



TIPS ON TRIPS



Test Your Point-Earning Potential

(NAPSA)—Bombarded by promises of free nights and free flights, the 74 million Americans playing in frequent traveler programs reveal egos and attitudes as easily as reality TV scenarios. The Stasher hoards her free travel points for a “rainy day,” while the Swinger plays both sides—points and miles—for the total vacation package.

One of the world’s largest hotel guest loyalty programs, Priority Club® Rewards, unveils a fun new way of “member profiling”—Point Psychology—which ultimately helps people identify which loyalty program features are most important to satisfy their personal preferences.

This first-of-its-kind member study has identified six distinct behavioral patterns of people playing the loyalty game: Stasher, Sherlock, Swinger, Snob, Shepherd and Slacker. Priority Club Rewards reviewed thousands of members’ patterns of point and mile collecting (earning) and redeeming, then categorized members according to what drives their practices and aspirations—dreams, deals and even diva-expectations. Players who understand their behavioral tendencies can choose travel programs that offer exactly what it takes for them to realize their rewards faster.

Psychologist and author, Dr. William G. Emener, Ph.D., echoes the findings of Priority Club. “Point Psychology reveals behavioral tendencies that surface not only in point collection, but in everyday situations,” said Emener. “The inherent trigger that makes the Sherlock search six different stores for the best deal on a new suit also prompts him to check the Web sites of each major hotel program for the best point promotion before his next trip.”

Tap Into The Psychology Of Your Point-Earning Behavior With One Of The Six Groups:

Stasher: Obsessively watches every point and mile to save for a rainy day.

Sherlock: Shrewdly chooses programs offering the biggest bargain or bonus for the buck.

Swinger: This savvy traveler earns in points and miles programs for a variety of redemption options.

Snob: Wants recognition. Selects programs that count qualified points toward elite status.

Shepherd: Mileage junkie. Seeks out hotel programs with multiple locations.

Slacker: Points, schmoints. Wants immediate program benefits like late checkout.

Get tips to help choose the best loyalty program features based on your profile by visiting www.priorityclub.com/whoareyou.

Source: Priority Club® Rewards



To discover your profile type and get additional tips on choosing the best loyalty program, visit www.priorityclub.com/whoareyou and let the Point Psychologists at Priority Club Rewards analyze your point-earning practice.

Priority Club Rewards has more than 3,200 Six ContinentsSM Hotels properties worldwide from upscale InterContinental® and Crowne Plaza® to Holiday Inn®, Holiday Inn® Express and Staybridge Suites® hotels. The award-winning program offers new member-preferred features which appeal to its 14 million members.

Program enrollment is free. Visit www.priorityclub.com, the front desk of any Six Continents Hotels location or call 1-888-211-9874.