

TRAVEL AND HOSPITALITY

## Leading Hotels of the World appeals to independent travelers with loyalty push

October 2, 2018



*La Mamounia in Marakech, Morocco. Image credit: Leading Hotels of the World*

By STAFF REPORTS

The Leading Hotels of the World is aiming to further the relationships between guests and its independent hoteliers with the launch of a revamped loyalty program.

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Through the updated Leaders Club program, guests can earn points from each stay that they can use towards future bookings at the company's portfolio of 400 hotels. Lately, luxury hotel brands have been ramping up their loyalty efforts through partnerships and upgraded programs.

### Leading loyalty

Leading Hotels of the World's loyalty program costs a \$175 fee for enrollment.

Members will earn one point per \$1 spent with Leading Hotels of the World. On average, guests can cash in around 4,000 points for a free night.

The company says that the updated loyalty program will expand the availability and options open to members when they wish to organize their free stay. This includes less restrictions on which days are eligible for loyalty point bookings.

Along with eventually earning a free stay, Leaders Club comes with on-site perks. Members get priority for room upgrades, as well as access to early check-in and checkout.

With the new loyalty program, consumers are guaranteed one pre-arrival upgrade per year after they have stayed with the group at least once.



*Nobu Miami Beach. Image credit: Leading Hotels of the World*

While at the property, those enrolled in the program will enjoy free continental breakfast each day and complimentary WiFi.

Leading Hotels of the World also holds exclusive sales for its loyalty members, and provides them access to new hotels.

Those who spend at least \$5,000 will become part of Leaders Club Sterling, gaining perks such as five pre-arrival upgrades per year.

"We co-created this program with our most loyal members to ensure we continue to offer the amenities they love while also introducing new features and benefits they expressed were most important to them," said Shannon Knapp, vice president and chief marketing officer of The Leading Hotels of the World, in a statement. "The program was designed as a club for curious travelers who seek remarkable, authentic experiences and the hoteliers who craft them.

"Leaders Club elevates this relationship and delivers truly differentiated on-property experiences and rewards," she said. "Additionally, it ensures that at any Leading Hotel a member visits, they are recognized for their membership and can unlock richer rewards with greater loyalty. We are excited about the launch of this new program that will celebrate individuality and reward our members for choosing the uncommon path."

Loyalty programs are one of the best ways to ensure continued customer retention, something hotel brands are embracing by unifying those programs across multiple brands and merging luxury with mass market.

After an announcement earlier this year, Marriott International has officially unified the loyalty programs across three of its brands, while Hyatt Hotels and Small Luxury Hotels of the World similarly unveiled plans to combine loyalty programs this month. By merging their programs across brands, these groups are pooling resources to gain access to a wider consumer base and ensure a seamless and desirable customer experience no matter where guests stay ([see story](#)).