

Preferred Hotels Now Offering Limited-Time Biddable Travel Experiences

by Matt Turner

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[Preferred Hotels & Resorts](#) has unveiled a new benefit for members of its I Prefer Hotel Rewards program with the introduction of I Prefer Auctions—a limited-time bidding initiative that allows members to use points earned during past travels to purchase future hotel experiences. Exclusive to I Prefer members, the pilot launch runs from today through February 3 and comprises a selection of experiences available across 11 hotels in North America to be enjoyed through 2021.

Jeri Salazar, VP of loyalty for Preferred Hotels & Resorts, said in a press statement, “We understand that many travelers’ priorities may have shifted over the past several months, and through I Prefer Auctions, we aim to address their new needs and aspirations by offering more personalization in the options they have when looking to redeem their points.”

To participate in the inaugural I Prefer Auction, members must bid on their favorite experience via the auction site, with choices dependent on their personal allotment of

available points. The I Prefer member with the highest bid at the time of auction close will win that offer and receive full details of their successful bid and the redemption process via email. Experiences up for bid include:

- Penthouse Suite stay and dinner for two at The Joule in Dallas, Texas: Bids are open for an overnight stay in a 2,000-square-foot penthouse with fine artwork, communal living, a kitchen and dining areas, and a private outdoor terrace with downtown views. The offer also includes dinner for two at on-property restaurant CBD Provisions.
- Overnight stay for two with in-suite dining at Hotel Gault in Montreal, Canada: Members can enjoy a one-night stay at this boutique hotel housed in a 19th-century Greystone building in the heart of Old Montreal. Choosing from either a Terrace Suite with city views or a residential-style apartment, the winner and one guest can stay in until checkout by enjoying in-room dinner from a Japanese-Peruvian “Best of Tiradito” menu or a Peruvian-Chinese “Best of Chifa” menu, before waking up to a gourmet breakfast in bed.
- Couples spa experience at Las Brisas Acapulco in Acapulco, Mexico: Members can bid to win two 60-minute treatments at the resort’s ESPA Spa, with treatment options including body wraps, hot stone or bamboo massages, and personalized facials. Room nights are not included.
- Dine, laugh, play and stay at Downtown Grand Hotel & Casino in Las Vegas: This experience is inclusive of a two-night stay in a deluxe one-bedroom suite, a \$200 dining credit to use at any of the hotel’s six food and drink outlets, two tickets for a comedy show, and \$100 in match play per person for two people on the casino floor.

Members can view the full list of experiences available through the I Prefer Auction, in addition to the complete terms and conditions, by visiting the I Prefer Rewards Suite after logging in at www.iprefer.com.

Note: This launch follows the recent announcement that the points expiration date for all I Prefer members globally has been further extended through June 30, 2021, and that all I Prefer Elite members will maintain their status through June 30, 2022.