

Privilege Club 2.0: From Guest Loyalty to Future Homeownership

The group's original Privilege Club rewarded property buyers, but it left out the thousands of guests who visited its resorts, waterparks, restaurants, and leisure destinations every year. Powered by Xoxoday Loyalife, the reimagined platform rewards every meaningful guest interaction, from stays and dining to spa visits, referrals, and events, creating a pathway from casual guest to future property owner.

COMPANY PROFILE

INDUSTRY

Real Estate & Hospitality

PLATFORM

Xoxoday Loyalife

REGION

Philippines

USE CASE

Guest loyalty & sales
enablement — Privilege
Club 2.0

33%

Off the annual membership fee at the introductory rate

50%

More points earned once a member reaches the Gold tier

100%

More points earned once a member reaches the Platinum tier

CAPABILITIES USED



LOYALTY ENGINE

Points and tiers, calculated automatically

Members earn one point for every ₱100 spent across resort stays, dining, spa visits, events, referrals, and feedback. As annual spending crosses ₱20,000, members move into the Gold tier and earn 50% more points; at ₱50,000, Platinum members earn double.



MEMBER EXPERIENCE

One dashboard for every guest

Guests view points, bookings, tier status, and offers through a self-service dashboard. Integrations with CRM, POS, and communication systems keep engagement consistent across every touchpoint.



OPERATIONS

Redemption and compliance, managed digitally

Members redeem points digitally for property-specific rewards or a wider catalog of vouchers, airline miles, and lifestyle experiences. Built-in controls keep compliance simple and cut operational overhead.

WHY GUEST LOYALTY MATTERS

Every stay is a chance to build a longer relationship

For hospitality-led real estate brands, loyalty is more than rewarding repeat visits. Every stay, meal, or event is a chance to build familiarity with the brand and strengthen long-term engagement. Some guests return for vacations, while others eventually become homeowners or investors. A well-designed loyalty program connects those experiences into a single customer relationship.

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THE CHALLENGE

A program that no longer matched how guests engaged

The existing Privilege Club no longer reflected how customers interacted with the business. Resorts, restaurants, and leisure properties welcomed a much larger audience than property buyers, but those guests had no structured way to earn rewards or stay engaged with the brand.

As the business expanded, the existing program became increasingly difficult to scale.

- ✓ Loyalty data remained fragmented across resorts, dining, and events, and marketing had limited visibility into guest behavior.
- ✓ Point tracking and redemptions were managed manually, adding administrative work with every new guest and every new campaign.
- ✓ Prospective property buyers moved through the sales process with no ongoing lifestyle touchpoint to build affinity ahead of a purchase decision.

THE SOLUTION

One platform for every kind of guest

The group transformed Privilege Club into a unified loyalty platform that serves every type of guest, not only property buyers, organized around three capabilities.

EXPECTED BUSINESS IMPACT

A relationship that starts long before a property purchase

Privilege Club 2.0 shifts loyalty from a one-time property benefit to an always-on engagement strategy. Every guest interaction contributes to a single customer profile, giving the business a clearer understanding of behavior across resorts, dining, wellness, and events. Marketing teams

gain richer data for personalization, operations become more efficient through automation, and guests have stronger reasons to return.

Most importantly, the program creates a continuous relationship with customers long before they consider purchasing a property, turning everyday hospitality experiences into opportunities for long-term brand loyalty and future sales.

Takeaway: the group no longer waits for a property purchase to start a relationship. Every stay, meal, and referral now feeds the same profile that can eventually inform a sales conversation.

BEYOND GUEST LOYALTY

One platform for every relationship the business manages

The same platform can support engagement across multiple audiences, including brokers, referral partners, homeowners, corporate bookings, seasonal campaigns, and community programs.

Instead of managing separate systems for each initiative, the group can run them from one configurable platform with consistent rules, visibility, and reporting, making future expansion significantly easier.

- ✓ Broker engagement
- ✓ Referral partner programs
- ✓ Homeowner communities
- ✓ Corporate booking rewards
- ✓ Seasonal campaigns
- ✓ Community programs