

New independant hotel reward program launches

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Voila Hotel Rewards is new a points-based frequent guest loyalty program created by **Hospitality Marketing Concepts (HMC)** for independent hotels and resorts. The company is projecting to have at least 1,000 partner hotels and more than five million members within their first five years.

Voila will launch with three membership tiers: Gold, Platinum and Black. Points will be awarded per dollar spent at member hotels. Over and above room revenue, such qualified hotel spend as mini bar, telephone and food and beverage can also be converted to points. Points can be redeemed against room nights at Voila partner hotels or transferred to air miles and other redemption partners. Point redemption is completed online.








Voila has entered into an agreement with **Great Hotels Organisation** as the European partner for the independent hotel sector. GHO's *Great Hotels Rewards* will provide the platform through which independent hotels will be able to join the Voila Hotel Rewards network in Europe, Middle East, and Africa.

"So many hotels today face the challenges of low awareness, limited resources and marketing funds in addition to loss of business due to the lack of a loyalty program," says Mokhtar Ramadan, CEO, *Voila Hotel Rewards*, "We have launched Voila Hotel Rewards to equip independents with the tools and technology to address these challenges and ultimately increase occupancy and revenue. Ultimately, Voila is more than just a guest loyalty program. It spans a hotel's entire business life cyclenew customer generation, guest recognition, customer relationship management, communicationand gives you the power to unlock your potential and maximize your profits without losing any of your quality, service levels or individuality."

Source: *Voila Hotel Rewards*

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