

## **IAG AWARDS: BEST IR MEMBERSHIP PROGRAM**

### **Okada Manila's Reward Circle**



In the competitive landscape of integrated resort membership programs, Okada Manila's Reward Circle stands out as the most comprehensive and rewarding program in the industry. Here's why:

**Unparalleled Benefits Across the Resort:** Reward Circle offers members exclusive access to a wide array of privileges throughout the entire Okada Manila property. From gaming and dining to shopping and accommodations, members enjoy benefits that enhance every aspect of their experience at the resort.

**Tiered Membership System for Customized Rewards:** Reward Circle's tiered membership system—Prime, Elite, Premium, Supreme, and Maharlika—ensures that as members' engagement with Okada Manila grows, so do their rewards. Each tier unlocks additional privileges, such as access to private events, members-only clubs, and exclusive promotions, providing a personalized and tailored experience for every member.

**Seamless Integration with Technology:** The Reward Circle program is fully integrated with the Okada Manila App, offering members the convenience of tracking their points, redeeming rewards, and accessing special offers with just a few taps on their mobile devices. This digital integration ensures that members can enjoy their benefits anytime, anywhere, making it one of the most user-friendly membership programs in the industry.

**Comprehensive Earning and Redemption System:** Members earn Tier Points, Circle Points, and Lifestyle Points through various activities across the resort, including gaming, dining, and retail purchases. These points can be redeemed for a vast range of rewards, from luxury accommodations to fine dining experiences, ensuring that every visit to Okada Manila is more rewarding than the last.

**Exclusive VIP Access:** Reward Circle members, especially those in the upper tiers, gain access to the most exclusive areas of Okada Manila, including the Perlas Club and the Maharlika Club. These luxurious spaces offer a heightened level of service, privacy, and amenities, making members feel truly special and valued.

**Global Appeal and Prestige:** As the premier membership program in the Philippines' largest integrated resort, Reward Circle has gained a reputation for excellence, attracting members from around the world. Its global appeal and the prestige associated with being a Reward Circle member have made it a sought-after status symbol in the international gaming and entertainment community.





## NOMINATION

**Innovative and Ongoing Enhancements:** Okada Manila continuously innovates and enhances the Reward Circle program to meet and exceed the expectations of its members. This commitment to continuous improvement ensures that Reward Circle remains at the forefront of membership programs in the integrated resort industry.

Okada Manila's Reward Circle is more than just a membership program; it is a gateway to a world of exclusive benefits, luxurious experiences, and personalized service. Its comprehensive structure, seamless integration with technology, and commitment to rewarding its members make Reward Circle the best integrated resort membership program, deserving of top honors at the Inside Asian Gaming Academy Awards.