



I PREFERSM

HOTEL REWARDS



2024
Members'
Choice
Awards



I PREFERSM

HOTEL REWARDS

Members' Choice Awards 2024

Campaign Key Takeaways

🔑 Voting Window: October 1–31, 2024

🔑 Only **20 Winning Hotels** Globally

🔑 Download **Promotional Assets** for promoting in your Local Marketing

🔑 Send your voters here:
<https://iprefer.com/members-choice-awards>



CAMPAIGN OVERVIEW

Members' Choice Awards 2024

What are the Members' Choice Awards?

An annual *I Prefer* campaign where our travelers vote on their favorite hotels who participate in *I 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*)



Members' Choice Awards 2024

Benefits to Winning Hotels

- 🔑 1-year Feature on iprefer.com/members-choice
- 🔑 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
- 🔑 Members' Choice Award Winners promotion in early 2025 (*promo details tbd*)



A scenic view of a rocky coastline with a white sailboat in the distance, framed by a large white semi-circle. The water is a vibrant turquoise color, and the rocks are rugged and brownish-grey. The sailboat is positioned in the center of the frame, looking out towards the open sea. The overall atmosphere is serene and natural.

I PREFER
GLOBAL MARKETING
EFFORTS

Members' Choice Awards 2024

I Prefer Global Marketing Support

During the voting period:

- Oct. 1: Launch Email
- Oct. 6: Mention in Oct. Member Account Summary
- Oct. 30: "Last Chance" Reminder Email
- + additional social & PR announcements

For the Winning Hotels:

- 1-year feature on [iprefer.com/members-choice](https://www.iprefer.com/members-choice)
- Members Choice Badge included on hotel listing
- PTG press release & social media announcements
- Members' Choice Award Winners promotion in early 2025
(promo details tbd)



The banner features a dark blue circular graphic with the text "2024 Members' Choice Awards" and the I Prefer logo. The background is a scenic view of a town with a bridge and a couple riding a scooter on a road.

**2024
Members'
Choice
Awards**

I PREFERSM
HOTEL REWARDS

**Vote for Your Favorite Hotel and
Earn 250 Bonus Points**

VOTE NOW

Please Note: examples are from previous year's programs

Members' Choice Awards 2024

Global Marketing Examples

Social Posts



Launch Email

A launch email for the 2023 Members' Choice Awards. The top navigation bar includes "FIND A HOTEL", "OFFERS", and "MY ACCOUNT". The main content area features a large graphic with the text: "2023 Members' Choice Awards" and the "I PREFER HOTEL REWARDS" logo. Below the graphic, the text reads: "VOTE FOR YOUR FAVORITE HOTEL" and "ENJOY 250 BONUS POINTS" in orange. A white button with "VOTE NOW" is centered below. Underneath, it says "Voting Ends October 27". The bottom section of the email contains the following text: "Member, earn 250 bonus points when you vote for your favorite *I Prefer* hotels and resorts for this year's *I Prefer* Members' Choice Awards. These awards honor the best of hundreds of hotels as chosen by Members like you. Vote by October 27, 2023, to be rewarded." A blue button with "VOTE TODAY" is centered at the bottom.

Winner's Promo Last Chance Email

A winner's promo last chance email. The top navigation bar includes "FIND A HOTEL", "OFFERS", and "MY ACCOUNT". The main content area features a large graphic with the text: "LAST CHANCE OFFER" and "MEMBERS' CHOICE AWARDS WINNING STAYS" in white. Below this, it says "40,000 BONUS POINT OFFER ENDS SOON" in orange. A white button with "BOOK NOW" is centered below. The bottom section of the email contains the following text: "Hello Mason, While you can stay at these 2023 *I Prefer* Members' Choice Awards winning hotels at any time, your opportunity to earn up to 40,000 bonus points ends March 31!" A blue button with "EXPLORE & BOOK" is centered below. At the bottom, it says: "Receive 10,000 bonus points per stay of two or more nights - up to 40,000 total points - at any of the 2023 winning hotels when you book and stay now through March 31, 2024." The background of the email features a scenic view of a coastal town built on a cliffside overlooking the ocean, with a swimming pool in the foreground. A small graphic in the bottom right corner of the main image area says "2023 Members' Choice Awards Winner" and "I PREFER HOTEL REWARDS".

Please Note: example is from previous year's programs

Members' Choice Voting Page

<https://iprefer.com/members-choice-awards>



The banner features a couple sitting on a lounge chair by a pool at sunset. The text 'MEMBERS' CHOICE AWARDS 2023' is overlaid in a dark bar at the top. A small gold icon of a person with a checkmark is centered below the title.

MEMBERS' CHOICE AWARDS 2023

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'.



HOTEL LOCAL MARKETING OPPORTUNITIES

Members' Choice Awards 2024

How Your Hotel Can Win

- 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](https://preferrednet.net)**.
- **Send your voters here:**
<https://iprefer.com/members-choice-awards>





Vote for Your Favorite Hotel and
Earn 250 Bonus Points

VOTE NOW



Marketing Assets [available for download](#)



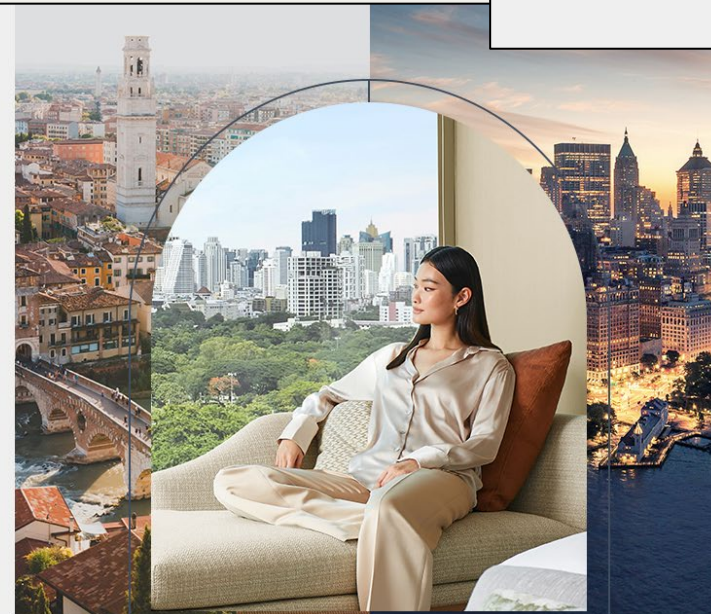
Vote for Your Favorite Hotel
Earn 250 Bonus Points

VOTING ENDS OCTOBER 31



Vote for Your Favorite Hotel
Earn 250 Bonus Points

VOTING ENDS OCTOBER 31



Members' Choice Awards - 2024

Important Dates



Promote & Engage

September 2024

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



Voting is Live

October 2024

- Voting is live Oct. 1-31
- Hotels to keep up their marketing efforts, driving votes utilizing local marketing tactics



Winners Announced

Nov & Dec 2024

- *I Prefer* Team to tally the votes and announce the Winning Hotels



Ongoing Support

2025

- Winning hotels Bonus Offer to be announced & will run through early 2025

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