



Visa Luxury Hotel Collection

An exclusive new Visa benefit
for your premium cardholders



In association with the luxury hotels specialist, Kiwi Collection, we have assembled a selection of the world's finest properties – from celebrated resorts to stylish new boutique hotels

As well as negotiating preferential rates with each property, we have secured six additional benefits that matter most to premium cardholders.

Our new website, www.myvisaluxuryhotels.com, features high quality pictures and descriptions of all the hotels.

And we have made it easy for you to introduce the Visa Luxury Hotel Collection programme, to communicate the benefits to cardholders, or to integrate the programme into your existing concierge service.

To enrol, all you need to do is speak to your relationship manager. Then, once your premium card programmes have been registered, your cardholders can begin to benefit right away.

Mandarin Oriental
Hyde Park
London, UK



Hotels are included in the Visa Luxury Hotel Collection by invitation only

Every property is reviewed, vetted, and assigned a score by our partner, Kiwi Collection. To make sure that standards don't slip, all properties are reappraised annually.

As this is a truly global programme, including more than 800 properties worldwide, your cardholders will generally find a property to suit their needs.

Arion
Athens
Greece



Bilila Lodge Kempinski
Grumeti Reserves
Tanzania



Burj Al Arab
Dubai
UAE

Gayana Eco Resort
Kota Kinabalu
Malaysia



The programme has been specifically created to appeal to premium cardholders

We have researched the things that matter the most to this segment – identifying the type of benefits that are particularly appealing.

The seven most appealing benefits are automatically given to your premium cardholders by every property in the Visa Luxury Hotel Collection*:

- The best available rate
- Automatic room upgrade upon arrival, when available
- Complimentary continental breakfast
- 3pm check-out, when available
- VIP guest status
- \$25 (or equivalent currency) food or beverage voucher
- The choice of free in-room internet or valet parking

All that they have to do is book via www.myvisaluxuryhotels.com, and pay with their Visa card.

These seven exclusive benefits are only available to those premium Visa cardholders who have been enrolled in the Visa Luxury Hotel Collection programme.

This is a category leading programme that is exclusive to Visa members, and is very easy to introduce

Everything about the programme is designed specifically to appeal to premium cardholders, who travel regularly and spend freely. They will enjoy tangible benefits that add real value to your Visa premium card programmes. Consequently, their Visa card will be 'in the wallet and front of wallet' before, during and after travel.

You can therefore expect increased levels of loyalty, as well as increased transaction volumes – including more of those profitable international transactions.



Hôtel Fouquet's Barrière
Paris
France

*Terms and Conditions will apply. See www.myvisaluxuryhotels.com

We have made it easy for you to benefit

Cardholder eligibility is controlled at the BIN level. When you enrol, we simply incorporate the relevant BINs into our systems. These BINs are automatically recognised whenever one of your cardholders books a hotel - which entitles them to the seven guaranteed benefits.

There is no incremental fee involved, and no system upgrades are required. We don't need specific cardholder details or any indication of their spending histories. Instead, all you need to do is speak to your relationship manager and then follow the simple programme guidelines.

For your premium cardholders, the programme is accessed at www.myvisaluxuryhotels.com, and the website is available in a selection of European languages. The programme can also be incorporated into your existing concierge services.

The Visa Luxury Hotel Collection is a premium benefit. So it is only available to premium cardholders. This will include Visa Infinite programmes, Visa Platinum programmes and, in certain European countries, Visa Gold programmes.



Huvafen Fushi
Huvafen Fushi Island
Maldives



Post Ranch Inn
Big Sur
USA

We want the Visa Luxury Hotel Collection to be a success for you – and an attraction to your cardholders

We have developed a range of template materials, imagery and merchandise to help you get the message across. For example, we can provide you with content for emails, direct mail pieces and cardholder magazine articles.

We have even produced a limited-edition coffee table hardback book, called Overnight Sensations, with a perceived value of \$100, but available to you at less than half of that cost. Profiling select destinations with detail-rich photography and descriptions, this is designed to inspire travellers' imaginations. You could purchase enough copies for each of your best cardholders, or provide it as a giveaway to a more select number.

What next?

Visit www.myvisaluxuryhotels.com and look around the website. You will see the quality of the hotel collection - and how appealing the programme will be to your premium cardholders.

Again, it is very easy to benefit. Just speak to your relationship manager for more details.



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