



Priceline Launches Biggest Black Friday Sales Event Ever Plus New VIP Loyalty Program to Maximize Traveler Savings

November 23, 2020

Black Friday Event Starts Today with over \$5 Million in Travel Savings and Coupons Up to 99% Off

NORWALK, Conn., Nov. 23, 2020 /PRNewswire/ -- At Priceline, Black Friday starts today with the introduction of an innovative new loyalty program, **Priceline VIP**, and a supersized week of savings. The company's biggest Black Friday sale to-date will feature more than 50 custom deals and over \$5 million in savings on upcoming travel, so you can save now and travel later. The week-long savings event culminates on Giving Tuesday, when 1% of all eligible bookings made on [Priceline Gives](#) will be donated to a charity of the customer's choice.

	VIP MEMBER	VIP SILVER	VIP GOLD	VIP PLATINUM
Sign-up	Sign-up	2 completed trips*	1 completed trip* or Priceline Rewards™ Visa Card member	25 completed trips*
Best Price Guarantee	Or we'll refund the difference			
VIP Hotel Discounts	Up to 10%	Up to 50% on over 15,000 hotels	Up to 50% on over 30,000 hotels	Up to 50% on over 45,000 hotels
VIP Rental Car Discounts	Up to 10%	Up to 10%	Up to 20%	Up to 20%
VIP Add-On Discounts	Up to 50% on hotels and 20% on rental cars when adding to an existing trip	Up to 50% on hotels and 20% on rental cars when adding to an existing trip	Up to 50% on hotels and 20% on rental cars when adding to an existing trip	Up to 50% on hotels and 20% on rental cars when adding to an existing trip
VIP Express Deal Coupons	5% Express Deal coupon after every trip	5% Express Deal coupon after every trip	8% Express Deal coupon after every trip	10% Express Deal coupon after every trip
VIP Priority Service			Priority	First Priority

"After missing so many of life's important moments this year, we want to make it even easier for our travelers to maximize savings and rewards whenever they're ready to travel," said Brett Keller, CEO of Priceline.

To help its millions of loyal travelers save even more this holiday season—and beyond—the company is officially launching **Priceline VIP** as part of the Black Friday event. The multi-tiered rewards program is free to join and allows members to begin saving as soon as they enroll.

Priceline VIPs will save up to 50% on over 45,000 name brand hotels and up to 20% on rental cars. Other VIP perks include early access to future sales, exclusive coupons, and even deeper discounts as status levels increase. Existing customers joining Priceline VIP will instantly earn status based on their number of completed trips in 2019 or 2020, whichever is higher. New customers who enroll will have immediate access to VIP Member level benefits, including exclusive Black Friday discounts.

New offers and flash sales will unlock every two hours for Priceline VIPs on Black Friday and Cyber Monday in addition to the public sales available to everyone. Priceline VIPs and Email Insiders will also be sent a mystery coupon, 2,000 of which will be for **99% off on Hotel Express Deals®!**

The Black Friday Sales Event, which runs from November 23 through December 1, also includes:

- **Hotels:** Coupons for additional savings on Express Deals®, which are already up to 60% off.
- **Rental Cars:** Sitewide discounts from major rental brands, as well as coupons for increased savings on Express Deals®, which are already up to 40% off.
- **Flights:** Sales on thousands of flights and up to 40% savings on Express Deals®.
- **Book Now, Travel Later:** All offers allow you to save now and travel anytime, with no end date restrictions on bookings.

For more information about Priceline's Black Friday Sales Event and to become a Priceline VIP, visit [Priceline.com/VIP](#) or download the [Priceline App](#) on iOS or Android.

About Priceline

[Priceline](#), part of Booking Holdings Inc. (NASDAQ: BKNG), is a world leader in travel deals. Priceline offers exclusive discounts on hotels, flights, alternative accommodations, rental cars, cruises and packages. We offer more than a million lodging properties, helping travelers find the right accommodation at the right price. We negotiate great deals every day, and put our best pricing on the Priceline app. Our deep discounts on hotels, flights, rental cars and more are also distributed through our partnership brand, Priceline Partner Network. With free cancellation for many rates, 24-hour customer assistance and the option for both pre-paid and pay upon arrival reservations, Priceline helps millions of travelers be there for the moments that matter. For us, and for our customers, every trip is a big deal.

For further information, please contact:

Christina Bennett, christina.bennett@priceline.com

Stephanie Perry, priceline@mbooth.com



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