

Preferred Hotel Group introduces new updates to its Loyalty Programme for the summer

These programme enhancements offer locally authentic travel experiences to its members.



Preferred Hotel Group launches further updates to its 'I Prefer Hotel Rewards loyalty programme', just in time for a summer of travel. From a new “Stay, Reward, Repeat” summer offer to a series of new biddable travel experiences through 'I Prefer' Auctions, these programme enhancements offer locally authentic travel experiences to its 'I Prefer' members.

Loyalty Status and Points Extension

The points expiration date for all 'I Prefer' members has been further extended from June 30, 2021, to December 17, 2021, with 'I Prefer' Elite members maintaining their status through June 30, 2022. As leisure travel planning becomes a reality for many, the extensions allow even more time for members to take advantage of valuable points redemption options like Reward Certificates, Auctions, or Points for Good donations.

“Stay, Reward, Repeat” Summer Offer

'I Prefer' members looking to hit the road this year can earn bonus points when booking a stay through the programme's new “Stay, Reward, Repeat” offer. Based on a two-night minimum visit, travellers can earn up to 15,000 bonus points by booking three different stays now through September 30, 2021, with travel by December 31, 2021.

New Biddable Travel Experiences through 'I Prefer' Auctions

Exclusive to 'I Prefer' members, the second edition of 'I Prefer Auctions' will run from June 8-14, 2021 and comprises a hand-picked selection of experiences available at independent hotels and resorts from across the globe.