

## **The Plaza Suites Santa Clara Partners with Stash Hotel Rewards** *Now Part of the Largest Point-Based Program for Independent Hotels in the U.S.*

Santa Clara, CA– October 18, 2010 – The Plaza Suites Santa Clara today announced its partnership with Stash Hotel Rewards®, an innovative hotel rewards program that enables travelers to quickly earn free nights at distinctive, independent hotels without blackouts or inflexible category restrictions. Guests of The Plaza Suites can now earn points toward free nights each time they stay at any of the 86 distinctive hotels in more than 63 cities that participate in Stash.

The Plaza Suites is the antithesis of a chain hotel, and differentiates itself from others through superior products and services while remaining an affordable option for the business and leisure traveler alike.

Identifying a unique and innovative loyalty program, which offered properties of a similar caliber for guest point redemption was a difficult feat. Stash Hotel Rewards presented extraordinary potential as a partner since inception, particularly given the breadth of properties offered in the program and their appeal to our sophisticated clientele.

“In a day in a age when great accommodations, service and value are no longer enough to close the sale, loyalty programs are no longer a luxury, particularly as we compete neck-in-neck with national chains for our share of the marketplace,” said Jean-Philippe Rollet, General Manager of The Plaza Suites. “Creating an even playing field is just the beginning, as providing our guests with this unique benefit is a wonderful way to show our appreciation for their continued patronage.”

Guests can easily sign up for a free account at the Stash website [www.stashrewards.com](http://www.stashrewards.com). Points can be earned immediately and never expire. Redemption is simple and free from inflexible restrictions. Additionally, Stash members have access to exclusive travel deals; for example, point bonuses matched to a member’s travel history, or weekend get-away offers customized to a member’s home city.

### **About the Plaza Suites Santa Clara**

The Plaza Suites is an all-suite boutique hotel which features 219 beautifully appointed upscale two-room guest suites. Our comfortable and spacious accommodations are perfect for business travelers and families alike who are looking for an alternative to the standard branded service and facilities in Silicon Valley. Guests at our hotel near San Jose also enjoy complimentary cooked-to-order breakfast, and evening cocktails daily... plus elegant dining in the Plaza Bistro

The Plaza Suites Hotel is located in the heart of Santa Clara California, also known as Silicon Valley. The Plaza Suites is close to Corporate, Manufacturing and Development Centers and is central to San Francisco, Monterey, Santa Cruz, and the wine country. The hotel in Santa Clara is also only 4.5 miles from the San José International Airport, 2.5 miles from the Santa Clara Convention Center and California's Great America Theme Park.

### **About Stash Hotel Rewards**

Stash Hotel Rewards is a hotel rewards program where members earn and redeem points at authentic, independently-run hotels across the U.S. Launched in May 2010, Stash makes it easy for inspired travelers to break free from big, bland hotel chains and stay where they really want. Stash was founded on a belief in the happiness-producing power of traveling to places that convey a unique and interesting story – places with soul. It's a belief that is shared with the independent hoteliers and the independently-minded travelers the company was created to serve.

### **Press inquiries**

**Bond Patel, Director of Sales, (408)748-9800, or [bondpatel@theplazasuites.com](mailto:bondpatel@theplazasuites.com)**