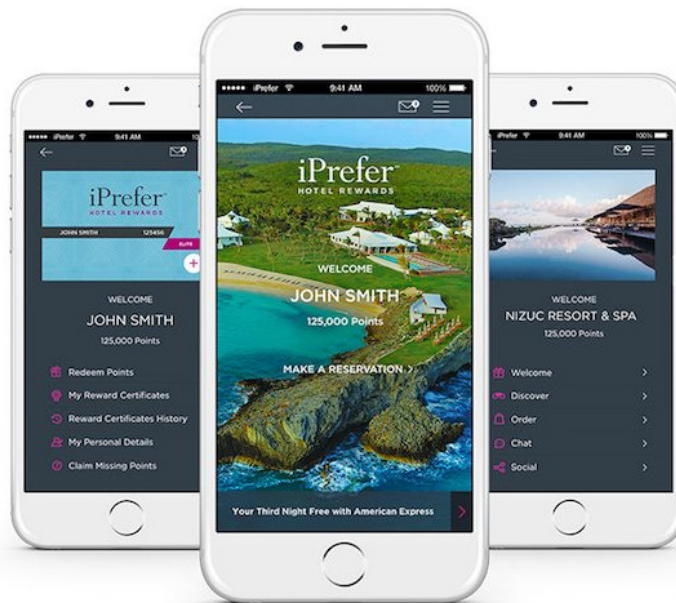


Preferred Hotels introduces loyalty app and members rates

Friday, April 7, 2017 by Marisa Cannon



Preferred Hotels and Resorts has introduced a mobile app and new member rate feature to its loyalty programme, iPrefer.

To celebrate the launch, the group is rewarding 25,000 bonus points to iPrefer members who make a booking through the app by April 21.

Chief marketing officer of Preferred Hotels and Resorts, Casey Ueberroth said:

“The new mobile app and member rate programme are designed to better connect today’s travellers with the unique appeal of the independent hotel experience through a seamless loyalty programme that delivers exclusive, on-the-go access to an attractive rate, points, and valuable on-property perks.”

“These enhancements are a testament to our continuous commitment to making iPrefer the most compelling loyalty programme for independent-minded travellers.”

iPrefer “On the Go” app

The group said that the general uptake of apps among guests drove the decision to launch its own. In a press release, the group said: “According to a 2016 Google study, 60 per cent of smartphone users stated that they prefer using a mobile app rather than a desktop to manage their points, while 41 per cent prefer using an app to book their hotel accommodation.”

The iPrefer mobile app is designed to give “time-saving, functionality that will enhance the overall iPrefer experience.”

The app, built in collaboration with American Express, allows members to book stays at over 600 participating hotels and access special offers such as member rates, update their profiles, view their stay history and related points earnings, plus redeeming reward certificates.

Members will also get push notifications for special offers, while American Express cardholders will be offered expedited process through American Express Checkout. Additional features soon to be introduced include a concierge chat service and the ability for travellers to reserve services such as spa treatments that can be purchased using "reward certificates". The app is available for iOS and Android devices.

Member rate programme

The new member rate programme will offer members savings of three per cent or higher on top of the best available rate. These are available only to members logged into their accounts on reservation platforms such as the app, [preferredhotels.com](https://www.preferredhotels.com) and participating hotel websites.

In addition to receiving 10 points for every US\$1 spent on net room reservations booked through eligible channels, members can receive additional benefits based on their tier status.

[preferredhotels.com](https://www.preferredhotels.com)
