



**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**

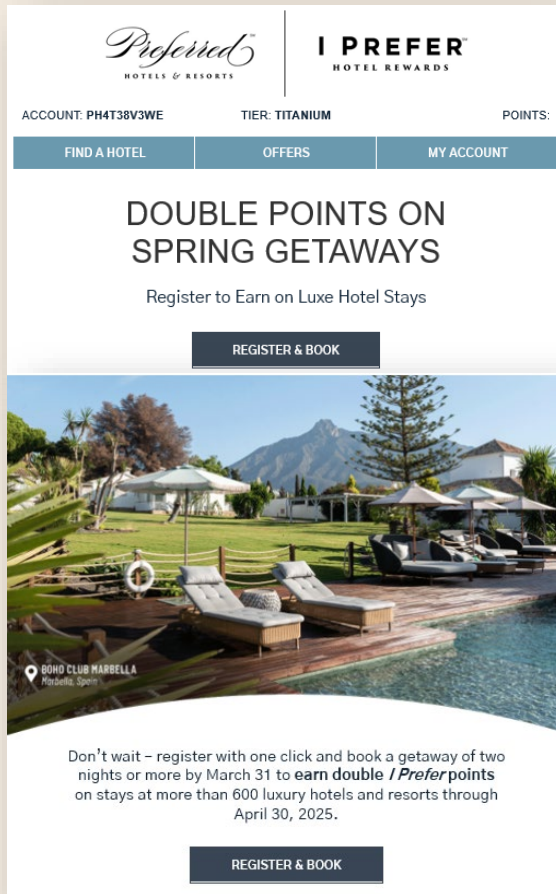
## Offer Requirements:

- 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://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

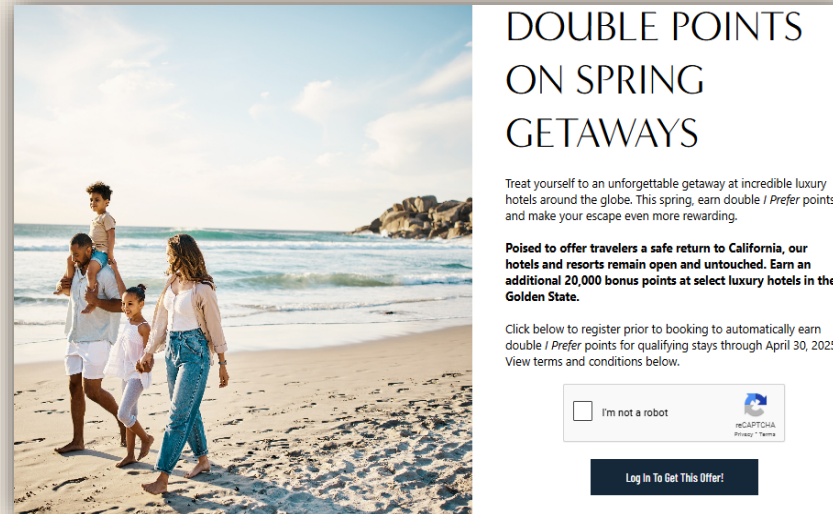


# Example of Consumer Path & Registration Flow

## Email

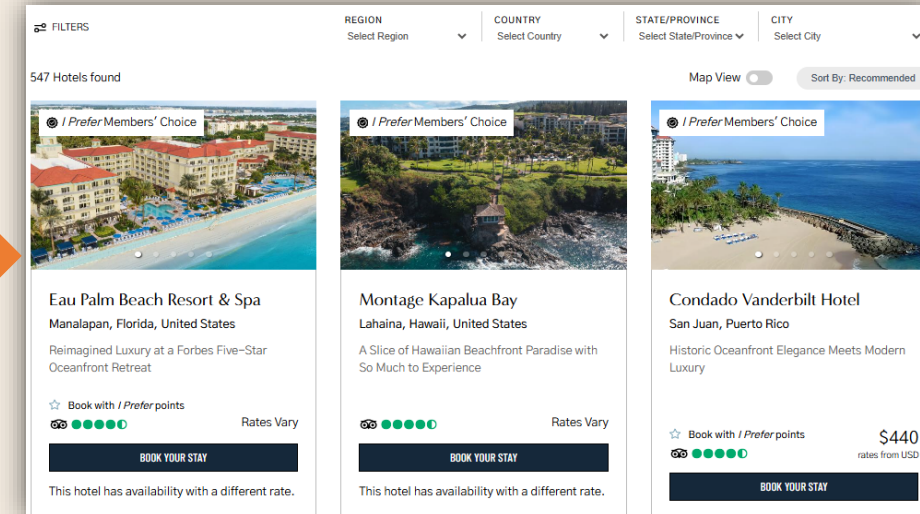


## Registration Page



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

## Hotel Search Page



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



# Global Marketing Initiatives

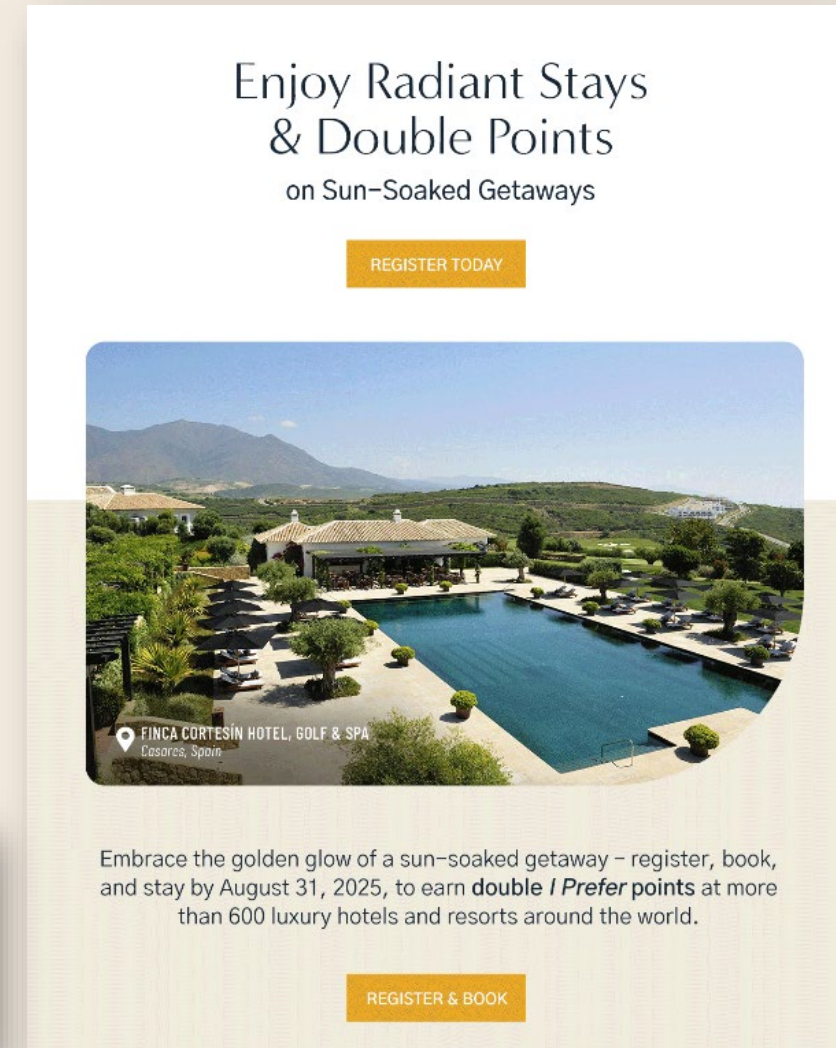
## Email Strategy

- 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

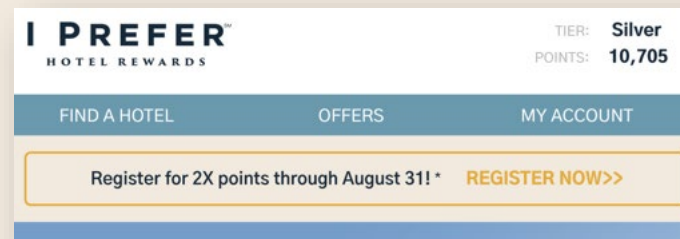
## Additional Marketing

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

Dedicated Reminder Email



Promotional Eyebrow Banner



# Local Hotel Marketing Activation

## Hotel Toolkit with promotional assets

Download on 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

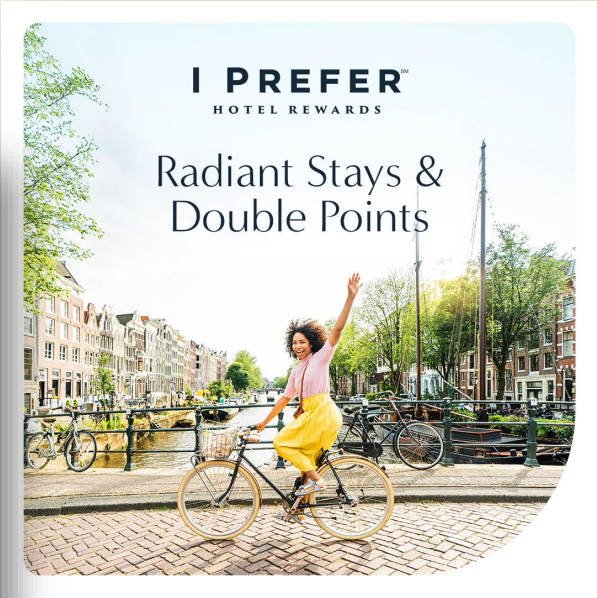
### Remember to also include the following in your marketing efforts:

- ✓ [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





# Partner Hotel Examples

## Social Media



The Liberty Trust

223 followers

1h •

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/eEmrgijK>

#TheLibertyTrust #TheVault #VisitVirginiasBlueRidge #ThePreferredLife

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



Radiant Stays & Double Points

iprefer.com

## Banner

RADIANT STAYS & DOUBLE POINTS

GET REWARDED FOR YOUR NEXT STAY

BOOK NOW





## Social Media



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

2


For members only, register on iprefer.com to qualify for the 2x base points

3

Booking & Stay Window May 8 - August 31, 2025

Register Now & Benefit

## Newsletter



THE WORT HOTEL

LUXURIOUS HOTEL

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

PESSARO

Stay by the sea, earn double the points.

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



Become an I Prefer Member and earn double points for every eligible stay at Hotel Excelsior Spa & Lido in Pesaro by registering, booking, and staying by August 31, 2025.

From the private beach to the panoramic spa, every detail is designed for your well-being — and now, it comes with double the rewards.

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

TACOMINA

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.



Wake up to views of the Ionian Sea, stroll through ancient streets, and treat yourself to refined comfort — with double the rewards.

How it works:

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




Not a member yet?

Become an I Prefer Member

Discover the offer and start earning more

## Pop-up



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



# 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