

TRUMP HOTELS

Trump Hotels revamps loyalty program platform

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Trump Hotels is updating its loyalty program. Image credit: Trump Hotels

By STAFF REPORTS

Hospitality brand Trump Hotels is rolling out a new Web site design for its loyalty program, looking to offer its members more benefits and rewards.

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The Trump Card Privileges Program will now include perks such as personalized member offers and a streamlined point redemption process. Luxury hoteliers have recently been updating their loyalty offerings as they aim to capture more repeat business and further their relationships with clients.

Loyalty update

Trump Hotels is keeping some of the existing perks of its loyalty program, such as earlier check-in and later check-out, room upgrades and points earned on stays.

However, the chain is expanding on this with new benefits such as special member rates and discounts on spa services and retail purchases. Trump Hotels is also enabling enrollees to have a digital wallet option for their member card, allowing them to keep track on Apple Wallet or Google Play to get notifications of offers.

A new point exchange lets members earn 10 points for every dollar spent, including for stays at a group rate. Points can also now be earned and used at Albemarle Estate at Trump Winery in Charlottesville, VA and MacLeod House & Lodge in Aberdeen, Scotland, properties that were previously not included in the program.



MacLeod House & Lodge in Aberdeen, Scotland. Image credit: Trump Hotels

"At Trump Hotels, we pride ourselves on providing uniquely personalized experiences for our guests and enhancing our existing benefits for our loyalty members," said Eric Danziger, chief executive officer of Trump Hotels, in a statement. "Our newly enhanced Trump Card experience sets us apart from others in the luxury hospitality industry.

"As one of the only independent luxury hotel companies to offer a comprehensive loyalty program of this caliber, our 'Never Settle' philosophy shines through," he said. "We never settle for anything less."

Hospitality group AccorHotels also tapped into consumer passion points by rolling out a new loyalty program that includes partnerships with entertainment, dining and sports.

AccorHotels' revamped loyalty program is dubbed All, positioned to provide access to the company's 30 hotel brands as well as experiences beyond its properties. Hotel groups are increasingly focusing on elevating their loyalty offerings, seeking to compete with perks and access that are one-of-a-kind ([see story](#)).

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