

PRIORITY CLUB FACT SHEET



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PRIORITY CLUB REWARDS

1983

LAUNCHED

52m

MEMBERS WORLDWIDE

500,000

NEW MEMBERS EVERY MONTH

CLUB LEVEL BENEFITS

- Stay up to 14 nights a year.
- Collect points, miles or other partner credits.

GOLD ELITE BENEFITS*

- Stay 15-49 nights a year.
- Priority check in on guaranteed reservations.
- 10% bonus on base points.
- Exclusive customer service number.

PLATINUM ELITE BENEFITS*

- Stay 50 or more nights a year.
- Room upgrades.
- Guaranteed room (72 hours in advance).
- 50% bonus on base points.
- Exclusive customer service number.



PRIORITY CLUB OVERVIEW

The world's first and largest hotel loyalty programme, Priority Club Rewards offers members more ways to earn and redeem points than any other hotel scheme.

Our 52 million members have unparalleled levels of freedom and choice – including our industry leading Any Hotel, Anywhere scheme and the ability to get rewards faster with Points & Cash.

www.priorityclub.com



DID YOU KNOW?

Any Hotel, Anywhere is the only hotel rewards programme that gives members the freedom of choice to redeem points virtually anywhere in the world – even at a non IHG hotel!

GUESTS ARE REDEEMING LOYALTY POINTS FASTER THAN EVER BEFORE.

* see t and cs available at www.priorityclub.com. Subject to availability.

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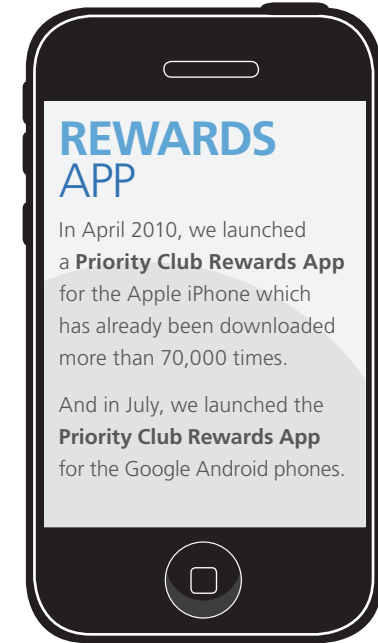
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PRIORITY CLUB PROGRAMME

Priority Club is the most valuable and flexible programme in the industry. Each year, more than 50 billion Priority Club points are redeemed by members.

The benefits of the programme include that it's free to join, points never expire, there are multiple ways to earn points (not just with hotel stays) and members can use just points or points and cash – about 20% of the nights redeemed in 2009 will be done through a combination of points and cash. Several of these are industry firsts that are still exclusive to Priority Club.



REWARDS APP

In April 2010, we launched a **Priority Club Rewards App** for the Apple iPhone which has already been downloaded more than 70,000 times.

And in July, we launched the **Priority Club Rewards App** for the Google Android phones.



DID YOU KNOW?

The number one feature of a hotel loyalty programme is 'No Points Expiration' – Priority Club Rewards is one of the few that have this feature.

90% OF HOTEL ROOM NIGHT REDEMPTIONS ARE USED FOR PERSONAL LEISURE TRAVEL.

