

**PRESS RELEASE**  
**February 2013**



## **Crown yourself with PeerMont loyalty rewards**

*Hotel group unveils straightforward rewards card offering free nights, better experiences*

PeerMont has recently announced the launch of **Crown Key**, the group's inaugural loyalty drive aimed at giving corporate and government guests better value and an experience above and beyond the hotels group's star ratings.

After extensive research into competitor programmes, it was decided that the new PeerMont Crown Key Rewards Programme would be easy-to-understand and offer members real benefits at all of the group's 16 hotels in South Africa and Botswana from the day they join.

Crown Key members enjoy an enhanced experience every time they stay – with automatic room upgrades where available, a free welcome beverage and mineral water in the room, complimentary movie and show tickets, free internet access at all hotels as well as discounts on green fees and spa treatments. Busy corporate and government travellers can now earn valuable loyalty points and redeem them for a free stay. Members who stay ten nights get one free. For every R10 or P10 spent, a member earns one Crown Key Point. Incidental expenses like room service, laundry or phone use earn points as well.

Guests at four- and five-star hotels enjoy more benefits, including unlimited free internet, newspaper deliveries on the house, airport pick-up and free laundry on one item. Crown Key members also have access to more than 228 lifestyle discounts and offers through [www.peermontrewards.com](http://www.peermontrewards.com).

Research by Market Metrix has shown that hotel loyalty programmes now rank fourth in the top deciding factors when booking a hotel. The group is looking to address this, and create a “welcome back” experience for returning guests.

The Crown Key programme is free to join, and there are no tiers to membership, so corporate and government guests get a better business experience upon joining, at hotels of all star grades, as long as they stay at regular qualifying rates – such as the Best Available Rate (BAR), corporate contract or government rate.

What also sets the Peermont Crown Key programme apart is that there are no limits or blackout periods for redemptions . Nothing is more demoralising than being told points are not valid over certain peak holiday periods. Points are redeemable on any available rate or package. And when members do cash-in points on a free night at a Peermont hotel, they can earn points on that night too – a “double-dip” bonus. Simply check your points status online at [www.crownkey.co.za](http://www.crownkey.co.za).

Joining Crown Key is extremely rewarding for business and government travellers. They can register when they check in (or out) at a Peermont hotel, online at [www.crownkey.co.za](http://www.crownkey.co.za), [www.peermont.com](http://www.peermont.com) or any Peermont resort site, or through Peermont Central Reservations 8am-5pm Monday to Friday on 0860 777 900 or +27 (0)11 928 1928.

**ENDS**

---

*Peermont Hotels, Casinos and Resorts is South Africa's most empowered hospitality and gaming company. Peermont has an excellent track record in design, development, management, ownership and operation of multi-faceted integrated resorts. This includes hotels, casinos, convention centres, retail outlets, restaurants, bars and other sport and entertainment facilities. Peermont has a strong market position in South Africa and Botswana, where it owns and manages 16 hotel properties, including the following:*

- *The 5-star D'oreale Grande, Emperors Palace, Johannesburg*
- *The 4-star Walmont, Graceland, Secunda*
- *The 4-star Walmont, Mmabatho Palms, Mafikeng*
- *The 4-star Mondazur Hotel and Spa, San Lameer, Southbroom*
- *The 4-star Mondior, Emperors Palace, Johannesburg*
- *The 3-star Metcourt, Emperors Palace, Johannesburg*
- *The 3-star Metcourt Suites, Emperors Palace, Johannesburg*
- *The 3-star Metcourt, Frontier Inn, Bethlehem*
- *The 3-star Metcourt, Khoroni in Thohoyandou*

- *The 3-star Metcourt, Rio, Klerksdorp*
- *The 3-star Metcourt, Taung, North West Province*
- *The 3-star Metcourt, Umfolozi in Empangeni*
  
- *The 5-star Walmont, The Grand Palm, Gaborone*
- *The 4-star Mondior, Gaborone*
- *The 3-star Metcourt Inn, The Grand Palm, Gaborone*
- *The 3-star Metcourt, Francistown*

---

**Distributed by**

Adam Hunter from Kaelo Engage

Tel: (011) 303 7009

Email: [adam@kaeloengage.com](mailto:adam@kaeloengage.com)

**Distributed on behalf of:**

Peermont Hotels Casinos Resorts

Julie van Wyk, Peermont Public Relations Manager

Tel: (011) 928 1014

Email: [JvanWyk@emperorspalace.com](mailto:JvanWyk@emperorspalace.com)