



Preferred Hotels and Resorts Updates | I Prefer Hotel Rewards



Preferred Hotels and Resorts has announced it is making several different updates to its I Prefer Hotel Rewards program, including a Flexible Member Rate, an Elite Platinum Offer, new hotel options for I Prefer traveling and protecting I Prefer Members' Loyalty Status and points.

"Listening to and engaging with our loyal I Prefer members throughout this pandemic has been a top priority, and through these candid dialogues, we have learned that they want greater flexibility and more diverse offers as travel restrictions are lifted," said Jeri Salazar, Vice President of Loyalty for Preferred Hotels & Resorts, in a Preferred Hotels and Resorts press release. "We are confident that the decisions we've made to enhance the program will provide travelers with a less restrictive, more valuable way to book authentic, one-of-a-kind independent hotel experiences whenever they decide to travel next."

The brand has announced a Flexible Member Rate that allows access to savings of 10 percent or higher. This rate is also fully cancellable up through the day of arrival, which will give the travelers some peace of mind if plans need to be changed. These bookings must contain a valid I Prefer member number and is available through December 31, 2020.

Preferred Hotels has also announced a new Elite Platinum Offer, which will feature a daily breakfast for two and a resort credit of US \$100 per stay. The offer can be used on on-property expenditures.

Additionally, Preferred Hotels and Resorts has announced 25 new properties that have joined the brand's loyalty programs, such as "Biltmore Hotel (Coral Gables, Florida); Montage Healdsburg (Sonoma County, California); The Social House (Nairobi, Kenya); Banyan Tree Tamouda Bay (Fnideq, Morocco); La Villa Hausmann (Paris, France); Brenton Hotel (Newport, Rhode Island); Palmaia, The House of AiA (Riviera Maya, Mexico); Bluedoors York Luxury Suites (Medellin, Colombia); Rancho Santana (Rancho Santana, Nicaragua); Middle Eight (London, United Kingdom); Hayfield Manor (Cork, Ireland); Deltapark Vitalresort (Gwatt, Switzerland); JA Oasis Beach Tower (Dubai, United Arab Emirates), and Noku Maldives (Noonu Atoll, Maldives)."

"Today, Preferred Hotels & Resorts made the official announcement that it was extending the points expiration date for all I Prefer members globally through December 31, 2020," Preferred Hotels and Resorts announced on their website. "In March 2020, Preferred was among the first travel companies globally to announce its plan to protect the hard-earned benefits of its loyalty members by announcing that all I Prefer Elite members globally will maintain their status through June 30, 2021, regardless of their travel activity this year."