



**I PREFER<sup>SM</sup>**  
HOTEL REWARDS



*I Prefer* Global  
Campaign Overview  
“Radiant Stays & Double Points”

May 8 – August 31, 2025

# Campaign Overview

## Campaign Dates:

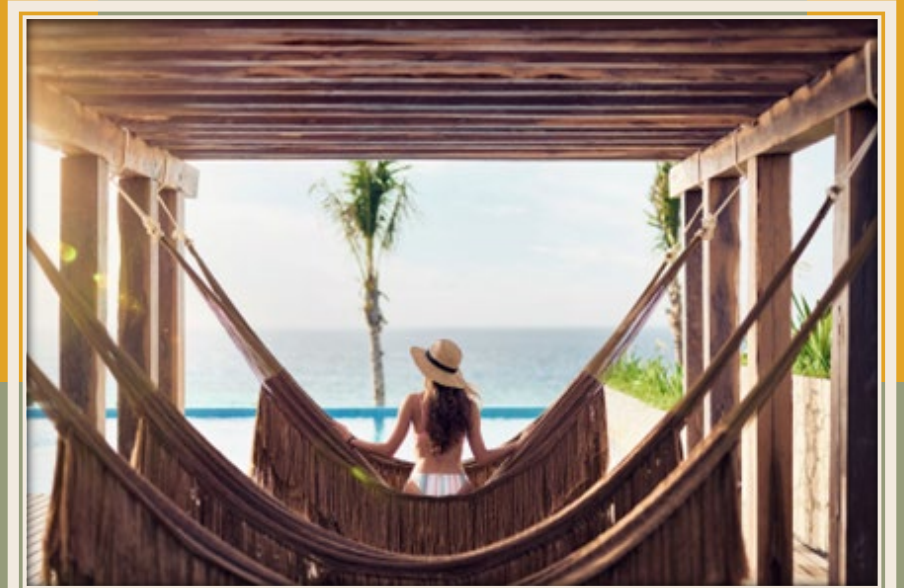
May 8 – August 31, 2025

## Offer Description:

*I Prefer* Members earn 2X base points on all eligible stays at any *I Prefer* participating hotel when they register, book and stay between May 8-August 31, 2025

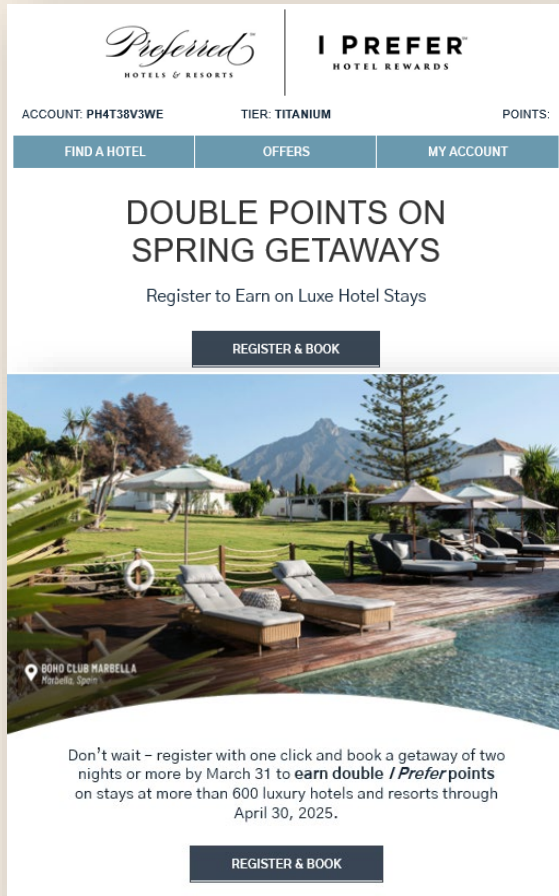
## Offer Requirements:

- 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](https://www.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



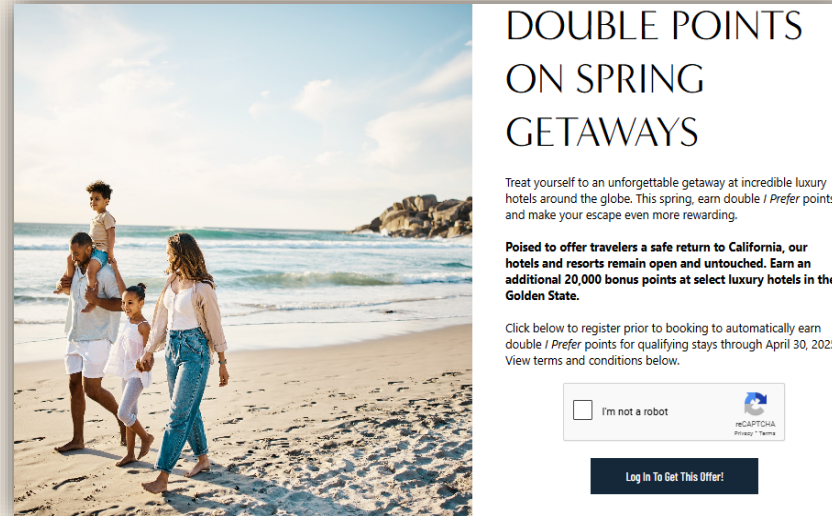
# Example of Consumer Path & Registration Flow

## Email



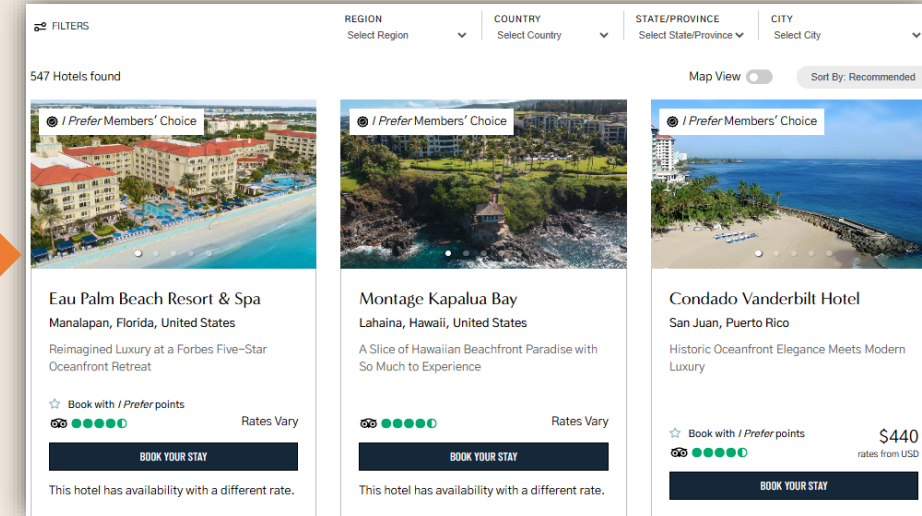
The email campaign features the Preferred Hotels & Resorts logo and the I PREFER HOTEL REWARDS program name. It displays the user's account information: ACCOUNT: PH4T38V3WE, TIER: TITANIUM, and POINTS. Navigation buttons include FIND A HOTEL, OFFERS, and MY ACCOUNT. The main headline is "DOUBLE POINTS ON SPRING GETAWAYS" with a sub-headline "Register to Earn on Luxe Hotel Stays" and a "REGISTER & BOOK" button. Below this is a large image of a resort pool area with lounge chairs and umbrellas. At the bottom, a text block reads: "Don't wait - register with one click and book a getaway of two nights or more by March 31 to earn double I Prefer points on stays at more than 600 luxury hotels and resorts through April 30, 2025." with another "REGISTER & BOOK" button.

## Registration Page



The registration page features a large image of a family walking on a beach. The headline is "DOUBLE POINTS ON SPRING GETAWAYS". The text reads: "Treat yourself to an unforgettable getaway at incredible luxury hotels around the globe. This spring, earn double I Prefer points and make your escape even more rewarding." Below this, it states: "Poised to offer travelers a safe return to California, our hotels and resorts remain open and untouched. Earn an additional 20,000 bonus points at select luxury hotels in the Golden State." A call to action says: "Click below to register prior to booking to automatically earn double I Prefer points for qualifying stays through April 30, 2025. View terms and conditions below." The registration form includes a "Log In To Get This Offer!" button, a "I'm not a robot" checkbox, and a reCAPTCHA widget.

## Hotel Search Page



The hotel search page shows a search results grid for 547 hotels found. The filters include REGION (Select Region), COUNTRY (Select Country), STATE/PROVINCE (Select State/Province), and CITY (Select City). The results are displayed in a grid with three columns. Each hotel card includes a "Prefer Members' Choice" badge, a hotel image, the hotel name and location, a brief description, and a "Book Your Stay" button. The first hotel is Eau Palm Beach Resort & Spa in Manalapan, Florida, United States. The second is Montage Kapalua Bay in Lahaina, Hawaii, United States. The third is Condado Vanderbilt Hotel in San Juan, Puerto Rico. The price for the Condado Vanderbilt Hotel is listed as \$440 rates from USD.

Campaign Registration Link:  
<https://iprefer.com/special-offer>

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

# Global Marketing Initiatives

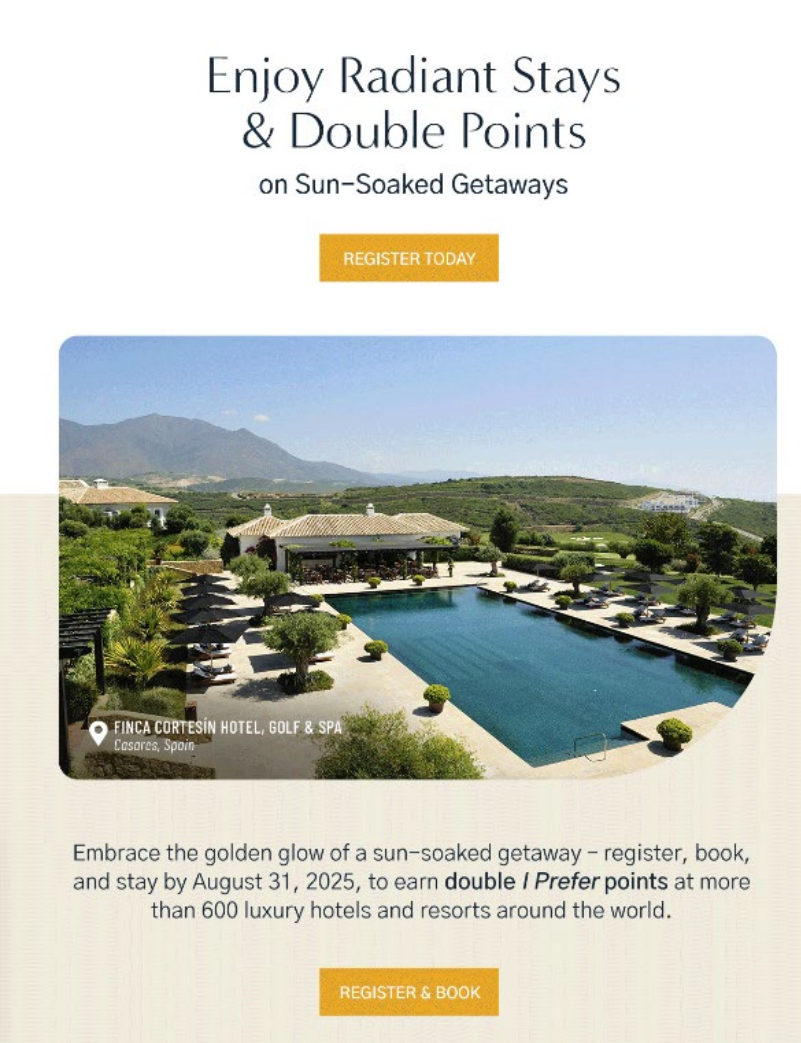
## Email Strategy

- 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

## Additional Marketing


- Social Media + Paid Media
- Pop-ups and Banners on our websites

Dedicated Reminder Email



Enjoy Radiant Stays  
& Double Points  
on Sun-Soaked Getaways

REGISTER TODAY

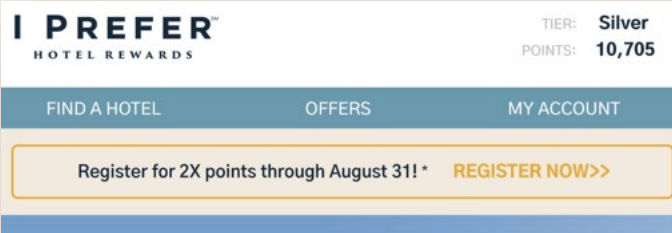


FINCA CORTESIN HOTEL, GOLF & SPA  
Casares, Spain

Embrace the golden glow of a sun-soaked getaway – register, book, and stay by August 31, 2025, to earn **double I Prefer points** at more than 600 luxury hotels and resorts around the world.

REGISTER & BOOK

Promotional Eyebrow Banner



**I PREFER**  
HOTEL REWARDS

TIER: **Silver**  
POINTS: **10,705**

FIND A HOTEL OFFERS MY ACCOUNT

Register for 2X points through August 31! \* [REGISTER NOW>>](#)

# 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 *I 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 *I Prefer* Hotel Rewards
  - [Member Detailed Report](#) – access data on *I Prefer* Members who have engaged with your hotel

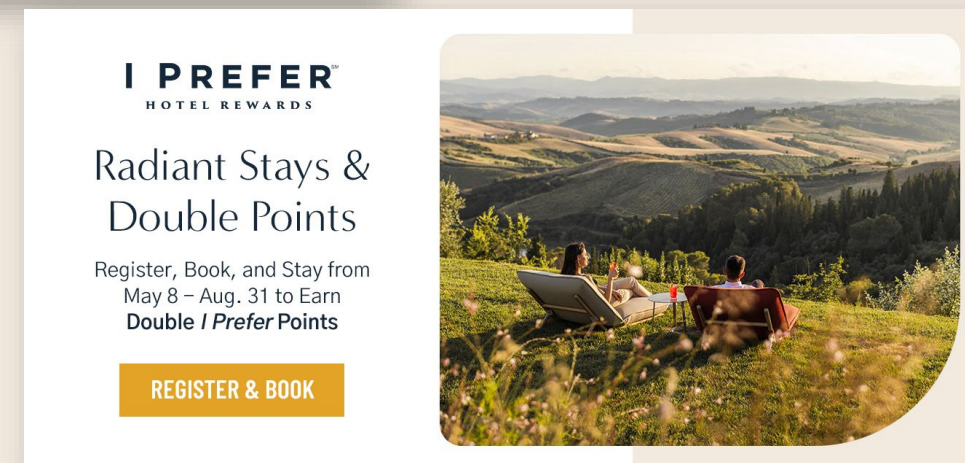
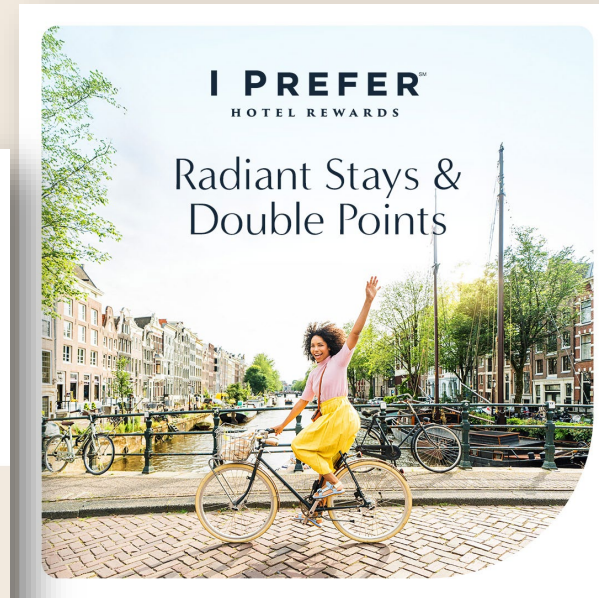
## Remember to also include the following in your marketing efforts:

- ✓ [I Prefer Logo](#)
- ✓ [Collection Logo](#)
- ✓ Campaign Registration Link: <https://iprefer.com/special-offer>



If you need PreferredNet.net credentials or need assistance accessing these assets, please reach out to us at [loyalty@iprefer.com](mailto:loyalty@iprefer.com).

Promotional Asset Examples



# 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](https://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](https://iprefer.com).



# *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](mailto: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](mailto:seedlist@iprefer.com)



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