



ARCOVO
HOTEL LOYALTY



Loyalty & Giftcard Pooling Options

Loyalty , Gift Card and Promotion Management for multi-property hotel groups, chains, marketing groups and affiliations. Configurations exist for group hotels, franchises and even non-affiliated hotels seeking a collective approach to membership management.

Easy as



we couldn't make it any more simple!...

Frequent Guests Become More Frequent With Hotel Loyalty From Arcovo

Visit us on the web at www.arcovohotelloyalty.com

or call **Ireland 01 531 4876 UK 01582 227959**

Group Pooling, Franchise & Affiliated Hotels Pooling & Marketing Group or Hotel Communities Pooling

Whether you are a corporate entity with several locations, a franchise chain or a coalition of independent hotels seeking a collective approach to membership management...

Arcovo Hotel Loyalty has the solution for you!

Group Pooling >

This applies to corporations that have a chain of hotels. Corporate controls the setup and definition of all promotions. Sales and promotion activity are tracked individually for each hotel and can be reported on as such. Customer records, point balances, gift card balances, and promotions are common to all hotels in the chain.

- Loyalty point balances are valid at all hotel locations.
- Gift Cards are recognized across all hotel locations.
- Promotions are managed and defined at the corporate level for all hotel locations.
- Rewards and Incentives are redeemable at any hotel location.
- Mailings and SMS are managed at the corporate level for all locations. Financial reporting across all hotel locations, broken down by individual hotel location.

Franchise & Affiliated Hotels Pooling >

This applies to franchises and affiliated hotels or marketing groups who want to operate their own individual promotions but share guest enrolment records, point balances and gift card balances. A common loyalty card works across all hotels and gift cards issued at one hotel are valid at all others.

- Loyalty point balances are valid at all hotel locations.
- Gift Cards are recognized across all hotel locations. Promotions are managed and defined at each individual hotel location.
- Rewards and Incentives are redeemable at the issuing hotel location only.
- Mailings are managed by each individual hotel location. Financial reporting for moving funds between hotel locations (Gift Card funds and Loyalty Points).

Hotel Communities >

This applies to multiple non-affiliated hotels, such as those in a marketing group, who want to share a common customer enrolment record (that is, a shared membership card) but want to operate their own loyalty programs, keeping point balances, gift cards and promotions private to their own hotel.

- A single loyalty card is recognized across all hotels.
- Guest point balances are valid only at issuing hotels.
- Gift Cards are valid only at the issuing hotel.
- Promotions are managed and defined by each individual hotel, independently.
- Rewards and Incentives are redeemable at the issuing hotel only.
- Mailings are managed by each individual hotel, independently.
- Hotels can only generate reports pertaining to their own gift card and loyalty card activity.

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