



MEDIA RELEASE

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Introducing the new hotel loyalty and recognition program, PriorityGUEST Rewards

Rydges Hotel launches new hotel rewards program, valid at Rydges Hotels and Resorts in Australia, New Zealand, Dubai and London.

Rydges PriorityGUEST Rewards will be rebranded on Monday March 26, 2012 to **PriorityGUEST Rewards** and will continue to offer a full range of guest benefits and rewards at Rydges Hotels and Resorts throughout Australia, New Zealand, Dubai and London. They are proud to include the addition of two exclusive hotel brands to the program; The Art Series Hotel Group and QT Hotels and Resorts.

The Art Series Hotel Group's boutique properties, inspired by three of Australia's most collected living artists, reside in some of Melbourne's hottest locations. The Art Series Hotel Group includes 'The Olsen', 'The Blackman' and 'The Cullen' promising a hotel experience that transcends the traditional in Australia's culture capital.

QT Hotels and Resorts are a collection of premium designer hotels, offering a luxurious and exciting guest experience with an edgy, contemporary style.

Member benefits of **PriorityGUEST Rewards** include:

- Online bookings will receive 10% off the best available rate
- 20% saving on meals and drinks* across all hotels
- 50% off high speed internet in your room
- Earning free nights even quicker with a larger selection of hotels
- A welcome drink, on us, every time you stay
- Late checkout

*Conditions apply

PriorityGUEST Rewards has also introduced a company and bookers component to the program, rewarding bookers with personal points each time they reserve rooms for their company. These points are able to be redeemed for a wide variety of gifts. Companies will be able to enjoy money saving opportunities every time they book with increased discounts based on the number of rooms they book.

PriorityGUEST Rewards is completely free to join and the website provides details on the new company and booker's program along with great exclusive member special offers.

www.priorityguestrewards.com.au

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