

TRAVEL AND HOSPITALITY

## Preferred Hotels launches auction program to reward loyalty members

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*Auctions of hotel stays and other perks are available for Preferred Hotels' loyalty members. Image credit: Preferred Hotels & Resorts*

By LUXURY DAILY NEWS SERVICE

Hospitality group Preferred Hotels & Resorts has unveiled an auction system which allows members to use points to purchase hotel stays.

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Only available to the brand's "I Prefer" members, the pilot launch of the program runs until Feb. 3. Guests in the loyalty program who take part will be able to use points accrued in 2019 and 2020 for hotel stays, spa treatments and restaurant visits at 11 hotels across North America in 2021.

"In anticipation of greater travel freedoms to come, we are thrilled to spark inspiration among our loyal I Prefer' members by inviting them to use their points to bid on new experiences to enjoy once they resume their adventures," said Jeri Salazar, vice president of loyalty for Preferred Hotels & Resorts, in a statement.

### Hotel auction

To participate in the first "I Prefer" auction, members login to [IPrefer.com](https://IPrefer.com) and use their available points to bid on their favorite experience. The member with the highest bid at the time of the auction wins the offer and receives details of how to redeem their award via email.

Experiences which are still up for grabs include a penthouse stay and dinner for two at The Joule in Dallas and an overnight stay for two with in-suite dining included at Hotel Gault in Montreal. Another available prize is a pair of 60-minute treatments at the spa at Las Brisas Acapulco in Acapulco, Mexico.



*A room at the Hotel Gault in Montreal. Image credit: Hotel Gault*

The list of experiences on offer via auction can be viewed at [IPrefer.com](https://www.iprefer.com).

In existence since 2013, the complimentary "I Prefer" program is one of the biggest global points-based guest loyalty platforms for independent hotels. Its more than 3.7 million members enjoy exclusive rates for direct bookings as well as early check-in, late check out and room upgrades when available.

Still suffering an existential crisis thanks to COVID-19, luxury hotels are continuing to innovate after travel dramatically fell at the onset of the pandemic.

With so many individuals still working from home, brands including Auberge Hotel Collection and Mandarin Oriental have introduced remote long-term stay packages to accommodate working individuals looking for a vacation while still navigating the pandemic. Some packages even include tutoring for children who are attending school remotely ([see story](#)).

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