



## **Sandos4U, the Sandos loyalty program is being revamped with more and better benefits.**

*Playa del Carmen, October 8th, 2024.*- Sandos Hotels & Resorts is pleased to announce an update to its loyalty program, Sandos4u, introducing significant improvements to the different membership levels that will offer better benefits to our most loyal members:

- **Best rate guaranteed as soon as you Register**

Initially, the program offered each new user 20 coins (equivalent to US \$20) upon registration, which could be used for reservations or exchanged for products upon arrival at the hotel.

Now, we have evolved so that each new user can access a preferential rate from the moment they register. New members will enjoy the **BLUE** rate, while members who have already reached the **GOLD** level will have access to the **GOLD** rate.

This way, we ensure that our Sandos4U members have the best rate available every time they log in with their credentials at our sandos4u.com portal.

- **Membership levels:**

The initial **BLUE** level remains the same and is obtained automatically at the time of registration.

The **GOLD** level was previously achieved by accumulating 28 nights of stay within a 2-year period. Now, only 14 nights of stay are required during the same period. This average number of stays must be maintained during consecutive 2-year periods in order not to drop to the Blue level.

- **Expiration of Coins**

**BLUE** and **GOLD member** coins used to expire every 2 years. Now they will be valid for 4 years, giving you more time to enjoy their benefits.

- **Use of Coins**

Previously, **BLUE** members could use their coins to cover up to 25% of the value of their next reservation, while **GOLD** members could cover up to 50%.

With the new update, all membership levels will be able to use all of their coins to make future reservations. In case the value of the coins does not cover the total amount of the reservation, the remaining amount can be paid with the payment method of your preference.

We are convinced that these improvements will significantly improve the experience of our Sandos4u users as they are based on active listening and analysis of feedback from our most loyal members. Sandos4U renews itself to become one of the most competitive loyalty programs in the market.

#### ***About Sandos Hotels & Resorts***

*Sandos Hotels & Resorts is a young brand that has become a leader in the hotel industry, striving to offer memorable stays to each of its guests. The company currently has a total of ten all-inclusive properties located among the best beach destinations in Spain and Mexico, with hotels for families and adults alike looking for an unparalleled vacation getaway.*

**Contact:** Xavier Ulloa - [marketingdir@sandos.com](mailto:marketingdir@sandos.com)