

Hotelier Benefits



Stash is an entirely new kind of hotel rewards program, where members earn and redeem points for free nights at authentic, independently-run hotels across the U.S. Through a shared rewards currency, Stash allows Partner Hotels to drive more direct bookings and attract new business and frequent travelers to their properties. Stash is the largest points-based rewards program in the U.S., designed exclusively for upscale, independent hotels.

Stash provides several benefits for hoteliers:

Retain and recognize best guests

Reward with points, redeemable across multiple properties

Increase market share and purchase frequency

Points give guests a reason to return

Attract valuable frequent travelers

Road warriors won't stay at hotels that don't offer rewards

Protect best rate guarantees

Rates and brand aren't diluted since redemptions are expressed in points

Turn unsold inventory into value

Fill hotel rooms that would otherwise go empty

Avoid chain standards

Stash is an ingredient brand that allows hotel personality to shine

Drive more profitable direct bookings

Shift share from OTAs, since members book direct to earn points

Gain marketing exposure

Partners get exposure to markets that are difficult to reach on their own