One Million and Still Growing

Customer loyalty is a much more challenging task now than ever before. The increased competition between large, multi-national brands, independents, and OTAs has empowered the consumer. In order to retain and build a large loyal customer base, it requires specific attention that encompasses a great deal of listening. Centara Hotels & Resorts has identified opportunities to best attract and retain guests through listening to the ever changing expectations and desires of their guests. The loyalty programme CentaraThe1Card (C1C) has just signed up its millionth customer, which is a major milestone for the young programme of three years, a testament to its success and popularity.

In order to celebrate this milestone, Centara is awarding the lucky one millionth C1C member with a staggering 50,000 points, which means they can start cashing out immediately – and hugely – on Centara's incredible array of reward options. The 50,000 points translates to over 6,000THB, or can be close to the equivalent to two night stay at a five-star Centara Grand property. Centara is also awarding a very loyal C1C member who has continuously supported Centara properties and services with 50,000 points.

C1C is Centara's exclusive way of rewarding guests' and customers' loyalty. In order to demonstrate the value to the loyal C1C members, a 5% discount on all online rates – including the already discounted rates and other promotions – is always offered to members when booking on Centara's website along with double point awards and free wifi during every stay. There are no membership fee, and every year, members earn a wealth of Centara Points for staying at any Centara Hotels & Resorts property throughout Thailand and internationally, as well as by dining at any of the many exceptional restaurants or relaxing at SPA Cenvaree. Points can simply be redeemed for free nights at Centara properties with no blackout dates; plus members can choose from other methods such as spa treats, upgrades and special amenities by which to redeem points.

Centara also provides the Best Price Promise for every guest booking direct with Centara. This promise plus the 5% membership discount is a great value to members. Centara wants to ensure that all guests and members are properly taken care of and great attention has been given to creating the best online and offline customer experience.

To further demonstrate Centara' love for their guests, every member will be given a 10% discount – an increase of 5% – off of any room rate for the entire month of July. For information about this great promotion, please go to www.centara1card.com.

The Centara loyalty programme is fully integrated with The 1 Card issued by Central Retail Corporation, with points earned at Central Retail Corporation credited to The 1 Card account, and those earned at Centara Hotels & Resorts credited to C1C. Major benefits for the card holders is that either form of points can be transferred instantly between the two accounts for rewards. Members earn 5 points per THB 30 spent; for eligible rates and charges, including dining, spa treatments and laundry services. Members also earn 10 points per THB 30 for corporate and Centara Best Available rates, plus on rates available when booked through www.centara1card.com.

It's also extremely easy to join the programme – online at centara1card.com, via the front desk of any Centara Hotels & Resort property, or by emailing C1C Membership Services at memberservices@centara1card.com. Online enrolment allows members to print a virtual card from the My CentaraThe1Card page or while enrolling at a hotel front desk they will ensure that new

members receive their card immediately.

Straight away, members attain C1C Preferred status after joining the programme, and then can reach ever-high degrees of rewards every time they stay.

Points can be accumulated at the various business units of Central Group of Companies. 1 Card Members earn 1 point per THB 25 spent at Central Department Stores, Zen Department Store, Robinson Department Stores, SuperSports, B2S and HomeWorks; plus 1 point for every THB 50 spent at Power Buy and Office Depot.

For more information about the membership tiers and benefits, please go to https://centara1card.com/benefit. Become a CentaraThe1Card member today and become a part of the Centara Family.