

Caesars, Starwood combine loyalty programs

By Howard Stutz, Las Vegas Review-Journal

Caesars Entertainment Corp. and Starwood Hotels & Resorts announced a partnership Tuesday linking the two chains' customer loyalty programs.

The partnership between Caesars' Total Rewards and Starwood's Preferred Guest begins Jan. 9. Customers who link their accounts will be able to earn points and credits for stays and other benefits at participating hotels and resorts across both networks.

"This partnership sets Caesars and Starwood apart by allowing members to both earn and redeem points while doing the things they love most," Caesars Chief Marketing Officer Tariq Shaukat said in a statement.

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