

INSPIRELOYALTY

ENGAGE AND REWARD



HOTEL LOYALTY SOLUTIONS





MY ACCOUNT

MARRIOTT  
BONVOY™

FIND & RESERVE 🔍

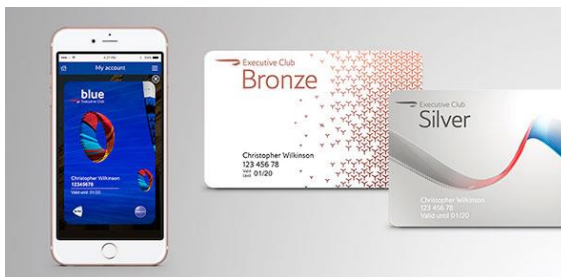


## 1,500 BONUS POINTS

Announcing Marriott Bonvoy™ Endless Earning: Earn 1,500 bonus points on stays\* of two nights or more between July 2 and September 16, 2019 — with no earning limits.

REGISTER NOW

IHG® Rewards Club



# Loyalty:

a strong feeling of support or allegiance.

“Our Loyalty Program is a low cost and high impact vehicle for our revenue generation efforts. It rewards members with points toward free hotel stays, experiences and other benefits, or miles with participating airline programs. We believe that our Loyalty Program generates substantial repeat business that might otherwise go to competing hotels. In 2018, Loyalty Program members purchased approximately **50 percent of our room nights**. We continually enhance our Loyalty Program offerings and strategically market to this large and growing guest base to generate revenue.”

*Source: Marriott International, 2018. Annual report.*

# Expectations

*Definition: a strong belief that something will happen or be the case.*

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**76% OF CONSUMERS  
EXPECT COMPANIES TO  
UNDERSTAND THEIR NEEDS  
AND EXPECTATIONS.**

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# Recognition?

Consumers Business Buyers



# Rewarding 3

# NETFLIX



## Exclusive Offers



This rate is reserved for members of the Fonab Rewards Programme

Already a member?

Login and Book

Not a member yet?

Sign up for free and gain access to this rate.

Join and Book\*

\* You will need to register before placing this booking.

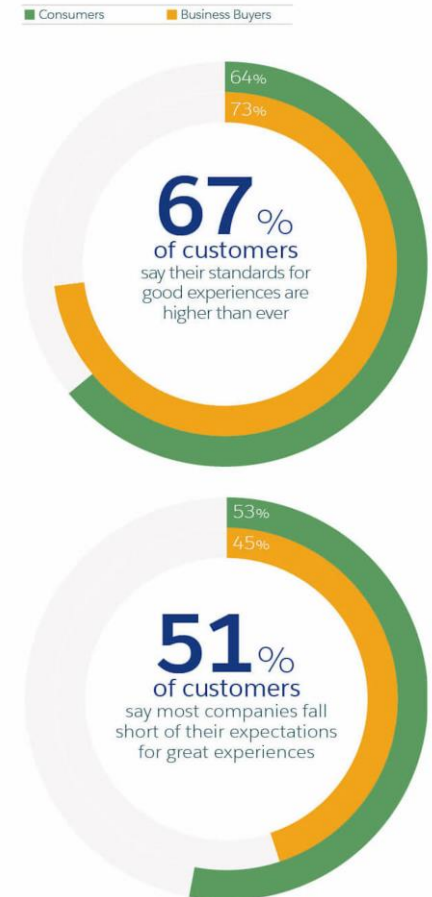


# Rewarding ✓

# Practical Steps

- Capture Good Data, including RFM values
- Engage, Reward & Record. Get Personal
- Invest in Convenient Tech
- Implement Review Tool
- Become BEA – Best Experience Available

Companies Are Missing the Mark on Experience







# INSPIRELOYALTY

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