Advertising Feature

PASSPORT to DISCOVERY

Points, schmoints always a Priority

By Bard Card
Contributing Travel Editor

A stasher, a slacker, or maybe even a snob. What kind of 'Player' are you? Well, Priority Club Rewards has unveiled a Point Psychology Program that is both interesting and fun.

Bombarded by promises of free nights and free flights, more than 7.4 million Canadians playing in frequent traveler programs reveal egos and attitudes as easily as reality TV scenarios. The Stasher hoards her free travel points for a rainy day. The Swinger plays both sides -- hotel points and airline miles -- for the total vacation package. And what about the Snob? He pines for special perks and privileges. I must admit, that when it comes to travel, that's me in a nutshell.

Priority Club Rewards, one of the world's largest hotel guest loyalty programs, recently unveiled a fun new way of member profiling, or point psychology, to help people identify which loyalty program features are most important to satisfy their personal preferences.

The Point Psychology Program is a first-of-its-kind to help members identify six distinct behaviour patterns of people playing the loyalty game:

Swinger: You've got it figured out. You're quite savvy and play both sides -- points and miles -- to the best advantage. Nights, flights, gift certificates and DVD players; why buy it when you can get it for free?

Shepherd: Miles are your mania. You funnel everything -- hotel, rental car, and credit card miles -- to fuel your free flight fixation.

Stasher: You're obsessed. You match every point and mile on your statements against hotel receipts and boarding passes. You're piling up for that rainy-day dream vacation.

Snob: You deserve recognition. A room with a view, first class seats. You're different from the common 'riffraff' traveler. Points? Miles? You pile and save merely as a necessity to be treated like royalty.

Sherlock: You're the shrewdest game player, always seeking the best bonus. You want the biggest bang for your buck, and spending a dime without earning points and miles is a waste of time.

Slacker: Points, schmoints. You don't see the excitement and getting a free in-room movie for signing up makes the program worth it.

Priority Club Rewards features more than 3,200 Six Continents hotels around the world, including upscale Inter-Continental and Crowne Plaza to Holiday Inn, Holiday Inn Express and Staybridge Suites by Holiday Inn. The award-winning program offers new member-preferred features that appeal to its 13 million members.

To discover your profile type and get additional tips on choosing the best loyalty program, visit www.priority-club.com/whoareyou and click on the 'A Stasher, a Snob - Who Are You?' quiz. Becoming a member of Priority Club Rewards is free. Enroll online at www.prioritytyclub.com or at the front desk of any Six Continents Hotels location, and by calling 888-211-9874.

Contact Bart Card at bcard@passporttodiscovery.com, or hit the website at passporttodiscovery.com

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PASSPORT to DISCOVERY

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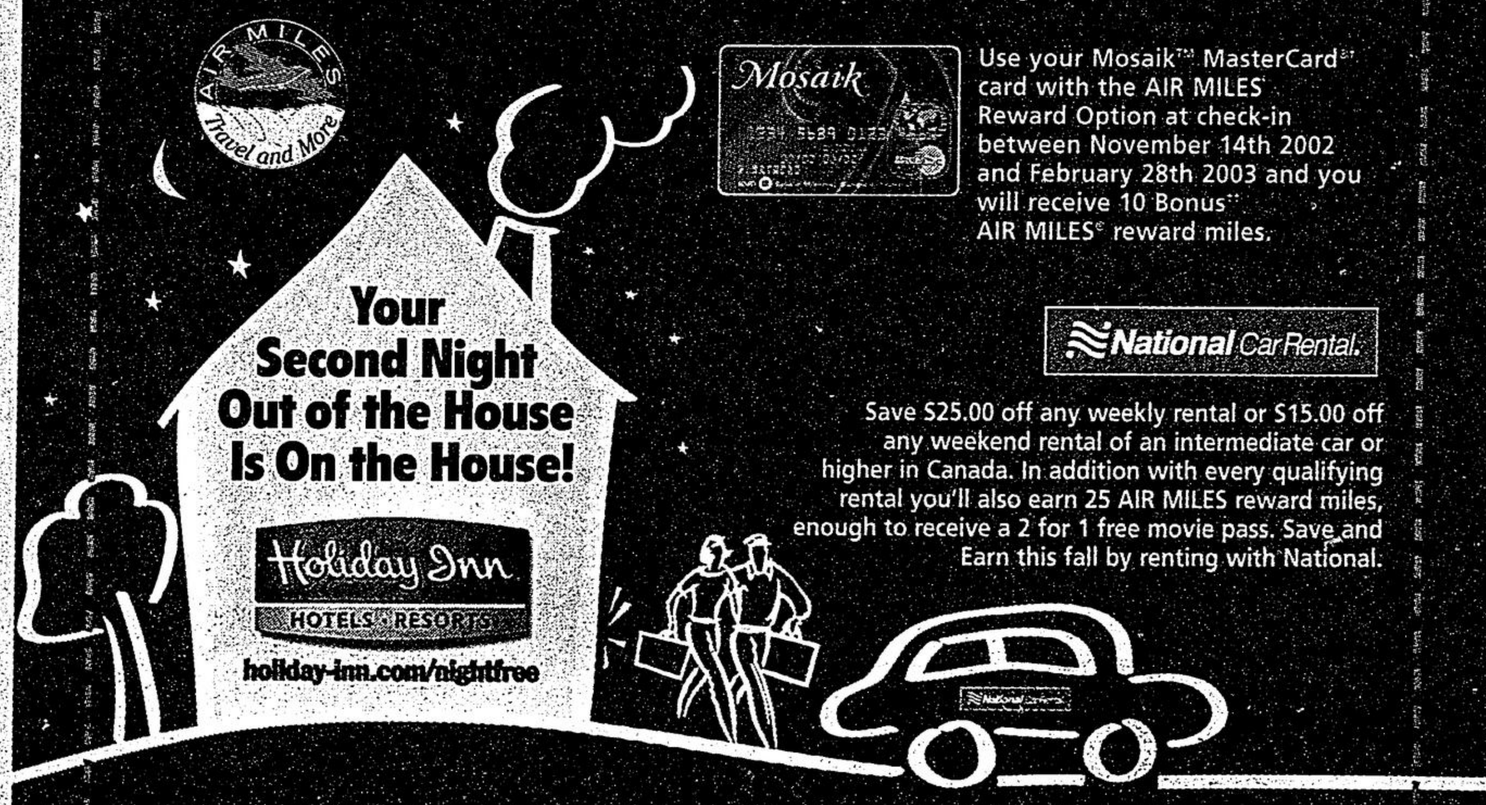
Up to 5 FREE Nights at Holiday Inn® hotels.



Use your Mosaik™ MasterCard® card with the AIR MILES Reward Option at check-in between November 14th 2002 and February 28th 2003 and you will receive 10 Bonus** AIR MILES® reward miles.

National Car Rental.

Save $25.00 off any weekly rental or $15.00 off any weekend rental of an intermediate car or higher in Canada. In addition with every qualifying rental you'll also earn 25 AIR MILES reward miles, enough to receive a 2 for 1 free movie pass. Save and Earn this fall by renting with National.

Present the certificate at check-in between November 14th 2002 and February 28th 2003 to receive the Next Night Free* offer.

*The Next Night Free offer is valid ONLY when the following conditions are met:

- Reservations must be made a minimum of 7-business days in advance of arrival date AND must be made at the hotel's non-discounted (rack) rate under the Next Night Free rate offer (Code: FN).
- Present this certificate at check-in. Certificate has no cash value. One certificate per room per stay.
- **Certificate good for up to 5 free nights** when 5 nights are paid for at the non-discounted rate. Free night includes room and tax only and does not include incidentals, other charges and/or gratuities. Free night is only valid on the night following the paid night.
- Offer valid 11/14/02-2/28/03 at participating Holiday Inn®, Holiday Inn Select® and Holiday Inn SunSpree® Resort hotels; offer ends 1/31/03 in some locations.
- Rooms may be limited and are subject to blackout dates or high-demand periods as determined by independent hotel operators.
- Regular hotel rates are set by each Holiday Inn hotel and other promotional rates may also be available. Contact the hotel for specific rates.
- Priority Club® points, airline miles, or AIR MILES® reward miles are awarded only on the paid night(s).**
- **This offer is NOT valid at Holiday Inn Express® hotels.**

See participating hotels and book online at holiday-inn.com/nightfree *or call* 1-888-633-0255 *for reservations.*

*Sale or barter of certificate is not permitted. **Must be enrolled into Priority Club® Rewards and have chosen to either collect Priority Club® points or AIR MILES® reward miles. Enrolment is free of charge. Please contact Priority Club® Rewards at 1-888-211-9874 or go to www.prioritytyclub.com. ©2002 Bank of Montreal. ® is a licensed user of the registered trade mark and design owned by MasterCard International Inc. ™ / ® Trademarks/registered trademarks of Bank of Montreal. ™ Bonus AIR MILES reward miles will be issued to collectors about 6 to 8 weeks after the close of the promotion. ™ Trademark of AIR MILES International Trading B.V. used under license by Loyalty Management Group Canada Inc. © Six Continents Hotels, Inc. and Bank of Montreal, 2002. Six Continents Hotels, Inc. All rights reserved. Most hotels are independently owned and operated.*

Attention Hotel: Ensure the guest is enrolled in Priority Club Rewards to receive AIR MILES reward miles. No further action required by hotel to process this Bonus offer.