City Lodge Hotel Group launches CLHG Rewards programme

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CLHG Rewards enables online bookers to earn points towards B&B or room only

The City Lodge Hotel Group has officially renamed its online rewards programme to **CLHG Rewards** from Lodger Club which developed a strong following over many years.



It has also introduced the ability for members to choose between earning points towards free bed and breakfast or room only. Lodger Club only offered the option to redeem points towards free accommodation.

Just like its predecessor, CLHG Rewards is aimed at individual travellers who

make their bookings online. Bookings made through other channels – such as travel agents – do not qualify for CLHG Rewards points.

Existing Lodger Club members can use their current login details to access CLHG Rewards while prospective new members can easily register through <u>www.clhg.com</u>.

The name CLHG Rewards aligns ideally with the group's website identity and its functionality is easy for guests to register (if not already members), earn points and stay at the group's wide range of hotels throughout South Africa.

The City Lodge Hotel Group comprises the Courtyard Hotel, City Lodge Hotel, Town Lodge and Road Lodge brands within South Africa. The group also offers the online Corporate Club.



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