

# Consumer Corner

## Rewards Program: Faster, Free Hotel Nights

(NAPSA)—From exotic Bora Bora to family-friendly Florida, the world's first and largest hotel loyalty program is now making it faster and easier for its 12 million members to "cash in" earned points for free hotel nights.

Priority Club® Rewards (PCR) spans 3,200 hotels and resorts across the world's most trusted brands, from upscale to extended stay—from Crowne Plaza® to Holiday Inn®—and enrollment is free. Hallmarks of the program include:

- No point expiration;
- No blackout dates;
- Extended checkout;
- Instant redemption;
- Personal shopper; and
- Unlimited reward options.

In addition, families and friends can combine their points toward free nights with points transfer. For example, if a Club member has only 22,000 points, but needs 25,000 to earn a free night's stay, his wife, friend or colleague can give him the additional points. With points purchase, travelers can buy additional points at a rate of 1,000 points for \$10.

With instant points redemption and reservations—either online or by phone—last-minute travel plans are no problem. For example, suppose a family that's enjoying a vacation at Holiday Inn Family Suites in Orlando decides to stay an extra night. The Club member simply has to call PCR or



**Rewards programs help travelers get more for the money they spend on hotel stays.**

go online, make a reservation for the additional night and points are immediately withdrawn from his/her account. There's no waiting for mailed certificates, and no need for reservations far in advance.

When redeeming points for merchandise, the personal shopper service can help members get exactly what they're looking for. Say a member wants to cash in points for a set of golf clubs, but the awards catalog doesn't carry the brand he prefers. All he has to do is call the personal shopper, who will shop for the item, price it in points and fulfill the request.

To become a member of Priority Club Rewards, enroll online at [www.priorityclub.com](http://www.priorityclub.com), at the front desk of any Six Continents brand hotel, or call (800) 272-9273.