



WorldHotels RewardsSM

A Proven Global Loyalty Program for Your Guests
to Earn and Redeem Points

Tap into one of the world's largest, award-winning loyalty programs with access to more than 41+ million rewards customers worldwide.

WorldHotels Rewards brings you closer to your most valuable guests by leveraging an established global rewards program, recognized seven times by *US News & World Report* as a "Top-Ranked Guest Loyalty Program".

In an effort to support and partner with our hotels, WorldHotels RewardsSM fees will be absorbed and waived through May 2021 (billed in June 2021) for all currently participating hotels as well as new hotels signing up for the program.



WORLDHOTELS[™]
Rewards



Why Loyalty Matters

In today's marketplace, hotel loyalty programs matter more than ever before as they:

- » Influence hotel choice - 9 out of 10 travelers pick their hotel based on their loyalty to a brand
- » Provide you access to international, regional and local market promotion opportunities
- » Create an enhanced experience with added benefits and earned rewards for your valued guests
- » Drive incremental revenue and grow your market share
- » Allow you to successfully compete with large hotel chains and OTAs, through the value of loyalty offers
- » Leverage targeted Meeting Planner and Business Rewards programs, as well as an internal incentive program for associates called WorldHotels Rewards Insider

WorldHotels RewardsSM is a substantive program designed to deliver optimal results:

- » Free to join
- » Valuable member benefits
- » Attainable elite levels



GULF HOTEL BAHRAIN | MANAMA, BAHRAIN
WORLDHOTELS™ ELITE



Reach a Global Audience of Loyal Travelers

Immediate access to more than 41 million members enabling participating hotels to:

- » Build customer loyalty with relevant redemption options that drive real value to guests
- » Reach customers in the Americas, Europe, Middle East and Asia Pacific with targeted direct marketing offers and enable local opportunities through heatmap segmentation
- » Leverage global partnership network to build brand awareness and gain exposure among millions of potential customers

Status Match...No Catch[®]

WorldHotels RewardsSM matches the elite status of any hotel or OTA loyalty program, so that you can convert their loyal customers into your most valuable guests.

Deliver Strong Customer Value

Program provides meaningful benefits building guest loyalty:

- » Free to join
- » 10 points for every U.S. dollar spent OR airline/partner rewards with each qualified stay
- » Points never expire
- » Access to exclusive promotions and discounted member rate offers
- » Points can be redeemed for gift vouchers, products with retails partners and complimentary room nights with a global network of upscale hotels in key destinations worldwide
- » No blackout dates
- » 5 exclusive membership tiers: Base, Gold, Platinum, Diamond and Diamond Select

	Base	Gold	Platinum	Diamond	Diamond Select
					

QUALIFICATIONS*

Nights		10	15	30	50
or Qualified Stays		7	10	20	40
or Points		10,000	15,000	30,000	50,000

BENEFITS AT A GLANCE

Early Check-in / Late Check-out**	✓	✓	✓	✓	✓
Welcome Amenity or Recognition Gift		✓	✓	✓	✓
Bonus Points		10%	15%	30%	50%
Complimentary Wi-Fi		✓	✓	✓	✓
Best Room Assignment or Room Upgrade**		✓	✓	✓	✓
Lounge Access**				✓	✓
Complimentary Breakfast**				✓	✓

* Activity required per calender year to achieve or maintain status.

** When available



REGENT PETITE FRANCE & SPA | STRASBOURG, FRANCE
WORLDHOTELS™ ELITE

THE WOODLANDS RESORT | THE WOODLANDS, TEXAS, UNITED STATES
WORLDHOTELS™ ELITE



Drive Loyalty and Value for Your Hotel through Exclusive Member Offerings

- » Generate repeat stays by creating opportunities for guests to experience the property
- » Stimulate direct bookings and reduce costs while generating extra value for guests
- » Enhance customer lifetime value and increase ancillary revenue opportunities
- » Receive a rewarding reimbursement for free nights when your property is close to full occupancy

Three simple requirements, one compelling offer

- » Two percent (2%) of room inventory must be reserved for free night awards (to a maximum of 20 rooms)
- » WorldHotels RewardsSM member rate discount levels and benefits must compare favorably to all other publicly available rates to guests offered
- » All rate plans must qualify for WorldHotels Rewards except OTA bookings, and opaque and deeply discounted negotiated rate plans



WorldHotels RewardsSM Insider

- » Free hotel staff incentive program
- » Significant driver of front-line staff engagement
- » Hotel staff earn WorldHotels Rewards points for enrolling new customers
- » Points can be redeemed by hotel staff for a variety of gift cards and free nights globally

Planners Advantage

The Planners Advantage program was designed for meeting planners at all levels. Meeting Planners are an influential segment and expose their employees first hand to WorldHotelsTM with elite level benefits. Some of the key benefits are:

- » Minimum block of 10 or more rooms
- » 2 points per U.S. dollar spent
- » Option to donate earned points to charity

Business Advantage

The Business Advantage program has been created for unmanaged business travel. The program allows business owners to earn Diamond elite status immediately and earn 30% bonus points, with no minimum night requirements.

Their employees have an opportunity to enroll into the WorldHotels Rewards program as a Gold member with 10% bonus points. The business rates will include a discounted rate as well.





SERES RESORT AND SPA | UBUD - BALI, INDONESIA
WORLDHOTELS™ ELITE



Leverage Loyalty through Global Marketing Partnerships

WorldHotels™ members benefit from a network of powerful marketing partnerships, including several global and regional airlines, credit card and rental car partners that enable member hotels to:

- » Receive exposure among a targeted customer group of millions of loyal members
- » Build brand awareness and loyalty
- » Increase room night production through incremental business, secure or shift business



