

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 willbe promoted on both the AARP and *I Prefer* websites.

Partnership Overview: AARP*

her. Through her active daily routine,

strength, avoided complications like

bedsores and pneumonia, and exceeded

her doctor's expectations in maintaining

some independence, like feeding herself.

movement out of <u>fear of falls</u> and injuries, but the real danger is inactivity. Once

I PREFER

Popp has maintained her physical

"The natural instinct is to avoid

AARP MEMBER

* 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









