



I PREFERSM
HOTEL REWARDS



I Prefer Global
Campaign Overview
“Rewarding Stays &
Double Points”

22 January – 30 April 2026

Campaign Overview

Campaign Dates:

22 January – 30 April 2026

Offer Description:

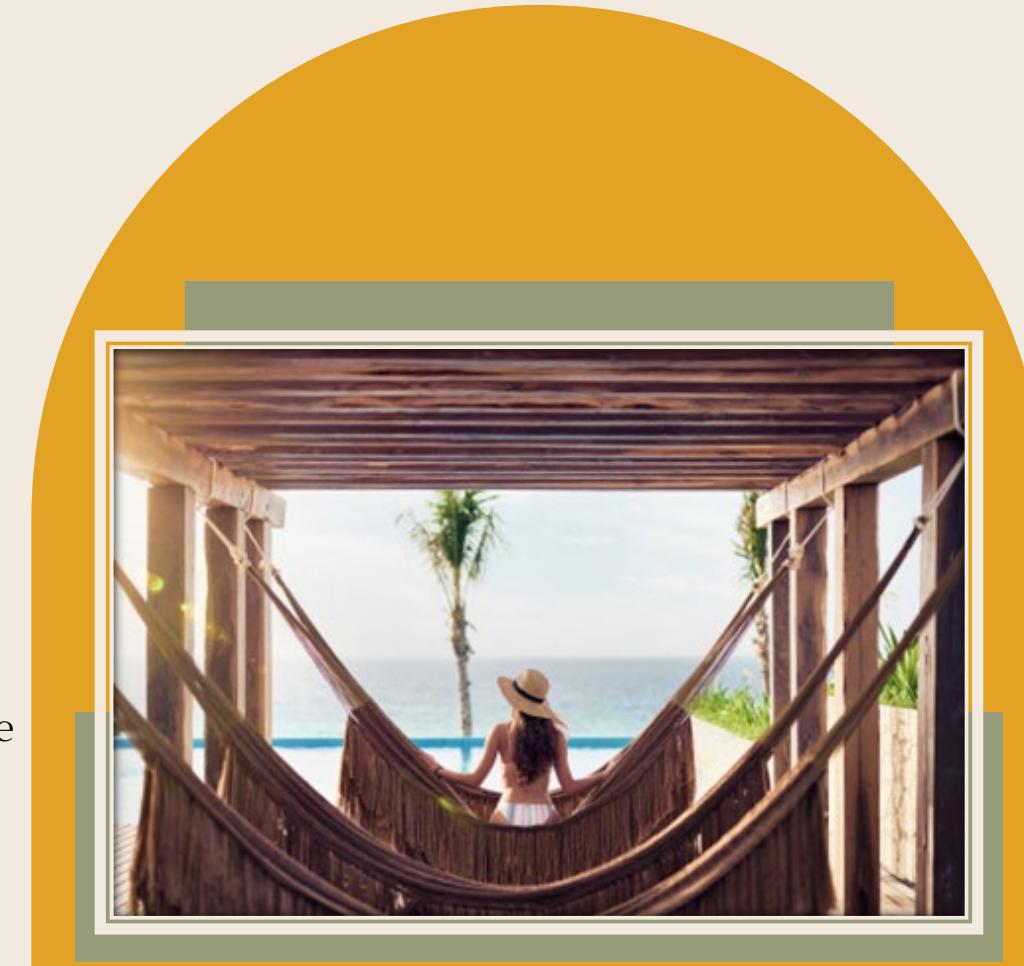
I Prefer Members earn 2X base points on all eligible stays at any *I Prefer* participating hotel when they...

Register & Book: 22 January – 30 April 2026

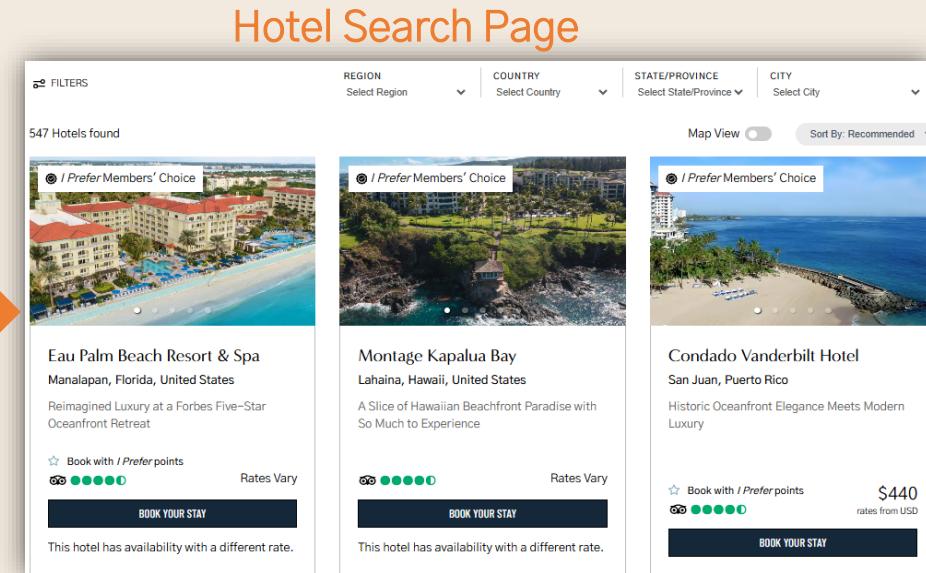
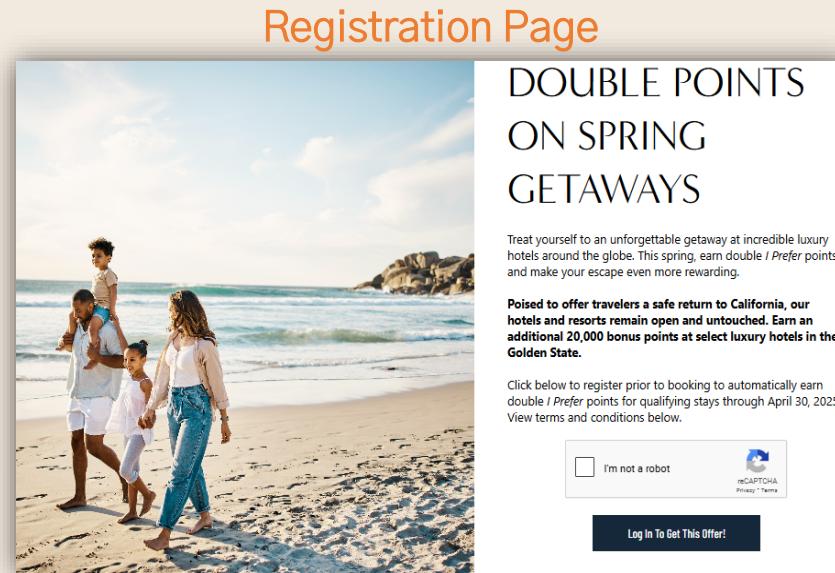
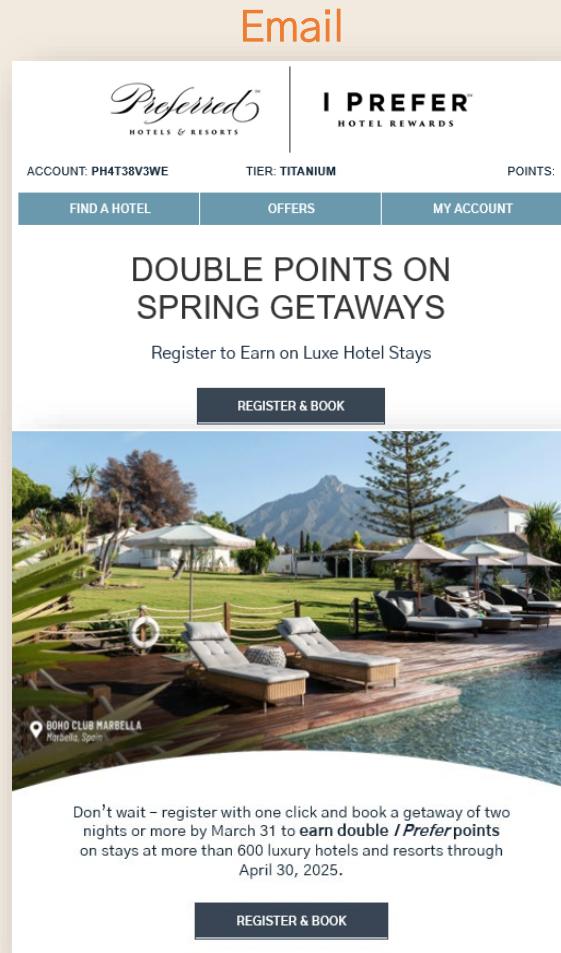
Stay: 1 March – 30 April 2026

Offer Requirements:

- Offer is valid for any *I Prefer* participating property
- Offer can be combined with any valid rate code/booking, except other bonus point offers
- Must be an *I Prefer* Member to register
- Members must register for the promotion on iprefer.com to qualify for the 2x base points
- Bookable on all channels; including Hotel IBE and/or Brand.com
- Stays must be 2-nights or more



Example of Consumer Path & Registration Flow



Campaign Registration Link:
<https://iprefer.com/special-offers/rewarding-stays-double-points>

Registration for this promotion is required for Members to receive the 2x points

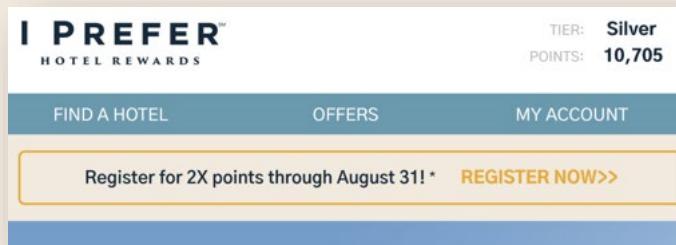
Global Marketing Initiatives

Email Strategy

- Promotions in our monthly Member Account Summary
- Dedicated Reminder emails; including dynamic content to Members based on whether they have Registered yet or not
- Eyebrow Banner placements in all relevant Preferred email communications
- Triggered confirmation emails; informing Members they have successfully registered for 2X points

Additional Marketing

- Social Media + Paid Media
- Pop-ups and Banners on our websites
- SMS text messaging
- Affiliate Marketing



Dedicated Reminder Email

Double Points Ends Soon

Register to unlock rewards on your next stay

REGISTER TODAY



The window to earn **double I Prefer points** is closing. Make the most of your next getaway when you register, book, and stay by April 30 at more than 700 luxury hotels and resorts worldwide. Don't let this exclusive offer slip away before you've even packed your bags.

REGISTER & BOOK

Local Hotel Marketing Activation

Hotel Toolkit with promotional assets
[Download on PreferredNet.net](https://PreferredNet.net)

Ensure your hotel's success in this campaign:

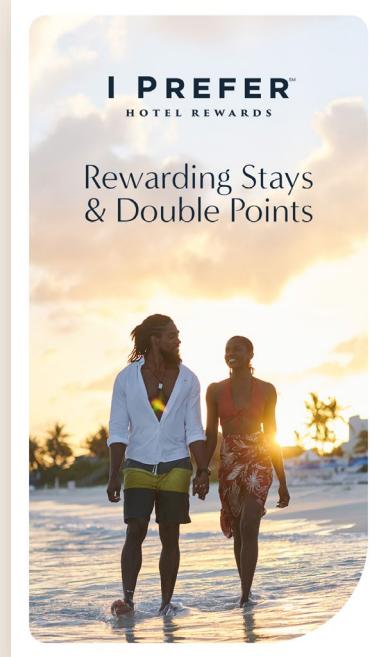
- ✓ Promote this campaign in your distribution channels; web, email, social
- ✓ Leverage this offer with your existing rates & offers
- ✓ Ensure the / Prefer Member Rate is live and bookable
- ✓ Leverage resources available to your hotel:
 - [Campaign Promotional Asset Toolkit](#) – ready-to-use assets for your team to use in local marketing tactics
 - [Marketing Toolkit](#) – best practices to market / Prefer Hotel Rewards
 - [Member Detailed Report](#) – access data on / Prefer Members who have engaged with your hotel

Remember to also include the following in your marketing efforts:

- ✓ [/ Prefer Logo](#)
- ✓ [Collection Logo](#)
- ✓ Campaign Registration Link:
<https://iprefer.com/special-offers/rewarding-stays-double-points>

If you need PreferredNet.net credentials
or need assistance accessing these assets, please
reach out to us at loyalty@iprefer.com.

Promotional Asset Examples



Please Note: Creative Examples below are for reference and from previous campaign

Partner Hotel Examples

Social Media

The Liberty Trust
223 followers
1h • 0

Make the most of summer travel—and get rewarded while you do it! 🎉

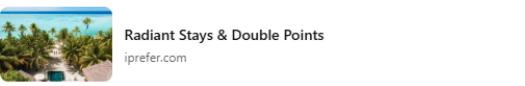
Now through August 31st, earn 2x the points on stays of two nights or more at The Liberty Trust when you book through the [Preferred Hotels & Resorts](#) I Prefer Hotel Rewards program. Whether you're planning a weekend getaway, a special celebration, or a spontaneous solo trip, there's no better time to visit Roanoke and experience The Liberty Trust. 🌟

Book now: <https://lnkd.in/eaCDivud>

Not a member yet? Learn more: <https://lnkd.in/eEmrgjik>

#TheLibertyTrust #TheVault #VisitVirginia'sBlueRidge #ThePreferredLife

Savara Hospitality Vishal S. Andrea Ruglio Erin O. Kevin R. Stovall April Bogard Sarah Leffler Katie Hartmann



Pop-up

I PREFER™ HOTEL REWARDS



RADIANT STAYS AND DOUBLE POINTS
Make Every Stay Twice as Rewarding

For a limited time, stays at the Portland Regency Hotel & Spa will earn you double points.

Register and book through the [I Prefer Hotel Rewards](#) program to earn **twice** the points on hotel stays from **May 8 through Aug 31**.

Whether you're planning a solo adventure, romantic getaway, or family-friendly vacation to Portland, ME, now is the perfect time to make lasting summer memories while discovering the benefits of being an [I Prefer Member](#).

Not a Member yet? [Join now](#) to start earning.

REGISTER AND BOOK

I PREFER™
HOTEL REWARDS

Banner

RADIANT STAYS & DOUBLE POINTS
GET REWARDED FOR YOUR NEXT STAY
BOOK NOW






Social Media

Andronis Luxury Suites

I PREFER HOTEL REWARDS

RADIANT STAYS & DOUBLE POINTS

Earn **2X base** points on all eligible stays at any I Prefer participating hotel and stay **for 2 night or more**

1 For members only, register on [iprefer.com](#) to qualify for the **2x base points**

2 **Booking & Stay Window** **May 8 - August 31, 2025**

3 **Register Now & Benefit**

REGISTER AND BOOK

Newsletter

THE WORT HOTEL JACKSON HOLE

RADIANT STAYS & DOUBLE POINTS
GET REWARDED FOR YOUR NEXT STAY

Make every stay twice as rewarding this summer. I Prefer Hotel Rewards Members can earn double points for every stay now through August 31st at The Wort Hotel. Whether you're planning a solo adventure, romantic getaway, or family-friendly vacation, now is the perfect time to make lasting memories while discovering the benefits of being an I Prefer Member.

BOOK YOUR STAY

I PREFER HOTEL REWARDS

Not a Member yet? Join now to start earning points and become eligible for benefits like exclusive rates, early check-in, room upgrades, and more at all I Prefer Hotels.

REGISTER NOW







Email

EXCELSIOR HOTEL SPA & LIDO PESARO

Stay by the sea, earn double the points.

This summer, let the waves inspire you and your points grow.









Promotion highlights:

- Valid for I Prefer Members only
- Stays must be 2 nights or longer
- Bookable on <https://iprefer.com/special-offer>
- Can be combined with any rate, except other bonus offers

Become an I Prefer Member

Log in today and treat yourself to a stay that gives back

Email

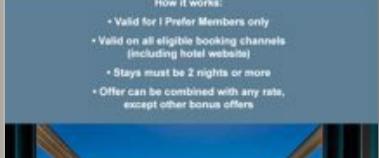
GRAND HOTEL SAN PIETRO TAORMINA

This summer, your Sicilian escape is twice as rewarding.

Enjoy the timeless beauty of Taormina and make your stay even more special: Become an I Prefer Member and earn double points for every eligible stay at Grand Hotel San Pietro in Taormina by registering, booking, and staying by August 31, 2025.









How it works:

- Valid for I Prefer Members only
- Valid on all eligible booking channels (including hotel website)
- Stays must be 2 nights or longer
- Offer can be combined with any rate, except other bonus offers

Not a member yet?

Discover the offer and start earning more

FAQ's

Who is responsible for funding and rewarding the 2x bonus points?

→ *I Prefer*

Does my hotel need to opt-in to participate in this campaign?

→ NO, all *I Prefer* participating properties are automatically participating in this offer

Does my hotel need to load a specific rate plan for this offer?

→ NO, this offer applies to all valid rate plans which do not already have bonus points attached to them. Additionally, we encourage you to ensure *I Prefer* Member Rate is live & bookable.

If my hotel does not utilize a connected booking engine, can we still participate?

→ YES, but you should encourage Members to book their stay with you via iprefer.com.

When are Members awarded points for these completed stays?

→ Standard point awarding rules apply; Members should see their updated points balance within 7 days of checkout

How do Members receive bonus points for this promotion?

→ Members must **register** for this promotion on iprefer.com.



Terms & Conditions

Members who register and book January 22 through April 30, 2026, and stay March 1 through April 30, 2026, will receive double base points (a member will earn ten (10) base Points for each U.S. dollar or the currency equivalent, that is incurred and paid for by the member on Reservation Revenue except at andBeyond properties or The Brando, where a Member will earn five (5) base Points for each U.S. dollar spent on Reservations Revenue).

Must stay a minimum of two (2) nights to qualify. Double points are calculated on base points only and will not be added to the regular bonus points earned as a Gold (20%) or Titanium (50%) member. This offer may be applied to qualified stays as outlined in the I Prefer Hotel Rewards program [**Terms and Conditions**](#). Bonus points earned will not count towards tier upgrade qualification. For questions related to registration or Rewarding Stays & Double Points, please use the "Contact Us" form found [here](#).

I Prefer Hotel Support

If you have questions regarding this campaign or would like guidance on promoting this campaign in your own channels, please reach out to us at

loyalty@iprefer.com

Add us to your hotel's marketing seed list so we can stay in the know on how you're promoting *I Prefer*
seedlist@iprefer.com



THANK YOU
GRACIAS
DANKE
MERCI
GRAZIE
OBRIGADO
ありがとうございました
謝謝
ধন্যবাদ