

# 2021 BY THE NUMBERS

(January 1 – December 31, 2021)

650 Hotels in 85 Countries



**4M**

Total Members



**\$275M**

Total Room Revenue\*



**\$869**

Average Stay Value\*



**316K**

Stays\*



1 out of 4 bookings are new,  
incremental customers delivering

**30%**

cross-brand stay revenue



**\$57M**

in Member Rate bookings

On average, hotel direct *I Prefer* bookings cost

**9x less**

than OTA bookings

Proving Continued Growth and Program Engagement

**4PP<sup>1</sup>** Growth in share of Member vs  
Non-Member bookings

**128%** Growth in Member Rate bookings

\*Actualized Member stays

<sup>1</sup> Percentage Points