

# Moneris® Loyalty Program

> Hospitality



## Give guests more reasons to stay with you more often

Frequent travelers know that loyalty programs can save them money on accommodations. Many hospitality operators have a loyalty program. Stay competitive by adopting your own loyalty program.

The **Moneris® Loyalty Program** allows you to reward your loyal guests with special offers, like points towards complimentary hotel nights or other special members-only services like express check-in. You can also gain valuable guest insights, so you can market more strategically, while encouraging guests to stay with you more often.



### Statistics

- Business travelers value loyalty more than price.<sup>1</sup>
- On average for Hotels & Restaurants, 55% of their enrolled loyalty members are active guests.<sup>2</sup>

### Use the Moneris Loyalty Program to help you:

- **Stay competitive.**  
Offer your own special loyalty program to keep up with or stay ahead of the competition.
- **Provide services they'll remember.**  
The Moneris Loyalty Program allows you to offer your customers membership privileges like express check-in, and special spa and restaurant discounts. Give your guests more reasons to choose your location next time – and *each* time – they travel.
- **Offer pre-booking for key vacation times.**  
To help boost revenue and customer satisfaction, give your loyalty guests the privilege of booking early during prime vacation times like summer break.
- **Promote increased business during your slow times.**  
Instead of giving deep discounts, offer loyal members extra points during low seasons to drive bookings and increase stays.
- **Turn empty rooms into loyalty-building tools.**  
Why let rooms sit empty? Use them to reward loyal members with free night stays and build customer satisfaction to promote the growth of your bottom line.
- **Promote additional offerings.**  
Help satisfy your loyalty members *and* increase sales by offering discounts and special services at your spas and restaurants just for them.

For more information, speak with your Moneris Sales Consultant or visit [moneris.com/loyalty](http://moneris.com/loyalty)



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<sup>1</sup>Priority Club Rewards, the Frequent Guest Loyalty Program of InterContinental Hotels Group, 2011.

<sup>2</sup>Direct Marketing Association Inc., 2008 – Survey conducted among targeted audience of DMA's in-house and targeted audience of COLLOQUY's subscribers.