

FOR IMMEDIATE RELEASE:

New Guest Rewards Program For Independents: StayCredits Creates Customizable, Integrated Rewards Program for Independent Hotels, Groups and Chains

Albuquerque, NM and Portland, OR — August 3, 2011 — The public launch of a web-based guest rewards program, StayCredits, was announced today by InnPoints Worldwide, provider of reservation solutions for over 1,800 hotels, along with partner Zoom Creates, an integrated marketing agency. StayCredits is a simple, yet highly customizable rewards solution for any hotel, group or chain.

StayCredits, which rolled out earlier this year to InnPoints Worldwide hotel clients, is an easy-to-use, web-based rewards program. Hotels may join StayCredits as a standalone hotel, set up a group/chain program, or participate in the StayCredits alliance. Hotels design their own rewards, upload custom images and set credit values all from their online management dashboard. The StayCredits system is fully integrated with InnPoints central reservation system and website booking engine, making program management seamless and the guest booking experience more intuitive.



The StayCredits guest rewards program offers affordable customization and scaling for independent hotels, groups and chains. Each hotel's rewards program can be white-labeled, while program landing pages and integrated booking engine options can be tailored specifically to each member's needs. "So many independents are trying to compete with the big brands next door, while operating their own loyalty programs with cards or manual systems" said Mark Bates, Director at Zoom Creates. "We wanted to level the playing field for independents by automating the rewards process with a simple, web-based product. StayCredits enables each hotel or group to create their own unique rewards program, while utilizing modern tools and robust integration."

The StayCredits program was built with three unique options: The Standalone, The Chain and The Alliance. The Standalone Plan was designed as an individual hotel rewards program, giving the hotel the power to choose how and when guests are awarded credits. Each Standalone program is customized to match the hotel's website look and feel along with exclusive reward offerings. The Chain Plan is ideal for hotel groups with more than one location. It includes additional functionality to implement a larger rewards program. The StayCredits Alliance provides individual hotels the power of a larger network, becoming one of many reward stay options around the globe. All members have access to an online management dashboard tool, which allows staff to pull reports and manage user activity, design custom landing pages, upload images and create their own reward options.

Hoteliers benefit from the low setup costs and economical credits policy with StayCredits. In general, the travel industry has a significant spoilage rate of rewards credits, meaning that many credits awarded will in fact never be redeemed. No advanced credit purchasing is required of StayCredits hotel members. Instead, hotels award credits to their rewards program guests as needed, and only pay for those credits upon redemption.

Early StayCredits adopters include Qube Hotels, which customized the program as Q Club, America's Best Franchising, which is enhancing its Best Rest Rewards program to leverage across six of its brands, and Cambean Hospitality Hotels, a Florida-based independent hotel group. "A rewards program can be crucial to the loyalty of our guests, but we didn't want to be a part of just another mainstream program," said Brian Scheinblum, President of Cambean Hospitality. "With StayCredits, we now have a custom rewards program designed to suit our unique Miami Beach properties. The StayCredits team delivered a Tell-Your-Friends feature that rewards our guests for promoting our hotels through email, Facebook and Twitter."

For more information about StayCredits, visit: www.staycredits.com

About InnPoints Worldwide

InnPoints Worldwide is a reservation solution and technology provider for independent, group and chain hotels. From its global headquarters in Albuquerque and offices in Dallas, Chicago, Santa Barbara, Calgary, Sweden, Italy, and Greece, InnPoints Worldwide powers a central reservation system which provides GDS/IDS reservation technology, a web-based property management system, the VIBE internet booking engine, private label voice services, the StayCredits guest rewards program, revenue management and integrated web services for over 1800 hotels worldwide. www.innpointsworldwide.com

About Zoom Creates

Zoom Creates is a marketing solutions and creative services powerhouse headquartered in Portland, Oregon. Growing steadily over the last decade, Zoom Creates is comprised of a robust design team, a web development department, account services experts and marketing wizards. From the creation of a state of the art software applications built from scratch, in-house, to the development of a plethora of hotel web sites offering cutting edge functionality, Zoom has entered the market once again as experts in their field. They've taken great care to become a competitive resource for all facets of the hospitality industry, providing hoteliers and travelers alike with the same intuitive user experiences and functionality-rich web presences that they are known for. As Zoom's capabilities have grown, they've remained focused on their core values—curiosity, integrity, and the very highest standards of quality. www.zoomcreates.com

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