

2 Loyalty programs

Get ready!

1 Before you read the passage, talk about these questions.

- 1 Why do people like certain hotels?
- 2 What kinds of deals do hotels offer to guests?



Loyalty Program

As a loyalty member, you gain points each time you enjoy a night in one of our hotels. And when you travel with **partner** airlines, your points add up. The more points you earn, the greater your **rewards**.

Loyalty members enjoy many benefits. Silver-level members love our **turndown service**. Double your points and become a Gold

The Royal Point Hotel values its **repeat customers**. To show our appreciation, we present the exclusive Royal Point Hotel **Loyalty Program**. Loyalty benefits make your stay at any Royal Point Hotel better.

member. You add the benefit of **guaranteed** room availability and free room service. The highest membership level gives you **access** to even more benefits. Platinum members also earn a **complimentary stay**, plus **early check-in**.

As a member of our loyalty program, you know you are our most important customer. **Enroll** today!

Reading

2 Read the brochure from a hotel, and then mark the following statements as true (T) or false (F).

- 1 ☐ The loyalty program offers rewards to use at the airport.
- 2 ☐ Traveling by airplane can help loyalty members get more benefits.
- 3 ☐ Members at the highest level get a free night at the hotel.

Vocabulary

3 Fill in the blanks with the correct words: *exclusive, early check-in, complimentary, partner, repeat customer, access*.

- 1 Ms. Clark travels frequently and is a _____ at the hotel.
- 2 Only very important people are allowed in this _____ restaurant.
- 3 She didn't have to pay for the meal because it was _____.
- 4 Guests earn points by flying with the hotel's _____ airline.
- 5 This key card gives guests _____ to all the hotel entrances.
- 6 Greg arranged a(n) _____ at his hotel because his flight arrived at 7 in the morning.

4 Match the words and phrases (1-6) with the definitions (A-F).

- 1 ☐ level
- 2 ☐ enroll
- 3 ☐ loyalty program
- 4 ☐ turndown service
- 5 ☐ reward
- 6 ☐ guaranteed

- A a system that provides benefits for people who use a service often
- B an act that involves getting a bed ready for guests to sleep in before they arrive
- C promised
- D to become a member of a group
- E a measure of achievement
- F something given in return for doing something good

- 5 Listen and read the brochure again. What do you need to become a Gold loyalty member?

Listening

- 6 Listen to a conversation between a hotel guest and a front desk clerk. Then answer the questions.

- What does the front desk clerk offer the guest?
A a discount on her next visit
B a membership to the loyalty program
C a higher level of membership
D a special offer to upgrade her room
- What will the woman probably do next?
A request room service
B book a room for a future date
C show the clerk her membership card
D join a reward program for return guests

- 7 Listen again, and fill in the blanks.

- Clerk:** Good morning, Ms. Jones. Did you have a good night?
- Guest:** Oh, yes! It was great. The 1 _____ here is excellent.
- Clerk:** You know, as a 2 _____ member, you can get room service for free.
- Guest:** Really? Does it cost me anything 3 _____?
- Clerk:** No, the program is our way of thanking you for staying at our hotel.
- Guest:** Can you tell me more about it?
- Clerk:** Well, you start as a silver-level member. So you get 4 _____, like the turndown service. When you get more points, you can be a higher level member.
- Guest:** How do I 5 _____?
- Clerk:** It's pretty easy. Every time you check into one of our hotels, you earn points. We even have partner airlines. When you fly with Royal Jet you get points, too.
- Guest:** That sounds really good; I travel a lot 6 _____.
- Clerk:** Would you like to sign up? I can give you a 7 _____ card right now.
- Guest:** Yes, I think that'd be great!

Speaking

- 8 With a partner, act out the roles below, based on the dialogue from Task 7. Decide who Student A and Student B are. Then switch roles.

USE LANGUAGE SUCH AS:

Does it cost me anything to join?

As a loyalty program member, ...

How do I earn points?

Student A: You are a guest. You want to know about the hotel's loyalty program. Ask Student B questions to find out:

- how to become a member
- what member benefits are
- how to earn points

Student B: You are a front desk clerk. Answer Student A's questions. Make up a name for the guest.

Writing

- 9 Use the brochure in Task 2 and the conversation in Task 8 to create an overview of one level of the loyalty program that guests can join, including a starting level of points.

 **Loyalty Program**

Level: _____

List of benefits: _____

How to earn points: _____

Total points: _____

