

## **NH HOTEL GROUP INCREASES REWARDS FOR ITS BEST CUSTOMERS WITH REVAMPED LOYALTY PROGRAMME**

**Improved points and benefits at almost 400 hotels in 30 countries**

NH Hotel Group is relaunching its NH Rewards loyalty programme with a renewed image and more generous benefits for its regular customers. This makes NH Rewards, which currently has more than eight and a half million members, one of the most generous loyalty programmes in the hotel industry.

*“With the relaunch of NH Rewards, we want to offer much more attractive benefits that generate value for our customers and encourage them to keep coming back to NH Hotel Group hotels. After listening to them and analysing what they value the most, we realised that the simplicity of the points and the absence of barriers to redemption were decisive factors for them”, stated Isidoro Martínez de la Escalera, Chief Marketing Officer at NH Hotel Group, adding that “with this new proposal we hope to adapt to what they want, offering more tailored benefits that contribute to making sure their experience with NH gets better and better”.*

The new NH Rewards programme favours simplicity and focuses its reward strategy on customers in a much more generous points system. Now, the percentage of points that customers accumulate for spending on their stays is almost doubled, while at the time of redeeming them maintains a transparent and easy-to-understand mechanic, in which one point equals one euro.

The points accumulated by customers can be redeemed for free stays and discounts during all days of the year, with no exceptions, in all the NH Hotel Group brands (NH Hotels, NH Collection, nhow and Hesperia Resorts) in the almost 400 hotels operated by the group, located in the best locations in the 30 countries where the Company is present. The programme was created in 2004, and in the last five years alone its members have redeemed almost 15 million NH Rewards points in more than 500,000 stays.

### **New value proposal of NH Rewards**

The new NH Rewards programme offers additional rewards right from the time a customer registers, when they receive five free points as a welcome gift, which will lead to a direct discount from their next stay. In addition, for every booking guests make on [nh-hotels.com](http://nh-hotels.com), they will obtain extra points which are added to those already obtained according to their card level, with the possibility of accumulating sufficient points for a free night for every 10 stays. Furthermore, those who choose to stay at NH Collection and nhow hotels are guaranteed to earn at least five points.

As far as the programme categories are concerned, the Blue, Silver, Gold and Platinum levels are maintained, based on the frequency of nights booked by the customer during the year. The reward in points and the benefits before, during and after the stay increase with the card level. At the same time, now it is much easier to upgrade to the next category, with the possibility of reaching Silver after only five nights of stay, and the update of each level is automatic.

Each category offers its members exclusive benefits, from earning points for stays and extra services at the hotel to flexibility in mixed pay using points and cash and exclusive price conditions. Depending on their

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category and availability at the hotel, programme members receive preferential services during their stays at NH Hotel Group properties, such as access to superior rooms, early check-in and late check-out, Premium Wi-Fi connection and flexibility in booking, among other benefits. Finally, they can contact the exclusive customer service for NH Rewards customers seven days a week, 365 days a year.

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## About NH Hotel Group

NH Hotel Group ([www.nhhotelgroup.com](http://www.nhhotelgroup.com)) is a world-leading urban hotel operator and a consolidated multinational player. It operates close to 400 hotels and almost 60,000 rooms in 30 markets across Europe, America and Africa, including top city destinations such as Amsterdam, Barcelona, Berlin, Bogota, Brussels, Buenos Aires, Düsseldorf, Frankfurt, London, Madrid, Mexico City, Milan, Munich, New York, Rome and Vienna.

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