

2006 Business Travel Update

FREQUENCY PROGRAMS have become so ubiquitous that an entire cottage industry has sprung up to help road warriors make the most of their points. There are Websites on the topic (FrequentFlier.com, webflyer.com), portals (points.com), newsletters (First Class Flyer), and blogs galore. The guru of frequency points, Randy Petersen, has also recently published an excellent trade paperback (*The Official Frequent Flyer Guidebook: The Essential Frequent Traveler Program Guide*) on the subject.

The good news about travel-reward programs is that competition is so fierce that suppliers are constantly making enhancements. Rewards are more flexible than ever. Besides being able to earn free or discounted travel, you can now use points for a wide array of merchandise as well as upgrades and free tickets, hotel rooms and rental car days. Redemption is much easier, too, than the snail-mail systems of old; Web-based versions allow for fast and easy points transfer and reward selection. On Etihad Airways, for example, you can even redeem your points instantly in its brand-new Guest program (for details: www.etihadairways.com).

Several low-cost carriers are getting into the game, too, adding a frill to lure business travelers to their mostly leisure-based ranks. European low-cost carriers Germanwings and Virgin Express, Australia-based Virgin Blue Airlines, Asia-based Kingfisher, Hawaii-based Go and Spirit Airlines all have rolled out loyalty programs in the past year, reports *Business Travel News*.

As for hotel rewards: these are also being enhanced regularly. **TripRewards** members, for example, now can exchange points and miles between multiple loyalty programs. Thanks to an agreement with Points.com, the rewards management portal.

TripRewards is actually the world's largest loyalty program, based on the number of participating hotels (more than 6,000 properties, from budget to high-end). According to Jill Noblett, vice president of direct and loyalty marketing, it's also the first travel-related loyalty program geared more toward leisure travelers than road warriors, who often amass hundreds of thousands of points in their accounts from business trips. "We found that the leisure traveler is a demographic that's been largely overlooked," she said.

The program's "open earn" structure allows members fast access to point earning by staying in one of Wyndham Worldwide's nine lodging chains, including the Wyndham®, Ramada®, Super 8®, Wingate Inn® and Days Inn® brands; its vacation exchange and rental businesses including RCI®, Novasol® and Landal GreenParks®, and its timeshare resorts business including Fairfield® Resorts and Trendwest® Resorts; by renting Avis® and Budget® rental cars, and by purchasing everyday products and services from program partners.

Likewise, TripRewards members can redeem their points for either hotel stays – with no blackout dates – or partner rewards, including airline tickets, resort vacations, electronics, home appliances, sporting goods, movie and theme park tickets, and gift certificates from popular retailers and restaurants. The program's online point redemption store, TripRewards Marketplace, is frequently enhanced with products that really resonate with consumers — such as iPod® digital music players, Godiva® chocolates and gift certificates to popular restaurants and stores throughout the country.

TripRewards members may elect to earn TripRewards points, airline miles or rail points for their hotel stays. A hassle-free online system allows members to check points and redeem for rewards 24 hours a day.

To earn TripRewards points even faster, sign up for the TripRewards/MasterCard affinity card. Participants earn 13 points for every dollar spent on qualifying hotel stays — the 10 points you'd always earn, plus three additional points for using the TripRewards/MasterCard affinity card. All other purchases earn two points for every dollar charged.

For more information, visit www.triprewards.com.



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Plus, **WIN FREE GAS** for a year.

Earning rewards has never been easier! Just **REGISTER** for this special offer and you'll be automatically entered to **WIN FREE GAS for a year**.* Then complete **two separate stays** at any of our participating TripRewards® hotels from **September 14 through December 28, 2006**, and you'll **get a \$25 gift card**† from your choice of a variety of popular partners, including:



and so many more!



Register now for this special offer at triprewards.com/stay or call 1-800-FOR-TRIP (1-800-367-8747), and you'll be automatically entered to **WIN FREE GAS** for a year.

* NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. LEGAL RESIDENTS OF THE 50 UNITED STATES (D.C.) AND CANADA, 18 YEARS AND OLDER. VOID WHERE PROHIBITED. Sweepstakes ends December 28, 2006. For Official Rules, prize descriptions, and odds disclosure, visit triprewards.com/stay. Sponsor: Travel Rewards, Inc., 1 Sylvan Way, Parsippany, NJ 07054 U.S.A. Name Removal Notification System: If you would like your name removed from Sponsor's mailing list, call 1-800-FOR-TRIP (1-800-367-8747) and your name will be removed within 60 days of the request. Fifty (50) prizes will be awarded. ARV of each prize is \$1,500 (USD).

† To qualify for the Stay. Stay. Play! promotion and earn enough total TripRewards points for a \$25 gift card, the member must (i) register at triprewards.com/stay or at 1-800-FOR-TRIP (1-800-367-8747); (ii) choose to receive TripRewards points in his/her Membership Profile; and (iii) complete two separate stays at a qualifying rate at participating TripRewards hotels in the U.S. and Canada from September 14 through December 28, 2006. The number of TripRewards points a member will receive will vary, depending upon the room rate and the length of his/her qualified stays. The number of bonus points will equal 5,500, less the number of regular TripRewards points the member earns for his/her stays, but will be at least 3,500 points. Members who do not elect to receive TripRewards points in their Membership Profile will receive their regular airline miles or rail points for the qualified stays, plus 3,500 TripRewards bonus points. One stay

includes all consecutive nights at the same hotel, regardless of check-ins or check-outs. Limit: two bonus point offers per member. Subject to complete promotion terms and conditions at triprewards.com. Please allow six to eight weeks after completion of second stay for the bonus points to be credited to member's account.

Travelodge properties in Canada are not participating in TripRewards.

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