

Hotels.com Introduces The Challenge For New Welcomerewards Members



Released on: October 12, 2010, 6:23 am

Author: Hotels.com

Industry: [Travel](#)

Hotels.com(r) is offering new welcomerewards members a chance to earn additional free hotel nights as part of the welcomerewards(r) Challenge. New customers who stay 30 nights between now and October 1, 2011 will receive a total of five free nights courtesy of Hotels.com.

Customers who sign up for the Challenge at www.welcomerewardschallenge.com/hotels receive a free night's stay for booking and staying 10 total nights in any combination of hotels (boutiques, chains, airport hotels, resorts and more). The welcomerewards Challenge, open to new welcomerewards members, offers an extra night for the 15th and 30th night booked for a total of five free nights.

"We are thrilled to be able to offer new welcomerewards members this exciting opportunity to earn an extra two free nights," said Taylor L. Cole, APR, director of public relations for Hotels.com. "We know that welcomerewards is the best loyalty program in the industry, and the opportunity to earn free nights just got easier with our new Challenge."

It takes close to 15 - 25 nights with the average hotel loyalty program to earn a comparable free night*. With welcomerewards one night equals one credit. welcomerewards credits can be earned and redeemed at over 65,000 partner hotels, with no restrictions or blackout dates. Credits are also earned for non-consecutive nights so your earned credits may be accumulated this week, six months from now or over time. When redeeming a free night, the room value credited to your account equals the average daily rate of your 10 nights stayed.

New and current welcomerewards customers can always reference Hotels.com guest reviews before booking their next trip, and because guest reviews must be written by customers who have stayed at least one night in the room they review, customers can feel safe when booking an unfamiliar hotel. Hotels.com can also help lodgers save money with its price match

guarantee. If customers find a lower room rate on a different site, Hotels.com will match the price and refund the difference. All rooms can be booked risk-free with no change or cancellation fees charged by Hotels.com.

Notes to Editors:

*Based on (a) comparison of largest hotel loyalty programs' regular published rules as of 5/1/10 and (b) assumption that free nights are at similar hotel class, room type, and location as paid nights.

About Hotels.com

Hotels.com is a leading provider of lodging worldwide, offering more than 85,000 properties in over 60 countries including [New York hotels](#), [Chicago hotels](#), [Las Vegas hotels](#) and [Los Angeles hotels](#), which includes national chain hotels and all-inclusive resorts to local favourites and bed & breakfasts. Hotels.com is the smarter way to book travel by offering welcomerewards, an industry leading loyalty rewards program; the real opinions of other travellers captured in over 1.5 million Guest Reviews and; a Price Match Guarantee, so that those booking with Hotels.com can be assured they are getting the best deal, either online or by speaking directly to a travel expert at 1-800-2-HOTELS 24 hours a day. Hotels.com is an operating company of Expedia, Inc. (NASDAQ: EXPE). Please visit the Hotels.com Travel Smart Blog for consumer and business travel information. Follow Hotels.com on Twitter via twitter.com/hotelsdotcom, on Facebook at facebook.com/hotelsdotcom and take a VirtualVacation at www.virtualvacay.com.

Hotels.com, welcomerewards and the Hotels.com logo are either registered trademarks or trademarks of Hotels.com, LP. Other logos or products and company names mentioned herein may be the property of their respective owners © 2010 Hotels.com, LP. All rights reserved. CST # 2083949-50

For further information, please contact:

Taylor L. Cole, APR
Hotels.com North America
10440 N. Central Expressway
Suite 400
Dallas, TX 75231
(469) 335-8442
www.hotels.com/

~~~~~

Press release distributed via EPR Network (<http://express-press-release.net/submit-press-release.php>)