



I PREFERSM

HOTEL REWARDS



Enrollment Bonus Promotion

October & November 2024

Enrollment Bonus Promotion

Campaign Overview

We are excited to launch the next **Enrollment Bonus Promotion!** We're awarding 1,000 bonus points to each member who enrolls through your marketing efforts from October 1 through November 30, 2024. All completed enrollments will tie back to your hotel and count towards your annual enrollment goals, as long as they are completed via **your hotel's custom promo link**.

Please Note: this promotion is a hotel-led campaign, supported by the *I Prefer* Team.

- 🔑 Campaign Dates: October 1 – November 30, 2024
- 🔑 Members Earn: 1k bonus points *(funded by I Prefer)*
- 🔑 Hotels Receive: Enrollment Credit + New member enrollments towards annual goal
- 🔑 Where to Promote: Hotel Website, Social Media, Email, SMS, Wi-Fi page, etc.

Important Resources and Best Practices

🔑 Get your hotel's custom campaign URL [HERE](#)

- Use this URL in your marketing to ensure members enrolling receive 1k points

🔑 View sample email & social creative assets [HERE](#)

- We encourage you to keep the email in your own brand voice and style. Your message should be genuine and inviting. Afterall, you are inviting them to enroll in YOUR global loyalty program.

🔑 Download *I Prefer* Logos [HERE](#)

- You can create a logo lockup with your hotel's logo and the *I Prefer* logo. See pages 32–33 of the style guide [HERE](#)

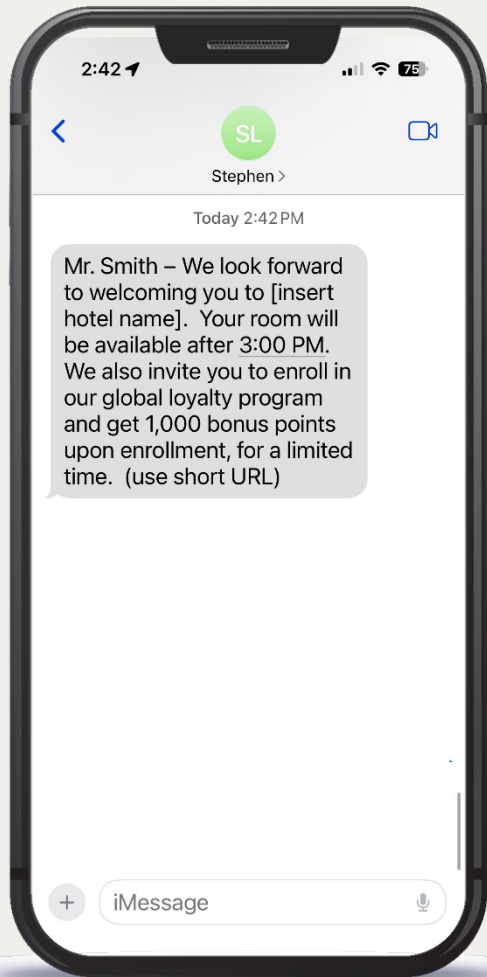
🔑 Download *I Prefer* banners [HERE](#)

- Use these banners on your website loyalty page, pop-ups, and as evergreen placements in your email templates.

🔑 Add seedlist@iprefer.com to your email marketing seed list so we can see how you are promoting the program. We would like to use your examples for best practices in the future.

Enrollment Bonus Promotion Examples

Pre-Arrival SMS



Email

1,000 Reasons to Join!

We proudly invite you to join our global loyalty program, *I Prefer* Hotel Rewards, where you will save with our exclusive member rate, enjoy stay benefits, plus earn points towards free nights with us or hundreds of other destinations around the world.

JOIN TODAY

The email header features the logo for COVO DEI SARACENI POSTFANO and a photograph of a bright, modern hotel room with a large bed and a view of the ocean. Below the header, the main body of the email contains the headline "1,000 Reasons to Join!" followed by an invitation to join the loyalty program, highlighting benefits like a member rate and points towards free nights. A prominent orange button labeled "JOIN TODAY" is positioned at the bottom of the email content.

Website – Pop-up

The website pop-up is overlaid on a blurred background of the I PREFER website. The pop-up has a dark blue background with white text. At the top, it says "I PREFER HOTEL REWARDS". The main headline is "Join Now and receive 1,000 bonus points!". Below this is a yellow button that says "JOIN NOW FOR FREE". At the bottom, there is a link to "Sign in" for existing members. The background website header includes navigation links for DESTINATIONS, OFFERS, BENEFITS, JOIN, and LOGIN, along with a search bar and a "Book your next I Prefer stay today!" prompt.

Enrollment Bonus Promotion Partner Hotel Examples

Website Pop-up

I PREFER
HOTEL REWARDS

- POINTS EARNED ON ELIGIBLE STAYS
- EARLY CHECK-IN & LATE CHECK-OUT
- EXCLUSIVE RATES & OFFERS
- COMPLIMENTARY Wi-Fi
- ENHANCED ROOM UPGRADES*

*Based on Availability

JOIN TODAY

Excelsior Palace Portofino Coast is proud to participate in *I Prefer*, the loyalty program of Preferred Hotels & Resorts, a worldwide hotel brand which represents more than 600 exclusive, independent hotels. In addition to earning points for eligible room nights, members receive additional benefits based on their tier status. The *I Prefer* program also offers a free mobile app, available on Apple and Android devices, which allows members to search and book hotel stays, and easily redeem Reward Certificates.

Join now...it's free!
To learn more please visit www.IPrefer.com

Email

THE LIBERTY TRUST

A REWARDING OFFER FOR OUR VALUED GUESTS

As a special gift to our past guests, we invite you to join *I Prefer* Hotel Rewards loyalty program and receive this limited-time 1,000 bonus points upon enrollment.

Enjoy stay-enhancing benefits and reward travel at **The Liberty Trust** and hundreds of other unique destinations around the world.

DON'T MISS OUT

Enroll by June 30, 2024 to receive

1,000
Bonus Points

Reward Travel Starts at Just 3,000 Points + Cash

ENROLL NOW

Social

8:15 4G+ 91%

← **Post**

excelsiormalta

Unlock Bonus Points with the *I Prefer* Enrollment Bonus Promotion!

EXCELSIOR Preferred Hotels & Resorts I PREFER HOTEL REWARDS

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Piace a **kmbryrvr** e altri **excelsiormalta** ✨ Unlock Exclusive Rewards! ✨

Join *I Prefer* today and earn a generous welcome bonus of 1,000 points! Courtesy of Preferred Hotels & Resorts, your loyalty is celebrated from the very start. 🔗 Sign up in minutes and instantly redeem your bonus points for exciting rewards: hotel stays, room upgrades, and exclusive experiences.

<https://iprefer.com/members/signup?enrollcode=SUM24PG&hotel=MLAEH>

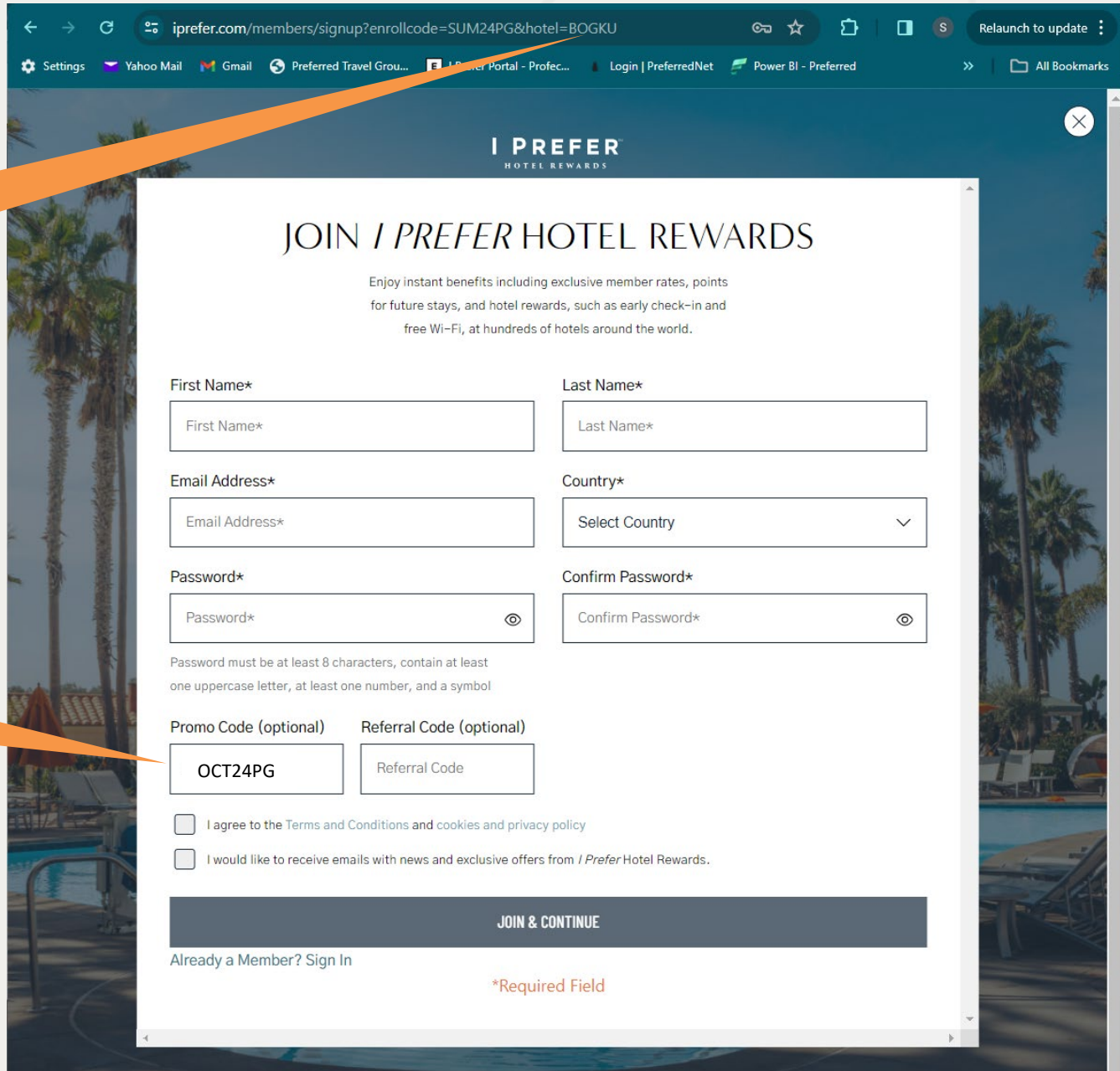
3 giorni fa • Vedi traduzione

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TEST YOUR URL

Your hotel's code as listed on the [URL spreadsheet](#)

Promo Code:
OCT24PG



The screenshot shows a web browser window with the URL `iprefer.com/members/signup?enrollcode=SUM24PG&hotel=BOGKU`. The page title is "I PREFER HOTEL REWARDS". The main heading is "JOIN I PREFER HOTEL REWARDS". Below the heading is a sub-heading: "Enjoy instant benefits including exclusive member rates, points for future stays, and hotel rewards, such as early check-in and free Wi-Fi, at hundreds of hotels around the world." The form contains the following fields:

- First Name* (text input)
- Last Name* (text input)
- Email Address* (text input)
- Country* (dropdown menu, currently showing "Select Country")
- Password* (text input with eye icon)
- Confirm Password* (text input with eye icon)
- Promo Code (optional) (text input, containing "OCT24PG")
- Referral Code (optional) (text input, containing "Referral Code")

Below the form, there are two checkboxes:

- I agree to the Terms and Conditions and cookies and privacy policy
- I would like to receive emails with news and exclusive offers from I Prefer Hotel Rewards.

At the bottom of the form is a "JOIN & CONTINUE" button. Below the button is a link: "Already a Member? Sign In". A red asterisk label "*Required Field" is located at the bottom right of the form area.

Terms & Conditions

Campaign T&C's



For your hotel to receive enrollment credit, and for new Members to receive 1,000 bonus points, enrollments must be completed via your hotel's custom campaign enrollment URL. Hotel's enrollment credit for this campaign can only be earned between October 1 – November 30, 2024.

Promo Code: OCT24PG

*promo code will populate on *I Prefer* enrollment page upon clicking the custom enrollment link



Join the *I Prefer* Rewards Program

Enjoy instant benefits including exclusive member rates, points for future stays, and hotel rewards, such as early check-in and free Wi-Fi, at hundreds of hotels around the world.

First Name *	Last Name *
<input type="text"/>	<input type="text"/>
Email Address *	Country*
<input type="text"/>	Select Country ▼
Password*	Confirm Password*
<input type="password"/>	<input type="password"/>

Password must be at least 8 characters, contain at least one uppercase letter, at least one number, and at least one of the following symbols: !@#\$%&+*^()_

Promo Code (Optional)	Referral Code (Optional)
<input type="text" value="OCT24PG"/>	<input type="text"/>

I agree to the *I Prefer* Program [terms and conditions](#) and [cookies and privacy policy](#).

I would like to receive emails with news and exclusive offers from *I Prefer* Hotel Rewards.

I Prefer Hotel Support
Questions?

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

