

PRIORITY CLUB REWARDS FACT SHEET



www.priorityclub.com



OVERVIEW

The world's largest hotel loyalty programme.

Priority Club Rewards, the worlds first and largest hotel loyalty programme in the industry, offers a number of benefits to frequent travellers and a wide group of properties for guests to choose from.

Priority Club Rewards offers members a large collection of programme rewards*, including free overnight stays in hotels, frequent flyer miles for over 40 airlines worldwide, exclusive wines, store vouchers and special activities.

MEMBER BENEFITS

CLUB LEVEL BENEFITS*

Stay up to 14 nights in a calendar year

- Points that never expire
- No blackout dates for Reward Nights
- Collect Points, Miles or Other Partner Credits
- Extended check-out until 2 p.m. based upon availability
- Weekday Newspaper
- Transfer points between member accounts

GOLD ELITE BENEFITS*

Stay 15-49 nights or earn 20,000 points in a calendar year. Receive all Club benefits, plus:

- Priority Check-in™ on guaranteed reservations
- 10% bonus on base points
- Exclusive Gold Customer Service Phone Number

PLATINUM ELITE BENEFITS*

Stay 50 or more nights or earn 60,000 points in a calendar year. Receive all Club benefits plus:

- Priority Check-in on guaranteed reservations
- Complimentary room upgrades
- Guaranteed room availability (72 hours in advance)
- 50% bonus on base points
- Access to exclusive Platinum Elite Phone Number

* Terms and Conditions available at www.priorityclub.com

HISTORY

1983 Priority Club Rewards (PCR) – the first hotel loyalty programme is launched.

2000 PCR launches the industry's first online awards catalogue at www.priorityclub.com.

2004 PCR wins six Freddie Awards, the most prestigious consumer-generated awards in the travel industry.

2004 PCR becomes the world's largest hotel loyalty programme.

2004 PCR launches Japanese and Italian language websites adding to the already available Chinese, English, French, German, and Spanish website versions.

2005 PCR wins six Freddie Awards for the second year running.

2005 PCR wins Global Traveller Award for 'Best Hotel Rewards Program'.

2006 PCR launches 'Any Hotel, Anywhere' card in the Americas.

2007 PCR named 'Hotel Program of the Year' (Americas) for the second consecutive year at the 19th Annual Freddie Awards and 'Best Hotel Loyalty Program in the World' by readers of Global Traveler Magazine, also for the second year running.

2007 PCR expands 'Any Hotel, Anywhere' reward to members in Mexico and introduces Priority Club Meeting Rewards program across all seven brands in the Americas.

DID YOU KNOW?

- In the past four years Priority Club Rewards members have recorded more than 115 million nights away from home at IHG hotels, the collective equivalent of 315,068 years on the road.
- Members have redeemed 50 billion points worth more than US\$340 million over the past four years.



WE HAVE
300,000
NEW MEMBERS JOIN EVERY MONTH

WE HAVE
37 MILLION
MEMBERS

WE HAVE
WORLD'S LARGEST
HOTEL LOYALTY PROGRAMME