



# Marketing Update

Dear




## 2009 PARTNERSHIP UPDATE: FLY BUYS REDEMPTION – PAYMENT INCREASE



We are happy to advise that our well-established reward redemption partnership with Fly Buys NZ is currently being refreshed and a new contract for rewards now finalised. We have taken this opportunity to look at the current payment rates for each brand and **effective Monday 16<sup>th</sup> February new property payment rates** will take place. Your property will receive between 10-20% increase for redemption bookings (under LFLYNZ) to your property. Whilst these will increase we are still well within sight of the Members as we remain competitive against other Hotel redemption partners.

In the last quarter of 2008 Fly Buys listed Choice Hotels as one of the top 50 redemption partners, which means our brands are well-represented within the market.

Effective **Monday, 16<sup>th</sup> February 2009** bookings made under the **LFLYNZ** rate plan will fall under the new payment to property rate as listed below:

Redemption category	Fly Buys Point level	NEW PAYMENT TO PROPERTY (inc. GST)	Existing Payment to Property (inc. GST)
 Comfort	550	<b>\$92</b>	\$83
 Quality	635	<b>\$106</b>	\$96
 Clarion	850	<b>\$140</b>	\$125

**Upgrade Surcharges:**

<b>Brand category</b>	<b>Surcharge</b> (per room per night paid by guest direct to your hotel)
Comfort to Quality	<b>\$18</b>
Comfort to Clarion	<b>\$55</b>
Quality to Clarion	<b>\$41</b>

[Click here to view the full program details and conditions of a Fly Buys booking.](#)

We also encourage you to visit the [flybuys.co.nz](http://flybuys.co.nz) website, which features every NZ Choice hotel. If you would like to update any of this information please email [marketing@choicehotels.com.au](mailto:marketing@choicehotels.com.au).

**Please note** that all LFLYNZ **bookings** made prior to the 16<sup>th</sup> of February 2009, **regardless of the date of stay**, will be on the existing levels and payment to property rate. All bookings on this date and thereafter will be on the new rate and payment structure.

Please do not hesitate to contact the Choice Hotels HelpDesk on 0800 449 009 if you have any questions relating to rates and inventory in ChoiceCentral or if your query is marketing related please email [marketing@choicehotels.com.au](mailto:marketing@choicehotels.com.au).

We look forward to sharing more exciting developments with Fly Buys in 2009.

Kind Regards



Aileen Cobern  
**General Manager, Sales & Marketing**