this invitation only. Based on this, please share your feedback on your *I Prefer* Hotel Rewards member experience.

* Please name the *I Prefer* Hotel of your most recent stay, as listed on the email invitation:

* How would you rate your overall experience as an *I Prefer* Member during this stay?

0 (Extremely dissatisfied) 10 (Extremely satisfied)

* As an *I Prefer* Member, did you feel welcomed by the hotel staff?

0 (Not at all welcomed) 10 (Very welcomed)

* How knowledgeable was the hotel staff about the *I Prefer* Program?

0 (Not at all knowledgeable) 10 (Extremely knowledgeable)

* What is your *I Prefer* membership tier?

- Insider
- Explorer
- Elite
- I don't know

* Please indicate the *I Prefer* Member benefits you received during your stay. (Please note benefits vary per membership tier).

- Complimentary Internet access
- Welcome amenity
- Room Upgrade
- Late check-out
- Early check-in
- Food and beverage offering
- I did not receive any stay benefits
- I do not remember if I received any of these benefits



I PREFER OPERATIONS

Desk Sign & Collateral



BEYOND GREEN | I PREFER HOTEL REWARDS

DISCOVER I PREFER HOTEL REWARDS

YOUR KEY TO A WORLD OF TRAVEL

Join for free today to receive these exclusive travel benefits here and at hundreds of other hotels, resorts, and residences around the world.

I Prefer Member Tiers and Benefits	Insider 0 - 24,999 Points	Explorer 25,000 - 49,999 Points	Elite 50,000+ Points
Points Bonus*		20%	50%
Access to Exclusive Member Rates	●	●	●
Early Check-in, Late Check-out**	●	●	●
Enhanced Room Upgrades**	●	●	●
Complimentary In-room or Enhanced Internet Access	●	●	●
Welcome Amenity***		●	●
Food and Beverage Voucher***			●
Digital Anniversary Gift			●
Access to Special Offers and Experiences			●

*Insiders earn 10 points per US\$1 spent; Explorers earn 12 points per US\$1 spent; Elites earn 15 points per US\$1 spent
Based on availability *Varies by property

ENROLL TODAY FOR INSTANT BENEFITS

BEYOND GREEN | I PREFER HOTEL REWARDS

PREPARING FOR I PREFER MEMBERS

Use this guide to ensure I Prefer Member guests receive their stay benefits from check-in to check-out. This and more information can always be found on I Prefer Profectus at hotel.iprefer.com.

PRIOR TO MEMBER CHECK-IN

CONFIRM UPCOMING MEMBER ARRIVALS
with the Upcoming Member Stay Report at I Prefer Profectus – hotel.iprefer.com

ENSURE MEMBERS RECEIVE THEIR STAY BENEFITS

- Early Check-in
- Complimentary In-room Wi-Fi
- Room Upgrade (This can be a higher floor, bigger room, better view; based on availability)
- Explorer and Elite Member Welcome Amenity (ensure amenity is ready prior to arrival)
- Elite Member Dining Bonus
- Late Check-out

DURING MEMBER CHECK-IN

THANK THE MEMBER FOR BEING A PART OF I PREFER HOTEL REWARDS

REMINDE THE MEMBER ABOUT THEIR BENEFITS
Highlight any additional I Prefer Member benefits you may offer. Prepare a late check-out for the Member if they desire.

ASK ABOUT REWARD CERTIFICATES
If the Member does not have a certificate to redeem but has more than 12,500 points, remind them that they are eligible to redeem their points for a Reward Certificate to be used during this stay via their I Prefer Member account.

DURING MEMBER CHECK-OUT

ASK ONCE MORE ABOUT REWARD CERTIFICATES
The Member may have redeemed points for a Reward Certificate during the course of their stay.

REDEEM REWARD CERTIFICATE THROUGH I PREFER PROPECTUS
Once redeemed, deduct Reward Certificate amount from the Member's final bill in your PMS.

THANK THE MEMBER FOR THEIR STAY AND FOR BEING A PART OF I PREFER HOTEL REWARDS

AFTER CHECK-OUT

CONFIRM MEMBER STAY POINTS
If the Member did not receive points automatically for an eligible stay, the I Prefer Ambassador can use the Request Points form in Profectus.

CHECKING IN NON-MEMBER GUESTS

ASK IF THEY WOULD LIKE TO ENROLL IN I PREFER HOTEL REWARDS
Use the opposite side of this card to provide the guest with a quick overview of the program, along with stay benefits, tiers, and more.

ENROLL NEW MEMBERS
Enroll them through I Prefer Profectus and ensure they receive benefits for their current stay as seen in the steps above.

YOUR KEY TO A WORLD OF TRAVEL

ENROLL TODAY TO ENJOY INSTANT BENEFITS WITH EVERY STAY

- POINTS EARNED ON ELIGIBLE STAYS
- EARLY CHECK-IN & LATE CHECK-OUT
- EXCLUSIVE RATES & OFFERS
- COMPLIMENTARY WI-FI
- ENHANCED ROOM UPGRADES

We invite you to enroll in I Prefer Hotel Rewards, our global loyalty program, and start experiencing rewarding travel here and at hundreds of other destinations around the world.

ENROLL NOW

BEYOND GREEN | I PREFER HOTEL REWARDS



I PREFER

Operations Checklist



An Assigned Loyalty Ambassador



Determine your Welcome Amenity & Food/Beverage Offering



Display I Prefer Signage and collateral



Utilize Profectus for enrollments, point awarding, reporting



Audit your website for *I Prefer* logo compliance



Complete training in The Pineapple Guide (thepineappleguide.com)



loyalty@iprefer.com

- Updating your Loyalty Ambassador
- Add colleagues to the Pre-arrival Email
- Updates to our Welcome Amenity or F&B Offering
- Profectus access
- Request *I Prefer* Training



Marketing Opportunities

The Guests You
WANT



ESTABLISHED

Incomes \$250K+

Net Worth \$1MM+



EXPERIENCES

Food

Wine

Culture



LIFESTYLE SEGMENT

Affluent

Spend on Travel

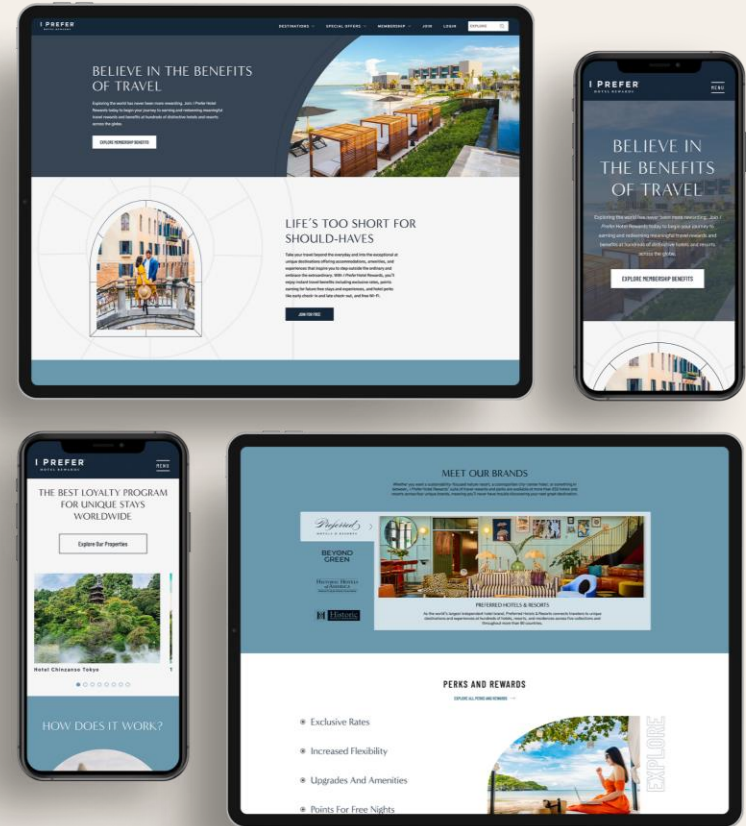
Charitable



Our new

Digital Experience

SO FAR THIS YEAR...
...NEW LOOK
...NEW WEBSITE AND APP
...NEW MARKETING
...NEW ASSETS



iprefer.com

Beyond Green

I PREFER HOTEL REWARDS DESTINATIONS OFFERS BENEFITS JOIN LOGIN EXPLORE

BELIEVE IN THE BENEFITS OF TRAVEL

Exploring the world has never been more rewarding. Join *I Prefer* Hotel Rewards today to begin your journey to earning and redeeming meaningful travel rewards and benefits at hundreds of distinctive hotels and resorts across the globe.

[EXPLORE MEMBERSHIP BENEFITS](#)

MEET OUR BRANDS

Whether you want a sustainability-focused nature resort, a cosmopolitan city-center hotel, or something in between, *I Prefer* Hotel Rewards' suite of travel rewards and perks are available at more than 650 hotels and resorts across four unique brands, meaning you'll never have trouble discovering your next great destination.

BEYOND GREEN

BEYOND GREEN

United by the belief in travel as a force for good and the need for a more purposeful way to explore the world, Beyond Green invites travelers to experience luxury hotels, resorts, and lodges that exemplify sustainability in hospitality.

iprefer.com/search/brand/beyondgreen

I PREFER HOTEL REWARDS DESTINATIONS OFFERS BENEFITS JOIN LOGIN EXPLORE

- HOTELS BY CITY**
- Paris
- New York
- Chicago
- Cancun
- London
- Cabo San Lucas

- HOTELS BY COUNTRY**
- United States
- Mexico
- United Kingdom
- France
- Italy
- Japan
- China

- HOTELS BY BRAND**
- Preferred Hotels & Resorts
- Beyond Green
- Historic Hotels of America
- Historic Hotels Worldwide

- EXPLORE HOTELS**
- New York
- Paris
- Los Angeles
- Cancun
- [View All Destinations](#)
- [View All Hotels](#)

BEYOND GREEN

EXPLORE DESTINATIONS SEARCH FOR PROPERTIES SHOW MAP

Select Region Select Country Select State Select City

FILTER BY AMENITIES:

- Family-friendly
- Fitness center
- Accessible
- Non-smoking rooms
- On-site parking
- Pet-friendly
- Pool
- Spa

36 Hotel Results Member's Choice Award Winner Relevance

CARNEROS RESORT AND SPA

Napa, California, United States

Rates from USD \$760

PORTA HOTEL ANTIGUA

La Antigua, Guatemala

Rates from USD \$143

Book with points

CAVALLO POINT

Sausalito, California, United States

Rates from USD \$485

THE PALMS HOTEL & SPA

Miami Beach, Florida, United States

Rates from USD \$203



The Member

Journey

NEW PERSONALIZED LIFECYCLE MARKETING

I PREFER HOTEL REWARDS | TIER: **INBOX** | POINTS: **10,705**

FIND A HOTEL OFFERS MY ACCOUNT

Member, Upgrade Your Inbox and Travel the World with Exclusive Offers

Make the Most of Your Membership with Personalized Offers

Subscribe to *I Prefer* communications and update your travel preferences to receive offers and rewarding opportunities.

TRAVEL INTERESTS

COMPLETE MY PROFILE

I PREFER HOTEL REWARDS | TIER: **INBOX** | POINTS: **10,705**

FIND A HOTEL OFFERS MY ACCOUNT

Melinda, Welcome to *I Prefer* Hotel Rewards

Explore the World with Members-Only Hotel Offers & Exclusive Benefits

Stay inspired and explore more than 650 unique hotels and resorts in 85 countries. Enjoy everyday stay benefits such as late check-out and room upgrades while also earning toward elevated status and free nights.

EXPLORE NOW

Hotel Stay Benefits

- Points Earned on Eligible Stays
- Early Check-in & Late Check-out
- Exclusive Rates & Offers
- Complimentary Wi-Fi
- Enhanced Room Upgrades

VIEW MY BENEFITS

How to Earn Points

- Book & Enjoy Exclusive Room Rates
- Earn Points for Each Qualified Booking & Stay
- Redeem those Points for Future Free Nights & Other Rewards

SET EXCLUSIVE OFFERS

I PREFER HOTEL REWARDS | TIER: **INBOX** | POINTS: **10,705**

FIND A HOTEL OFFERS MY ACCOUNT

You are invited to experience the benefits and rewards of *I Prefer* Hotel Rewards at more than 650 hotels and resorts in 85 countries around the world.

Your Email Subscription Status: **Unsubscribed**

Never miss out on exclusive offers and reward opportunities. Subscribe to *I Prefer* messages today.

EXPLORE MY NEWS

EARN & REDEEM POINTS

Earning points with *I Prefer* Hotel Rewards is easy. Use your membership to book hotel and resort stays and earn points you can use for future complimentary Reward Nights and other amazing redemption options.

Reward Nights

Enjoy a complimentary Reward Night starting at 15,000 points or apply points to a portion of your booking.

Reward Certificates

Redeem your points for Reward Certificates, good for hotel stays and experiences.

I Prefer Auctions

Invite your friends and family to join *I Prefer* Hotel Rewards and you'll all be rewarded with 5,000 bonus points.

Refer-a-Friend Bonus

LOAD MY NEWS

I PREFER HOTEL REWARDS | TIER: **INBOX** | POINTS: **10,705**

FIND A HOTEL OFFERS MY ACCOUNT

You Deserve a Getaway

YOUR POINTS CAN GET YOU THERE FOR LESS

EXPLORE REWARD NIGHT LOCATIONS

Half Moon, Montego Bay, Jamaica

[Member],

You have enough points to book a **Reward Night**.

Enjoy these exciting *I Prefer* point redemption options at participating hotels and resorts around the world.

Reward Nights

Let your points take you to more places.

Starting at **15,000** Points Per Night

EXPLORE LOCATIONS

REWARD NIGHTS & REWARD NIGHTS PLUS



REWARD NIGHTS
= FREE NIGHTS

Reimbursed for your
turnover costs



REWARD NIGHTS PLUS
= CASH + POINTS

Reimbursed for approximately
80% of BAR

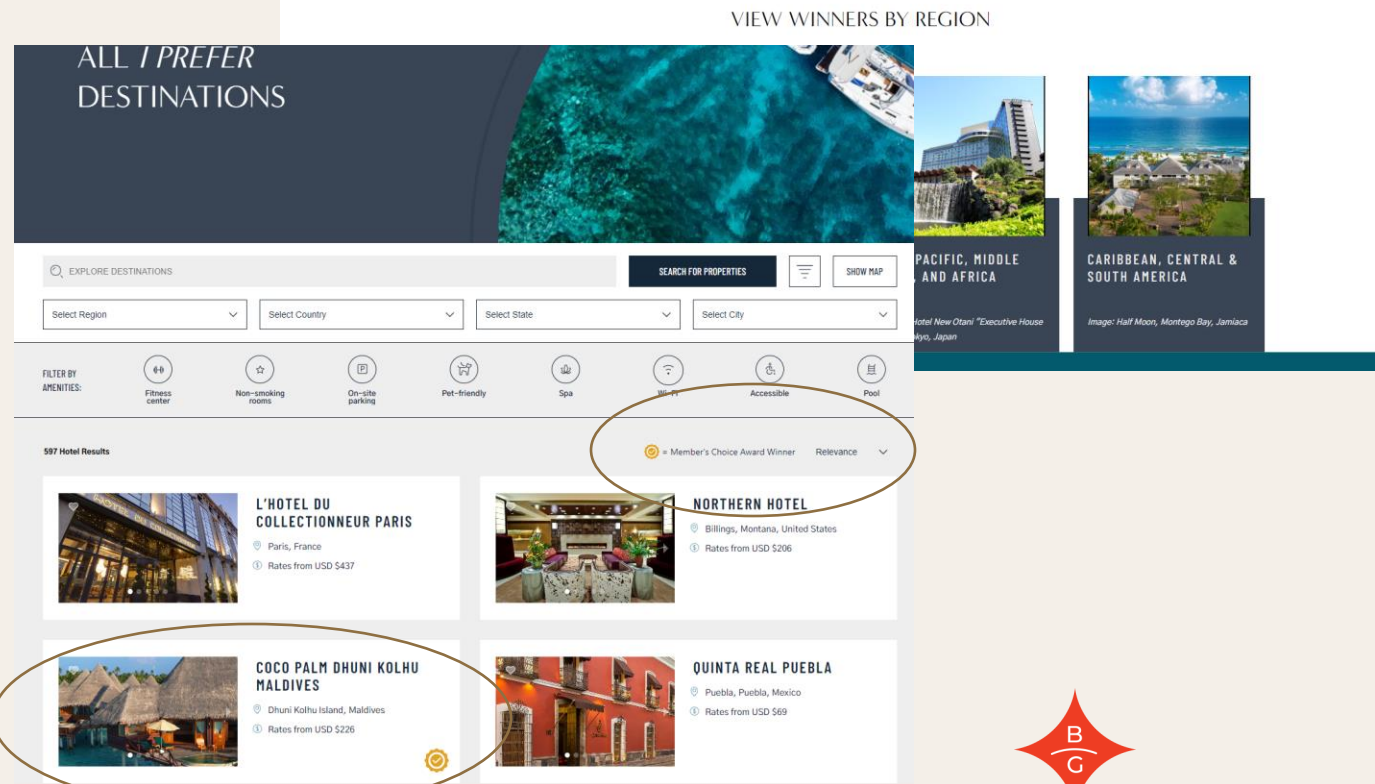
Fully Yieldable, Drive occupancy during need times

Member's Choice Awards

Annual award celebrating hotels that have been voted on by members for experience and service excellence.

Winners Get:

- Dedicated Landing Page Feature
- Badging in search results on IP.com
- Campaign Inclusions



Up Next...

A Few Items On Our Roadmap

- IP Enrollment Assets for Hotels (Q3)
- Member's Choice 2023 Voting (October)
- Points Promotions – Earn and Redeem (Planning Q4)
- Points for Experiences (2024)



Key Marketing Take Aways

- **Help Drive Enrollments** – It helps you and your fellow hotels
- **Get Involved in Reward Nights** – It's great exposure
- **Support MCA Voting** – Ongoing Promotion for Winners!





Resources

The Green Room



I Prefer Implementation guide



Hotel Enrollment Rewards Program Details



Member Enrollment



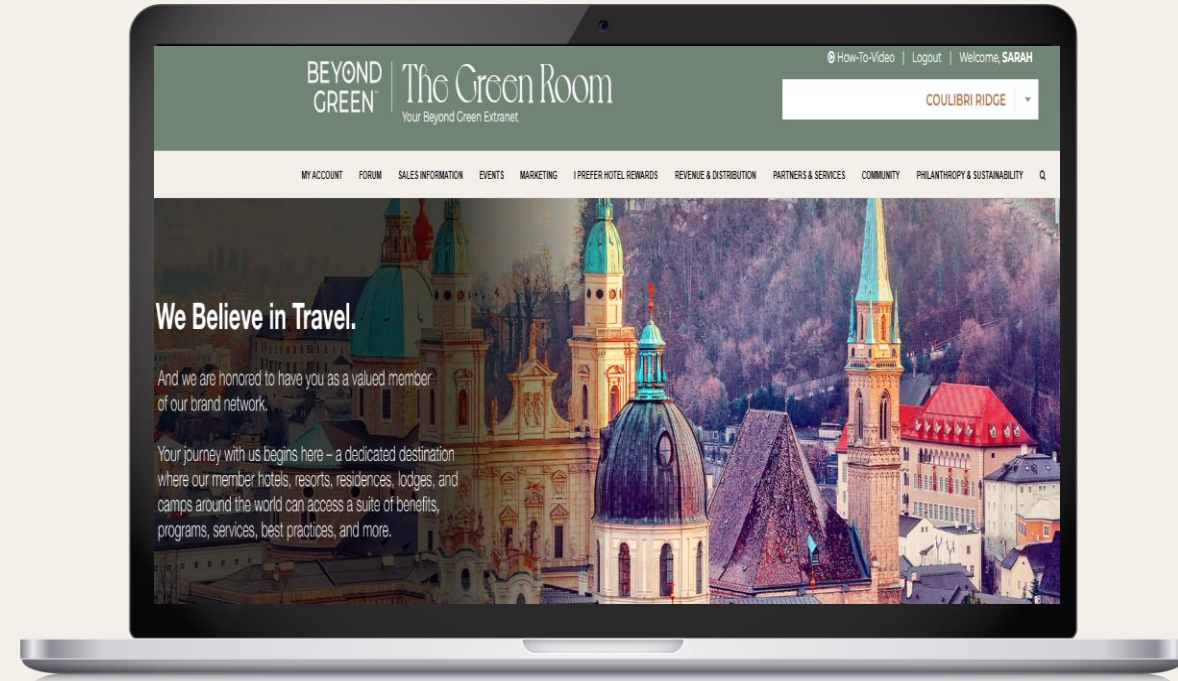
Best practices



IQA & *I Prefer* Service Scores



Marketing & Collateral



I Prefer Hotel Rewards

Our global trainings are a collection of complimentary webinars, personalized consultations, and online courses

[Intro to *I Prefer* Hotel Rewards](#)

Begin your guest loyalty journey here with an introduction to the *I Prefer* Hotel Rewards Program.

[Profectus User Training](#)

Profectus is the *I Prefer* Hotel Rewards program's online portal that provides quick and comprehensive access for hotels to directly support *I Prefer* Members before, during, and after their stay.

[Loyalty Ambassador Learn & Share Webinars](#)

Interact with your global network of *I Prefer* Loyalty Ambassadors, share best practices and hear the latest loyalty updates.

[One-on-One Personalized Training \(Upon Request\)](#)

The *I Prefer* Loyalty Operations team provides complimentary one-on-one training to help your hotel bring the *I Prefer* Hotel Rewards program to life.

[Regional Training](#)

Regions outside of the US & Canada provide monthly training in the local language.

[On-demand Recordings & Replays](#)

Group training calls / webinars are recorded and posted to The Green Room.

[THE PINEAPPLE GUIDE](#)

Our learning platform allows users to log on to train any time they want, from anywhere in the world.



Stay In

Touch

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THANK YOU

GRACIAS

MERCI

GRAZIE

ありがとうございました

谢谢

