

# Six Non-Discount Reward Ideas for Your Loyalty Program

To drive lifetime value for today's customers, you need to go beyond outdated loyalty programs made up of coupons, discounts, and freebies. Here are six modern reward ideas to evolve your customer loyalty program.

Looking for more?

## Secret Menus 01

Create a secret menu and make it **exclusively available** to your loyalty members. This will incentivize program adoption and engagement, while fostering brand affinity.



## Early Access 02

Give your VIPs the first chance to try new and LTO menu items. This is a fantastic way to make your best customers feel special **without extending discounts or freebies**.



## Exclusive Events 03

On-brand events create **memorable experiences** for valuable customers. A few examples include tasting or preview dinners, happy hours, and chef meet-and-greets.



## Merch & Swag 04

Try creating unique merch to catch customers' eyes and win their loyalty, or stick to traditional swag. Either way, these perks are a low-lift way to **motivate guests to spend more** without relying on a discount.



## Special Passes 05

Passes like "Skip the Line" or Members-Only Parking create a first-class experience for your loyalty members. It's also a great way to create buzz and show non-loyalty members the perks of engagement.



## Mega-Rewards and Ultimate Experiences 06

Offering an over-the-top reward or the chance to win a high-value prize is a great way to generate press and media attention while also saying "thanx" to top-tier guests.



Want more ideas for how to improve your loyalty program?

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