

# Top 5 Hotel Loyalty Programs

In recent years, the hotel industry has been able to completely change the concept of modern loyalty programs. The programs have expanded and shifted to meet the changing needs of guests and clients. In 2013, there was a major shift in rewards and offerings. Let's focus on the best hotel loyalty programs based on flexibility in booking, ability to earn points, redemption perks and ease of use.



## Hilton Hhonors

For luxury and business travelers, the Hilton Hhonors program tops the list. In case you're looking for a personalized experience from an exquisite hotel brand in the world, you should definitely sign up for this program. The Hilton Hhonors program allows participants to earn points at over 4,000 hotels in more than 90 countries.

Hilton also teams up with many different premier travel brands to offer a delightful experience for participants. Members can easily redeem points for frequent flier miles at over 40 airlines. As an additional bonus, members can even cash in frequent flier miles for Hilton Hhonors points. The hotel chain has also partnered with American Express, Visa and CitiBank to offer a chance to earn more points for every dollar members spend.

## Hyatt Gold Transport

Whether you're traveling for pleasure or business, it is a smart choice to be a part of the Hyatt Gold Passport program. This program is packed with generous rewards which can be easily redeemed for almost anything associated with travel. Participants in the program can easily use their earned points at more than 500 different hotels around the world, including some luxurious Hyatt properties like Andaz, Park Hyatt, Grand Hyatt and Hyatt Regency.

When you're a Hyatt Gold Passport member, you can even expect free room upgrades. You can also use accumulated points to earn spa treatments dining credits, train tickets, frequent flier miles and more. Hyatt even partners with Chase credit card. It allows you to earn more points for every dollar spent.



## **Starwood Preferred Guest**

This program can be perfect for frequent travelers. It can give you access to a great lineup of luxurious hotels around the world. This program stands out among competitors because of its generous offerings. The Starwood Preferred Guest program puts members at the core of every decision.

The program can provide you with easy access to a wide range of Starwood hotels, including Sheraton, Westin, Element and many more. Whether you're traveling in the United States or some other part of the world, you can earn and even redeem points across nine participating partners. This adds up to more than 1,000 hotel options. It allows you to choose whichever hotel fits your needs and budget.

## **Marriott Rewards**

Whether you like to stay in luxurious hotels or save some money while traveling, this program can offer you the right kind of discounts to travel on a strict budget. Marriott's guests belong to a diversified target audience. The Marriott Rewards program proves that the hotel chain's management completely understands its customers.

Members in the program can earn and redeem points at 14 affiliated brands with Marriott, including Courtyard Marriott, Residence Inn, Ritz-Carlton, Renaissance and more. This program offers some excellent perks, including free room upgrades, priority check in, free night at participating hotels when a member uses points to book a 4-night stay. Members can even use their points for dining gift cards and spa treatments.



## **Best Western Rewards**

In case you're traveling on a tight budget, you don't need to look any further than Best Western Rewards. This reward program understands that not every traveler wants to spend a huge amount of money on a hotel room. Thus, they've created the perfect program to reward customers for loyal, sensible spending.

With the Best Western Rewards program, participants can easily earn more points in more than 40 countries at over 1,000 hotels. The hotel even partners with a lot of different airlines. Therefore, program participants can redeem points for their frequent flier miles. In addition to this, members don't need to save their points to redeem only on hotel rooms. Points can also be redeemed on merchandise, dining gift cards and more.

Date: 2014-04-28

Article link:

<http://www.tourism-review.com/travel-tourism-magazine-best-hotel-loyalty-programs-on-the-market-article2375>