

IN-STORE

## Starwood broadens loyalty program via Caesar's partnership

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By JOE MCCARTHY

Starwood Hotels & Resorts Worldwide is enriching its Starwood Preferred Guest loyalty program through a collaboration with Caesars Entertainment that broadens the offers available to those enrolled.

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Caesar's Total Rewards program will now become available to SPG members and vice versa. Through the fused rewards programs, both companies will likely see surges in traffic, especially considering that Caesars is more geographically concentrated than Starwood.

"By partnering we are able to provide our guests with access to the most luxurious global hotel portfolio and the best gaming entertainment in Las Vegas," said Gretchen Kloke, vice president of [Starwood Preferred Guest](#), New York.

More to choose

Beginning Jan. 9, 2014, members will be able to link their SPG and Total Rewards accounts. Once this is accomplished, points accrued for either program can be used on offers by either Starwood or Caesars Entertainment. More than 1,100 Starwood properties will participate in the program.



### *SPG and Total Rewards*

Also, the new partnership grants SPG members greater shopping and culinary opportunities, as Caesars Entertainment encompasses more than hotels.

Members for both programs will essentially earn double rewards points for each stay at a participating property and can expend points freely between companies.



### *SPG app*

Some new offers that will be accessible to SPG members include Planet Hollywood Experience with premium Britney Spears show tickets and meet and greet, Wolf Pack Weekend and Vegas Uncork'd by Bon Appetit Weekend.

To inaugurate the partnership, members are invited to spend a weekend in Las Vegas for 15,000 star points.

Additional point redemption information can be found here [SPG.com/caesars](https://SPG.com/caesars) and [totalrewards.com/spg](https://totalrewards.com/spg).

For loyalty

The hotel conglomerate has recently bolstered its SPG program through a few efforts.

For instance, Starwood is looking to increase loyalty among Starwood Preferred Guest members with its SPG Hot Escapes flash sale travel site that features exclusive offers with a minimum of 20 percent savings.

The SPG Hot Escapes Web site will replenish its deals and destinations every Wednesday and supplants the company's previous Beat the Clock and StarPicks products. Ultimately, the flash Web site will bolster SPG's attempts to ward off online travel agencies that prey on consumers looking for deals ([see story](#)).

Also, Starwood introduced iPad and iOS7 applications meant to further synchronize the brand's properties, unite guests and make traveling a more fluid experience.

Starwood's digital design team took advantage of the iPad's capacity for high-resolution images to create an editorial-like experience on the app. Although a cohesive digital approach is necessary for brands to effectively reach all consumers, ensuring that brand loyalists are presented with friendly digital options should take precedence ([see story](#)).

While these improvements focus more on refining the experience for existing members, the latest partnership with Caesars Entertainment looks to expand the membership base.

"SPG and Total Rewards, the loyalty program of Caesars Entertainment, are two of a kind, leaders in their respective categories," Ms. Kloke said.

Final take

*Joe McCarthy, editorial assistant on Luxury Daily, New York*

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