

Butlin's Premier Club

Terms and conditions

Membership

1. These membership terms & conditions are effective for bookings made for 2011 and 2012.
2. Membership is only open to individuals and not companies, partnerships, unincorporated associates or other similar entities.
3. The person named on the membership card is the only person entitled to claim the Premier Club benefits. Membership is not transferable.
4. By accepting your membership card you accept these terms and conditions and agree to be bound by them.
5. You may terminate your membership by writing and returning your membership card to Butlins Premier Club, 1 Park Lane, Hemel Hempstead, Hertfordshire, HP2 4YL.
6. Butlins reserves the right to refuse or cancel membership of the Premier Club and is not obliged to enter into correspondence relating to reasons for refusal.
7. Butlins may at any time, in its absolute discretion and without notice, change the terms and conditions or withdraw your Premier Club membership.
8. Membership criteria is based on the number of fully paid holidays taken on a 3 year calendar (1 Jan - 31 Dec) basis. Bronze members must take 3-4 breaks, Silver 5-6 breaks and Gold 7 or more during the specified time period. Holidays taken will be registered from the year the first holiday was taken.
9. Once a member, if you fall below the criteria for the Bronze membership as stipulated in these terms and conditions, you will have a one year grace period to take the required number of holidays, after which your membership will be cancelled with immediate effect. Once your membership is deemed cancelled, you will no longer receive Premier Club mailings, discount and benefits.
10. Bronze, Silver and Gold members will be downgraded or upgraded if they fall short or exceed the criteria for that level. For upgrades, the change will take place with immediate effect. Downgrades will be actioned at the end of each calendar year.
11. If you have been upgraded since making your booking, you will receive discounts and on-resort benefits according to your new status at the time of your break. Butlins will contact you in this instance. However, if you have been downgraded since making your booking, you will still benefit from discounts and on-resort benefits according to your membership level at the time of the booking.
12. The Premier Club 5% discount does not apply to any caravan holidays or holidays booked through independent, unbranded national newspaper promotions e.g. The Sun Holiday offer, or other third parties including Tesco Vouchers, unless otherwise stated. Caravan Holidays do not count towards your membership criteria or the upgrading of membership tiers however holidays booked through the above named channels will count. Please be aware that you will not receive any on-resort benefits with any of these bookings including caravans
13. Extensions to an existing holiday booking will not be counted as a separate holiday and will not be counted towards membership. However, if you take a 14 night holiday this will be counted as two 7 night holidays. Non-brochured breaks or, breaks less than 3 nights will not count towards membership.
14. Correspondence will be sent to your last mailing address. You are responsible for notifying the Premier Club of any changes to your name or address in writing or by email to premier.club@bourne-leisure.co.uk, which may affect the details contained in your membership record.
15. By becoming a member of the Premier Club you consent to Premier Club creating, maintaining and updating a database of personal data on yourself.
16. On-resort vouchers are only available on breaks featured in the current Butlins brochure.

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Discount Privileges

1. The 5% Loyalty Discount applies to holidays for up to 19 guests and is for Butlins holidays only. It cannot be used for travel or insurance costs or holiday extras e.g. Bob the Builder™, Billy Bear Packs or dining packages.
2. This 5% Loyalty Discount can be combined with half price holidays and other Butlins offers or promotions, unless stated overleaf, but is subject to promotional availability and the Terms and Conditions of Reservation (including cancellation policies) as detailed in the Butlins holiday brochure current at the time the reservation was made.
3. The 5% Loyalty Discount applies to all new 2011 and 2012 bookings made.
4. Butlins reserves the right to change or remove discounts, discount validity periods, and on-resort benefits, without prior notice and liability of any kind on its part.
5. In order to receive the 5% Loyalty Discount the Premier Club member must always be the lead guest when making the booking, this is not transferable.
6. The 5% Loyalty Discount is only available on one booking, for one type of accommodation choice, for one start date, at any resort. Premier Club members may not appear on more than one booking on any one date at all resorts.
7. A Group Booking is for groups of 20 or more paying guests. If a Premier Club member is the lead name on the Group booking they will receive their 5% Loyalty discount, plus an extra 5% Groups discount.

On-resort Benefits

- 1 **For all membership tiers:** Early check-in (3pm). If for any reason this is not possible, Butlins Premier Club members will get priority by being the first to check-in with a Butlins Premier Club Host.
- 2 **For Silver Members:** On-resort spending vouchers (£20 for a 7 night booking, £10 for a 3 or 4 night booking). **For Gold members:** on-resort spending vouchers (£50 for a 7 night booking, £25 for a 3 or 4 night booking). These vouchers can be used on the resort to make purchases subject to any exclusion printed on the vouchers. For all purchases made using the vouchers, if the cost of a product exceeds one of the voucher's value, it can be made up with cash. No change will be given when the price is less than the voucher value. For example, for an item costing £1.60, if two £1 vouchers are used as payment, no change will be given but members can pay for an item with one £1 voucher and 60p in cash. The vouchers will be distributed to Premier Club members on resort, usually by the Premier Club Host. They cannot be used in payment for another holiday.
- 3 **For Gold members:** A voucher for one complimentary gift from a special Premier Club selection. Premier Club Hosts will advise Gold members at check-in where to collect their voucher. Gift choice is subject to availability and the items can be changed at any time and without prior notice.

If you have any questions that we haven't answered here,
call one of our friendly advisors or go online

Visit

butlins.com/premierclub

Phone

0845 070 4777

facebook www.facebook.com/butlins.fan.page

twitter www.twitter.com/wearebutlins

The maximum call charge is 2p per minute from a BT landline. Calls from other networks may vary.