

**Travel next level: More benefits for members of the loyalty program H Rewards**

New partnership with The Bicester Collection™

*Frankfurt am Main, 14 December 2023*

Meeting the individual needs of the modern traveler: H Rewards, one of the largest loyalty programs in hospitality, is now working with the luxury shopping destinations within The Bicester Collection – created and operated by Value Retail. This means that H Rewards members benefit from even more exclusive offers. The cooperation in the lifestyle and design segment is also intended to address new target groups as potential new H Rewards members. Thanks to such committed partnerships, H Rewards reinterprets traditional bonus programs. As members, travelers become part of the H Rewards family, which gives them access to exclusive experiences and events: taking their travels to the next level.

The Bicester Collection is part of the international Value Retail company and currently comprises eleven luxury shopping destinations in Europe and China, including Ingolstadt Village and Wertheim Village in Germany. As part of a unique shopping experience, customers can discover fashion from the world's leading designers with year-round savings, unparalleled five-star services and indulge in exquisite cuisine from renowned restaurants.

H Rewards members benefit from various advantages in the Villages of The Bicester Collection depending on their status. Star and Silver Members enjoy a ten per cent saving on purchases, while Prestige and Gold Members can also look forward to a hands-free shopping service and personal shopping appointments. In addition to these benefits, Platinum and Diamond Members also receive exclusive event invitations and access to The Bicester Collection's private suites - The Apartment. Joint events organized by H Rewards and Value Retail in the Villages are also planned for the coming year.

"We are delighted to announce the official start of our collaboration with The Bicester Collection," says Oliver Bonke, Chief Executive Officer Deutsche Hospitality. "Through the continuous integration of additional partners from different industries, we are able to make our H Rewards bonus program even more attractive. With this new cooperation, we are addressing both our existing customers and potential guests in all our target markets."

"At The Bicester Collection, we believe that outstanding hospitality is the key to outstanding experience. With this partnership, we're thrilled to offer H Rewards members access to a suite of services that is on par with the very best in luxury, turning every shopping experience into an unforgettable adventure," explains Laurent Vinay, Chief Brand and Communications Officer of The Bicester Collection.



The loyalty program H Rewards and The Bicester Collection™ become partners © The Bicester Collection™

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#### About Deutsche Hospitality

Setting standards for over 90 years: Deutsche Hospitality offers outstanding hospitality in over 130 hotels in Europe, Asia and Africa. Eight different brands, from economy to luxury, are united under the umbrella of H Rewards, a straightforward booking platform and loyalty program for more than 200 million members worldwide. Deutsche Hospitality is part of Asia-based H World, one of the largest and fastest growing hotel groups in the world with a focus on digitalization, technology and innovation. For more information visit [deutschehospitality.com](https://deutschehospitality.com) and [hrwards.com](https://hrwards.com).

#### About The Bicester Collection

The Bicester Collection is a group of eleven unique shopping destinations in Europe and China, characterized by exceptional experiences and remarkable service. Founded and operated by Value Retail, the Collection brings discerning guests together with the world's most famous brands. The Villages are located near some of the most famous cities in Europe and China: London, Milan, Munich, Dublin, Barcelona, Madrid, Paris, Brussels, Frankfurt, Munich, Suzhou and Shanghai. The Bicester Collection is home to more than 1,300 boutiques and offers guests an ever-changing selection of fashion and lifestyle brands, renowned restaurants, exciting pop-ups and imaginative art installations throughout the year. For more information visit [TheBicesterCollection.com](https://TheBicesterCollection.com).

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