

Welcome to the Loews MVP Program!

The Loews MVP “Most Valuable Planner” program is an exciting rewards program that was created to reward you or your organization when you bring your Meetings or Events to any Loews Hotels & Resorts. Meeting and Event planners, once enrolled, are rewarded with Loews MVP reward points for contracted group (ten rooms per night or more) room revenue.

How it works

Participants in the Loews MVP program earn 1 Loews MVP reward point for every \$10.00 in contracted group room revenue, so the points really add up. Participants can select from over 10,000 reward options, including merchandise, travel (including Loews stays), experiential rewards and charity donations.

Join Today!

Below are four simple steps to begin earning in the program:

- Enroll in the program. Login at: www.loewsmvp.com
- Click on “New Member Registration” and enter the invitation code: **loewsmvp**
- Complete a short questionnaire
- Book your meeting or event and begin earning!

The Loews Hotels & Resorts team is dedicated to providing world-class service for your meeting or event. We look forward to hosting your group soon—

and having you **earn BIG**
in the **Loews MVP rewards program!**

