

Choice

Preferred is proud to partner with Choice Hotels®—a global hospitality leader with over 7400 hotels globally, and 61 million members in their Choice Privileges loyalty program. Under our partnership, **Choice Privileges® members have been able to use their loyalty points for stays at participating Preferred Hotels.**

The renewed partnership includes:

- More value to participating Preferred hotels—moving from a static rate, to a dynamic rate of 15% off BAR. Rate is OPAQUE. Hotel receives 85% of BAR as reimbursement.
- An integrated booking process from Choicehotels.com to Preferred that will make it easier for Choice Privileges members to book, with reservations delivered to hotels through Preferred channels
- A significant marketing effort funded by Choice Hotels to their members to elevate our partnership, and to encourage I Prefer enrollments

70% of choice members have stay preferences at upscale hotels





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Rate details (Hotel Special Internal Instructions – guests will not see this):

This is a pre-paid Preferred Partner reservation. Your hotel will be reimbursed by Preferred Travel Group via an invoice credit for the room and tax for up to two people. The guest is responsible to pay separately for fees not applied by the local jurisdiction such as resort fees or service charges, all incidentals and any additional nights/persons if applicable.

What is the process for Hotel Reimbursement?

Hotels will be reimbursed for the discounted rate by PTG via a credit that can be applied to their PTG invoice each month. As an example, in April a hotel would receive a credit for an arrival in March. This is automatic – hotels do not need to submit an invoice to receive the credit, PTG will run the bookings report and issue compensation monthly. The credit is only applied AFTER the guests stay.

A placeholder credit card will be passed through on the booking as a placeholder only and should not be charged. This “fake” credit card is a required field in Synxis to complete the booking. Hotels will need to request a credit card upon customer check in to cover any incidentals.

Will the members be required to pay taxes for their Reward Night stay?

No, members will not be charged taxes associated with the stay.



MARKETING ASSETS:

Dedicated Quarterly Emails, Meta Posts, E-Mobil App Features and dedicated landing page

