

LAKEVIEW HOTELS & RESORTS

Lakeview Perks Program

Terms & Conditions

Effective Date: July 1, 2026

Operated by

Lakeview Management Inc.
600 – 185 Carlton Street
Winnipeg, Manitoba R3C 3J1
Canada
www.lakeviewhotels.com

Important Notice

These Terms and Conditions govern participation in the Lakeview Perks Program ("Program"). By enrolling in or participating in the Program, you acknowledge that you have read, understood, and agree to be bound by these Terms and Conditions, as amended from time to time.

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1. Definitions

Eligible Purchase: A qualifying purchase made directly with a participating Lakeview Hotels & Resorts property that is eligible to earn or redeem Lakeview Perks Points, as determined by Lakeview Management Inc.

Lakeview Management Inc. (LMI): Owner and administrator of the Lakeview Perks Program.

Member: An individual or authorized corporate representative whose application has been accepted by LMI.

Lakeview Perks Points: Promotional loyalty points awarded under the Program that may be redeemed in accordance with these Terms & Conditions.

Leisure Member: An individual enrolled for personal travel and purchases.

Corporate Member: An individual authorized to earn and redeem points on behalf of an organization.

Participating Location: Any Lakeview Hotels & Resorts property participating in the Program.

Qualifying Stay: An eligible hotel stay booked through an approved booking channel and paid directly to a participating property.

2. Program Overview

2.1 Purpose of the Program

The Lakeview Perks Program rewards guests for eligible purchases at participating Lakeview Hotels & Resorts locations. Members earn Lakeview Perks Points on qualifying purchases and may redeem accumulated points toward eligible purchases subject to these Terms & Conditions.

2.2 Program Administration

The Program is owned and administered by Lakeview Management Inc. (LMI). LMI has sole discretion over eligibility, participating locations, earning rates, redemption values, promotional offers, membership status and Program administration.

2.3 Acceptance of Terms

By enrolling, earning or redeeming points, Members agree to be legally bound by these Terms & Conditions.

2.4 No Membership Fee

Membership is provided at no cost and does not create any contractual right to continued benefits.

2.5 Promotional Nature of the Program

Lakeview Perks Points are promotional rewards only. They are not legal tender, have no cash surrender value, are not property, may not be sold or exchanged for cash except where required by law, and may only be redeemed in accordance with these Terms.

2.6 Right to Modify or Terminate

LMI reserves the right to modify, suspend or terminate the Program, including earning rates, redemption values, eligible purchases, participating locations, membership benefits and these Terms & Conditions at any time, except where prohibited by law.

3. Membership Eligibility

3.1 Eligibility

Membership is available to individuals at least eighteen (18) years of age (or the age of majority where they reside), who maintain a valid email address, provide accurate registration information and comply with these Terms.

3.2 Membership Types

The Program offers Leisure Membership for personal travel and Corporate Membership for authorized representatives of organizations. Corporate applicants may be required to provide proof of authority.

3.3 One Membership Account

Members may maintain only one active account unless otherwise approved in writing by LMI.

3.4 Accuracy of Information

Members are responsible for maintaining accurate account information.

3.5 Right to Refuse, Suspend or Cancel Membership

LMI may refuse, suspend or terminate membership and cancel accumulated points where these Terms are violated, fraud or abuse occurs, false information is provided or continued participation poses financial, legal or reputational risk.

4. Member Responsibilities

4.1 Member Information

Members are responsible for maintaining complete, accurate, and current account information at all times, including their legal name, mailing address, email address, telephone number, and, where applicable, corporate affiliation. LMI shall not be responsible for delayed communications, lost correspondence, or the inability to award or redeem Points resulting from inaccurate or outdated account information.

4.2 Member Identification

Members must identify themselves as a Lakeview Perks Member at the time of reservation, check-in, purchase, or payment, as applicable, in order to earn or redeem Lakeview Perks Points. LMI reserves the right to request proof of membership or government-issued identification before awarding or redeeming Points.

4.3 Account Security

Members are solely responsible for maintaining the confidentiality of their membership credentials, passwords, and account information. Members must notify LMI immediately if they believe their account has been compromised.

4.4 Lost or Stolen Membership Credentials

Members shall promptly notify Lakeview Perks Administration if their membership account or credentials have been lost, stolen, or used without authorization. LMI may suspend account activity while investigating suspected unauthorized use.

4.5 Name Changes

Requests to change the legal name associated with a membership account must be submitted in writing and may require supporting legal documentation acceptable to LMI. Corporate account ownership may only be changed with written authorization from the organization.

4.6 Missing Point Claims

Claims for missing Lakeview Perks Points must be submitted within thirty (30) days of the qualifying transaction. LMI reserves the right to request supporting documentation including hotel folios, receipts, proof of payment, or reservation confirmations. Claims submitted after thirty (30) days may be declined.

4.7 Promotional Offers

Special promotions and bonus point offers are governed by the terms of each promotion, are non-transferable, have no cash value, and may be modified or cancelled by LMI without notice.

5. Earning Lakeview Perks Points

5.1 Eligible Purchases

Members earn ten (10) Lakeview Perks Points for every \$1.00 CAD spent before applicable taxes on eligible purchases made directly with participating Lakeview Hotels & Resorts locations. Eligible purchases include qualifying room accommodations, select restaurant food purchases, non-alcoholic beverages, spa services, golf green fees, and other purchases designated by LMI.

5.2 Ineligible Purchases

Points are not awarded on taxes, gratuities, service charges, alcoholic beverages, gift card purchases, retail merchandise, banquet deposits, meeting room rentals where otherwise contracted, third-party commissions, online travel agency reservations, wholesale bookings, complimentary services, discounted employee rates, barter transactions, or other purchases designated by LMI.

5.3 Eligible Booking Channels

Qualifying hotel reservations must be booked directly through participating hotels, the Lakeview website, Central Reservations Office, official toll-free reservation line, or another LMI-approved booking channel. Reservations made through third-party booking websites are not eligible to earn Points.

5.4 Leisure Membership Earning Rules

Leisure Members earn Points only on eligible purchases they personally pay for and personally receive or consume. Where multiple Leisure Members share eligible charges, Points may be allocated based on documented payment.

5.5 Corporate Membership Earning Rules

Corporate Members may earn Points on eligible purchases made on behalf of their organization regardless of occupancy, provided they remain authorized representatives. LMI may request proof of authorization.

5.6 Bonus Point Promotions

Participating locations may offer bonus point promotions from time to time. Unless otherwise stated, bonus promotions are available only to Leisure Members and are subject to individual promotional terms.

5.7 Point Posting

Points are generally credited within five (5) business days following completion of an eligible transaction. Posting times may vary due to operational or technical requirements.

5.8 Point Calculation

Points are calculated using the pre-tax value of eligible purchases. LMI reserves the right to correct mathematical, technical, or administrative errors affecting point calculations.

5.9 Incorrectly Awarded Points

LMI may reverse or remove Points awarded in error, through fraud, system malfunction, duplicate transactions, or otherwise contrary to these Terms and Conditions.

5.10 No Property Interest

Lakeview Perks Points are promotional rewards only. They are not property, have no cash value, and may not be sold, pledged, inherited, or exchanged except as expressly permitted by these Terms and Conditions.

6. Redeeming Lakeview Perks Points

6.1 General Redemption

Lakeview Perks Points may be redeemed toward Eligible Purchases at participating Lakeview Hotels & Resorts locations. Redemptions are subject to account verification, available Points, and Program requirements established by Lakeview Management Inc. (LMI).

6.2 Redemption Value

Points are redeemed according to the redemption value established by LMI at the time of redemption. Points may currently be redeemed in minimum redemption increments equivalent to \$10.00 CAD. LMI reserves the right to modify redemption values, increments, or requirements at any time, except where prohibited by law.

6.3 Eligible Redemptions

Subject to participating location policies, Points may be redeemed toward qualifying hotel accommodations, select restaurant food purchases, non-alcoholic beverages, spa services, golf green fees, and other eligible products or services designated by LMI.

6.4 Ineligible Redemptions

Points may not be redeemed toward taxes, gratuities, alcoholic beverages, retail merchandise, gift card purchases or reloads, deposits, third-party services, previous transactions, purchases made through third-party booking providers, or any purchase designated by LMI as ineligible.

6.5 Minimum Redemption

Points may only be redeemed in minimum increments equivalent to \$10.00 CAD. Any remaining balance must be paid using another accepted method of payment.

6.6 Time of Redemption

Points are redeemed at the time payment is processed. Hotel redemptions normally occur during checkout unless otherwise determined by the participating property.

6.7 Reservation Requirements

A valid credit card may still be required to secure reservations or guarantee incidentals even where sufficient Points are available.

6.8 Redemption Availability

Redemptions remain subject to account verification, system availability, participating location policies, operational requirements, applicable laws, and any restrictions established by LMI.

6.9 Non-Transferability of Redemption Rights

Only the Member whose account contains the Points may authorize redemption unless otherwise permitted by these Terms.

6.10 Redemption Errors

LMI may reverse transactions, reinstate incorrectly deducted Points, recover redeemed value, adjust account balances, or cancel redemptions resulting from fraud, system errors, or administrative mistakes.

6.11 No Cash Redemption

Lakeview Perks Points are not redeemable for cash, cash equivalents, or gift cards except where required by applicable law.

7. Transfer of Lakeview Perks Points

7.1 Leisure Member Transfers

Points may be transferred between Leisure Members only when both Members maintain active accounts, reside at the same principal residence, submit a signed written transfer request, and receive LMI approval. Once processed, transfers are permanent.

7.2 Corporate Accounts

Points earned under a Corporate Membership remain associated with the registered organization and may not be transferred to Leisure Members, other Corporate Members, or another organization unless expressly authorized by LMI.

7.3 Transfer Restrictions

LMI reserves the right to refuse any transfer that appears fraudulent, violates these Terms, cannot be verified, or exposes LMI to financial or legal risk.

7.4 No Sale of Points

Lakeview Perks Points may not be sold, auctioned, exchanged for consideration, pledged, or otherwise transferred for financial gain. Violations may result in account suspension, forfeiture of Points, and permanent termination from the Program.

8. Account Inactivity and Expiration

8.1 Active Accounts

Members should maintain accurate account information and remain active participants in the Program.

8.2 Inactivity

If a Member account records no qualifying earning or redemption activity for twenty-four (24) consecutive months, LMI may designate the account as inactive.

8.3 Expiration of Points

Upon account inactivity, all accumulated Lakeview Perks Points may expire without compensation, unless otherwise required by law.

8.4 Reactivation

Expired Points will not normally be reinstated. LMI may, at its sole discretion, restore expired Points in exceptional circumstances.

9. Fraud, Misuse and Account Suspension

9.1 Prohibited Conduct

Members shall not engage in fraudulent activity, abuse the Program, provide false information, manipulate transactions, or attempt to obtain Points improperly.

9.2 Investigation

LMI reserves the right to investigate any account or transaction and may request supporting documentation.

9.3 Suspension

During an investigation, LMI may suspend a membership account, temporarily prevent earning or redemption, and withhold Points.

9.4 Termination

If fraud, abuse, or material violations are confirmed, LMI may terminate membership, cancel accumulated Points, reverse redemptions, and refuse future participation.

10. Program Changes and Termination

10.1 Right to Modify

LMI may modify these Terms and Conditions, participating locations, earning rates, redemption values, benefits, or other Program features at any time.

10.2 Program Suspension or Termination

LMI may suspend or discontinue the Program in whole or in part without liability, except where prohibited by law.

10.3 Notice

Where practical, material Program changes will be communicated through the Lakeview Hotels & Resorts website or other appropriate channels.

11. Limitation of Liability

11.1 No Warranties

The Program is provided on an 'as available' basis without warranties except as required by applicable law.

11.2 Limitation of Liability

To the fullest extent permitted by law, LMI shall not be liable for indirect, incidental, special, consequential, or punitive damages arising from participation in the Program.

11.3 Technical Issues

LMI is not responsible for delays or failures caused by system outages, telecommunications failures, or events beyond its reasonable control.

11.4 Maximum Liability

Where liability cannot be excluded by law, LMI's liability shall be limited to reinstatement of improperly deducted Points or the value of the affected eligible transaction, as determined by LMI.

12. Privacy

12.1 Collection and Use of Information

By enrolling in the Program, Members consent to the collection, use, storage, and disclosure of personal information necessary to administer the Lakeview Perks Program, verify eligibility, award and redeem Points, communicate with Members, and comply with applicable legal obligations.

12.2 Privacy Policy

Personal information will be handled in accordance with the Lakeview Hotels & Resorts Privacy Policy, as amended from time to time. Members are encouraged to review the current Privacy Policy on the Lakeview Hotels & Resorts website.

12.3 Marketing Communications

Members may receive Program-related communications. Promotional marketing communications may be managed or unsubscribed from where permitted by applicable law; however, transactional or account-related notices may continue to be sent as necessary to administer the Program.

12.4 Data Security

LMI maintains reasonable administrative, technical, and physical safeguards designed to protect personal information. No system can be guaranteed to be completely secure, and LMI does not warrant absolute security.

13. Contact Information

Questions regarding the Lakeview Perks Program, membership accounts, missing Points, or these Terms and Conditions may be directed to:

Lakeview Management Inc.
Lakeview Perks Administration
600–185 Carlton Street
Winnipeg, Manitoba R3C 3J1
Canada

Phone: 1-877-355-3500 ext 2
Website: www.lakeviewhotels.com
Email: info@lakeviewperks.com

LMI reserves the right to update its contact information from time to time without requiring an amendment to these Terms and Conditions.