

## IHG® Rewards Club Announces The Next "Big Win" Hotel Promotion

Written by Australian Business

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ATLANTA, Dec. 16, 2013 /PRNewswire/ -- InterContinental Hotels Group (IHG) is kicking off 2014 in a big way by offering loyal IHG® Rewards Club members more opportunities to earn free travel through the next installment of its hotel rewards promotion, "The Big Win." This is a first of its kind promotion, which provides each loyal guest with an individually tailored set of offers.

"We have found that introducing tailored offers through "The Big Win" has been beneficial for both our guests and our hotels," said Jim Sprigg, director, Database Marketing & CRM Solutions, IHG. "So, this January, we are launching a new and improved version of "The Big Win" promotion based on guest feedback, with offers that are even more relevant and appealing to diverse types of guests who are loyal to the IHG family of hotel brands, including select offers with a greater focus on our individual hotel brands."

Pre-registration for "The Big Win" promotion begins on Dec. 16, 2013 [here](#) . Once registered, members will begin earning IHG® Rewards Club points or airline miles when they stay at any IHG®-branded hotel between Jan.

1 and April 30, 2014

. This includes the InterContinental®

Hotels & Resorts, Crowne Plaza®

Hotels & Resorts, Hotel Indigo®

Hotels, Holiday Inn®

Hotels, Holiday Inn Resort®

Hotels, Holiday Inn Club Vacations®

, Holiday Inn Express®

Hotels, Staybridge Suites

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®

Hotels and Candlewood Suites

®

Hotels brands. IHG's scale and diversity means that our hotels can meet our guests' needs whatever the occasion – whether an overnight getaway, a business trip, a family celebration or an once-in-a-lifetime experience.

Sprigg added, "Other hotel promotions still tend to be one-size-fits-all, whereas every offer in "The Big Win" promotion varies based on a guest's travel pattern."

### How it works:

- Current IHG® Rewards Club members and new members can register for the "Big Win" hotel rewards promotion [here](#).
- Receive custom offers to win points or miles such as: *stay more and earn more, stay on the weekend to win*  
or  
*explore our brands*
- Stay to start "winning"
- Track your offers and rewards via a customized Rewards Tracker [here](#)

IHG's family of brands across 4,600 hotels ranges from an award-winning InterContinental resort to a city-center Holiday Inn hotel.

IHG Rewards Club, formerly Priority Club® Rewards, is the world's first and largest hotel loyalty program, with industry-leading benefits including no blackout dates for Reward Nights, fast-track to Elite status when guests explore the IHG brand portfolio and points that never expire.

Visitors and guests can sign up online for [IHG Rewards Club](#) and all its benefits, on the spot, free of charge at any [IHG](#) hotel.

**About IHG Rewards Club** With more than 76 million members globally, IHG® Rewards Club,

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formerly Priority Club

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Rewards, is the first, largest and fastest-growing guest loyalty program in the hotel industry. Named Best Hotel Rewards Program in the World eight years running by

*Global Traveler*

magazine, IHG

®

Rewards Club offers sought-after benefits and is easy to use. In addition to unique features like No Points Expiration, No Blackout Dates on Reward Nights, Points & Cash, Flights Anywhere

™

and Hotels Anywhere, IHG

®

Rewards Club members have hundreds of options for point redemption including: Reward Nights, music downloads, brand merchandise and retail gift cards. Enrollment in IHG Rewards Club is free. Guests can sign up at [ihgrewardsclub.com](http://ihgrewardsclub.com), by calling 1-888-211-9874 or by inquiring at the front desk of any of IHG's 4,600+ hotels worldwide.

### **Notes to Editors:**

*IHG (InterContinental Hotels Group) [LON:IHG, NYSE: [IHG](#) (ADRs)] is a global organization with a broad portfolio of nine hotel brands, including InterContinental® Hotels & Resorts, Hotel Indigo®, Crowne Plaza® Hotels & Resorts, Holiday Inn® Hotels and Resorts, Holiday Inn Express®, Staybridge Suites®, Candlewood Suites®, EVEN™ Hotels and HUALUXE™ Hotels & Resorts.*

*IHG manages IHG® Rewards Club, the world's first and largest hotel loyalty program with over 76 million members worldwide. The program was relaunched in July 2013, offering enhanced benefits for members including free internet for Elites across all hotels, globally.*

*IHG franchises, leases, manages or owns over 4,600 hotels and 679,000 guest rooms in nearly 100 countries and territories. With more than 1,000 hotels in its development pipeline, IHG expects to recruit around 90,000 people into additional roles across its estate over the next few years.*

*InterContinental Hotels Group PLC is the Group's holding company and is incorporated in Great Britain*

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*and registered in  
England  
and  
Wales*

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Visit [www.ihg.com](http://www.ihg.com) for hotel information and reservations and [www.ihgrewardsclub.com](http://www.ihgrewardsclub.com) for more on IHG Rewards Club. For our latest news, visit:

[www.ihg.com/media](http://www.ihg.com/media)

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