

Preferred Hotels Enhances iPrefer Hotel Rewards Programme

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In response to consumers' increasing desires to manage travel plans directly from their smartphones, Preferred Hotels and Resorts has launched a mobile app and member rate programme as major enhancements to its points-based hotel rewards programme, iPrefer, and is gifting 25,000 bonus points to iPrefer members making a booking within the app by April 21, 2017.

The iPrefer mobile app is designed to provide time-saving, value-rich functionality that will enhance the overall iPrefer experience – before, during, and after every stay. Through the app, which was built in collaboration with American Express, members can search and book stays at more than 600 iPrefer participating hotels worldwide, access exclusive offers, such as member rates and the iPrefer Last-Minute Escapes, update their profiles, view past/upcoming stay history and related points earnings, and immediately access and redeem Reward Certificates. iPrefer members using the app will receive push notifications regarding special offers; while American Express cardholders will have the ability to enjoy an expedited process through American Express Checkout.

There is also a member rate programme that invites iPrefer members to access savings of three percent or higher on top of the best available rate whenever they book stays at hundreds of participating hotels directly through iPrefer channels. This new benefit is designed to help members save valuable time during the travel planning process by providing the most compelling combination of rate and amenities from one streamlined source, iPrefer, alleviating the need to search anywhere else.

Member rates are viewable and available exclusively to iPrefer members or their travel advisors who are logged into their account and going through the reservation process via eligible iPrefer distribution channels, which include the iPrefer mobile app, www.PreferredHotels.com, and participating hotel websites.

Preferred Hotels will introduce enhanced features for the app, such as a concierge chat service that allows guests to communicate directly with the hotel, or the ability for travellers to reserve services, such as spa treatments that can be purchased using Reward Certificates, in the coming weeks.

The iPrefer app is available for iOS and Android devices in the Apple App Store and Google Play.
www.PreferredHotels.com/iPrefer