

AARP

AARP is a US based non profit, for Americans 50 and older. Members of AARP receive advocacy and community support in health and wellbeing as well as benefits with partners in travel, entertainment, finance and other services. **Who are these 37 Million AARP Members?**

- Approximately one third of the 50-plus population in the US are AARP members
- AARP Members represent 83% of household wealth in the US.

Through this partnership, AARP members who book using an exclusive offer code will receive:

- An upgrade to Gold status in the I Prefer Rewards program
- 2,500 bonus points on their first stay (fully funded by I Prefer)
- Gold-tier benefits, including a 20% points bonus, welcome amenity, and potential room upgrade

Each booking includes a standard transaction fee plus a 10% IATA fee. The offer will be promoted on both the AARP and *I Prefer* websites.



Partnership Overview: AARP*

* Marketing activities may vary based on campaign messaging and partnership.

MARKETING ASSETS:

Rotating Dynamic Banner Ads on
AARP.com and AARP App, Social Medi
ads on Meta Channels

