

# LODGING

## Hotel Brands Expand Perks and Promotions to Reward Loyalty and Encourage Summer Travel

More travelers are now exploring the possibility of getting back on the road once again after months of stay-at-home orders and travel restrictions put into place in response to COVID-19. Hotel brands have taken note, and in addition to [rolling out initiatives to ensure guest and employee health and safety](#), brands are ramping up their marketing and expanding perks and promotions to reward loyalty. Below are the latest announcements from hotel brand loyalty programs.

### Preferred Adds Gift Card Bonuses

On June 17, Preferred Hotels & Resorts announced an incentive for members of its loyalty program, I Prefer Hotel Rewards, to purchase gift cards in denominations of \$100 and \$250 with no expiration date, which can be used towards future stays at participating hotels and resorts in the United States and the Caribbean. Every purchase made during International Pineapple Week 2020, a campaign to celebrate independent hotels, from June 20-27 will come with a 20 percent bonus value in the form of a \$20 or \$50 gift card, respectively.

“There has never been a more appropriate time to celebrate the virtues of travel and its ability to make people better versions of themselves, as well as highlight the importance of demonstrating genuine hospitality to families, friends, neighbors, and strangers—something that our brand and independent hotels have championed for decades,” said Lindsey Ueberroth, CEO of Preferred Hotels & Resorts. “The Preferred Hotels & Resorts global network has always represented an unwavering belief in travel—even during the most challenging times, as we have recently witnessed. We are pleased to welcome all audiences to join in the 2020 International Pineapple Week celebrations as a way to become more familiar with the incredible experiences offered across our portfolio as hundreds of our member hotels begin to re-open, while finding inspiration for future travel and reconnecting with loved ones.”