A REAL ESTATE & HOSPITALITY GROUP · HOSPITALITY & LEISURE | CUSTOMER LOYALTY

Privilege Club 2.0: from guest to homeowner

Privilege Club rewarded only property buyers, leaving out thousands of guests at the group's resorts, waterparks and restaurants. Xoxoday Loyalife now rewards every guest interaction, building a path from casual guest to future property owner.

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.

THE CHALLENGE

A program that no longer matched how guests engaged

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.

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.

COMPANY PROFILE

INDUSTRY
Real Estate & Hospitality

PROGRAM
Xoxoday Loyalife

REGION
Philippines

USE CASE
Guest Loyalty & Sales Enablement

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.

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.

- **Points and tiers, calculated automatically** - members earn one point per ₱100 across resort stays, dining, spa visits, events, referrals and feedback, reaching Gold at ₱20,000 annual spend for 50% more points and Platinum at ₱50,000 to earn double
- **Introductory membership pricing** - the annual membership fee is offered at 33% off at the introductory rate
- **One dashboard for every guest** - guests view points, bookings, tier status and offers through self-service, with CRM, POS and communication systems integrated behind it
- **Digital redemption and compliance** - points redeem for property-specific rewards or a wider catalog of vouchers, airline miles and lifestyle experiences, with built-in controls keeping compliance simple
- **Extensible to every other relationship** - the same platform can run broker engagement, referral partner programs, homeowner communities, corporate booking rewards, seasonal campaigns and community programs from one configuration

THE RESULTS

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.