SNOWSTORM TECHNOLOGIES

MEMBERSHIP · JOINT VENTURE

Wyndham Rewards Insider

A paid loyalty layer designed to deepen the Wyndham relationship across stays, travel and experiences.

CONFIDENTIAL · BOARD DISCUSSION · September 2026

SNOWSTORM TECHNOLOGIES

EXECUTIVE SUMMARY

Insider turns loyalty into a paid, recurring relationship

The strategic opportunity is broader than a hotel discount.

- $95/year paid membership. Initial 14-month term, annual auto-renewal. Members receive an Insider hotel rate, automatic GOLD status and accelerated points.
- Value extends beyond the stay into flights, cars, activities, cruises, tickets, theme parks and concierge — subject to partner terms.
- The strongest conversion happens when value is visible: during trip planning, booking and itinerary engagement.
- Board lens: scale distribution while protecting economics, identity accuracy and trust.

SNOWSTORM TECHNOLOGIES

MEMBERSHIP PROPOSITION

One fee. Three layers of value.

SAVE

- At least 10% off participating hotel stays booked direct.

STATUS

- Automatic Wyndham Rewards GOLD level.

EARN

- Accelerated Wyndham Rewards points on qualifying stays.

$95 per year · 14-month initial term · 8,000+ Wyndham hotels · 7,500 limited-time bonus points*

SNOWSTORM TECHNOLOGIES

CUSTOMER VALUE

The membership extends beyond the room

A portfolio of benefits creates more reasons to engage throughout the

Travel

- Hotels — Insider rate, status, points
- Travel — Flights, cars, activities
- Cruises — Savings, onboard credit, points

Lifestyle

- Tickets — Earn and redeem with Ticketmaster
- Experiences — Theme parks, movies, attractions
- Concierge — Dining, VIP access, luxury travel

Partner-specific savings, availability and eligibility vary. The deck intentionally avoids unsupported value claims.

SNOWSTORM TECHNOLOGIES

GROWTH MODEL

Sell Insider when the value is visible

The experience can show the member rate and subscription economics in the same decision moment.

1

Recognize

Identify the guest correctly as guest, Rewards member or verified Insider.

2

Demonstrate

Place member, Insider and standard rates side by side.

3

Consent

State price, renewal and cancellation terms before purchase.

4

Enroll

Complete subscription and booking through the governed transaction path.

5

Serve

Carry verified status into itinerary, offers and future journeys.

Strategic leverage · One surface acquires, converts and retains without reacquiring the guest.

SNOWSTORM TECHNOLOGIES

PLATFORM MODEL

One membership layer across the guest journey

The operating model separates identity, commerce and presentation so each

Verified identity

- SSO/session is the authority for status. Reservation data and UI toggles do not authorize benefits.

Commerce orchestration

- Enrollment, payment, entitlement and travel transactions follow governed paths with explicit state.

Contextual distribution

- Insider appears across marketing, booking, checkout, confirmation and itinerary when relevant.

Global experience

- Localized copy, live currency and audience-aware presentation support international rollout.

Design principle · Customer-facing status claims must follow verified membership — not inferred reservation data.

SNOWSTORM TECHNOLOGIES

GOVERNANCE

Trust is part of the product

Board-level risk is correctness, not just conversion performance.

Customer clarity

- Price, term, auto-renewal and cancellation are disclosed before consent. Identity claims never flash or default incorrectly.

Financial control

- One sale produces one enrollment path. Payment, entitlement and booking outcomes remain observable and recoverable.

Supplier truth

- Rates, benefits, availability and policies are source-led. Unknown data is suppressed or labeled — not invented.

Operating posture · Forward-only fixes · explicit exception handling · no silent identity downgrade · no substituted itinerary links

SNOWSTORM
TECHNOLOGIES

Measure the relationship — not only the sale.

Acquisition, economics, engagement, retention, customer and operations metrics require approved company data before external circulation.

PLACEHOLDERS ONLY — insert approved actuals, targets and owners