



BEYOND GREENSM

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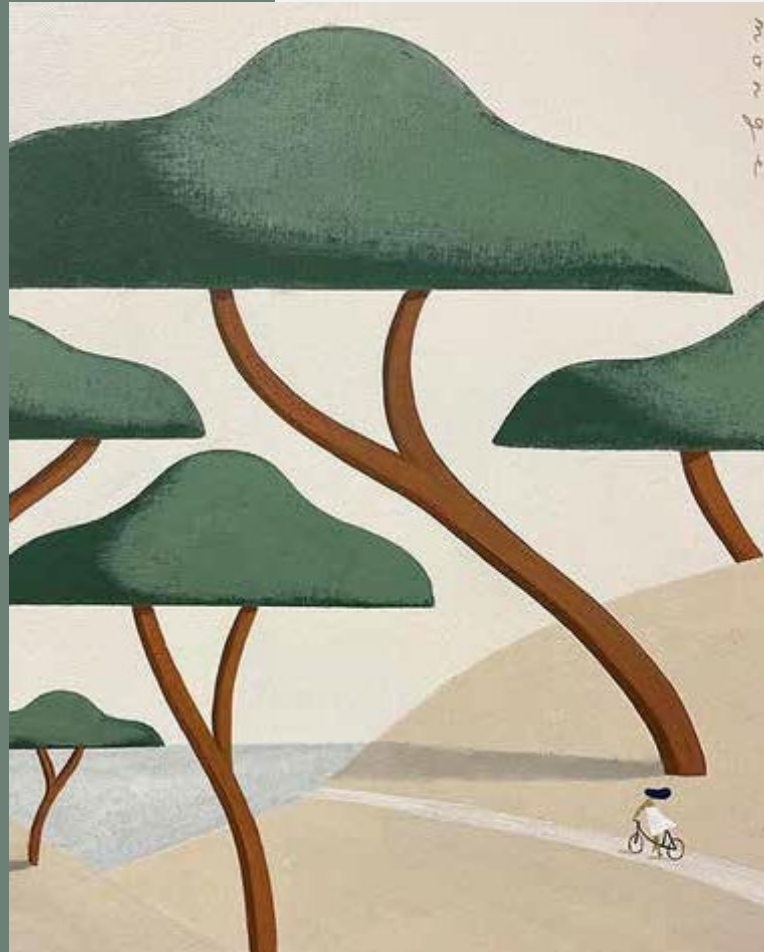
BRAND LAUNCH ACTIVATION PLAN

April 2021

Disclaimer

All assets shown in this presentation are for placement only unless otherwise noted.

PLAN OBJECTIVES



1. Establish brand positioning
2. Drive brand awareness
3. Generate demand

BRAND SNAPSHOT

OUR PURPOSE

- To take sustainability to the next level and transform the way we travel.
- To demonstrate sustainable tourism leadership through actions and impact that also delivers a great guest experience.

OUR PILLARS

- Environmentally-friendly practices that go beyond the basics.
- Protection of natural and cultural heritage, whether urban or rural, on land or sea.
- Contributing to the social and economic well-being of local communities..

OUR VALUES

- **Nature:** We treasure nature, its wildlife, and landscapes.
- **Community:** We respect those with whom we share our global home.
- **Culture:** We value cultural diversity, origins, and traditions.

OUR MEMBERSHIP PROCESS & CRITERIA

- Preliminary property assessment and detailed membership application
- Initial and biennial on-site inspections
- 50+ sustainability indicators aligned with Global Sustainable Tourism Standards and United Nations Sustainable Development Goals

OUR KEY MESSAGES

Beyond Green offers more than an aspiration for how we can travel better, it is the embodiment of aspiration put into practice. When you book with Beyond Green, you become an active part in making travel a force for good.

TRAVEL GENTLY

Using travel as a force for good and inspiring a kinder and gentler way to explore the planet together.

GOOD HOST AND GOOD GUEST

Creating opportunities for cross-cultural understanding, for the joy of discovering new places, and for connecting with and protecting nature now and for future generations.

BY THE PEOPLE FOR THE PLANET

Inspiring appreciation for the natural world, for local communities, and for the cultures we visit. Sharing the wonders of our world with each other.

OUR COMMITMENT

Inspire positive impact
Encourage dialogue
Embrace discovery
Enhance renewal
Promote innovation
Enjoy and celebrate

OUR AUDIENCE

Millennial | Gen X | Boomer | Multi-generational
Travel connects us across generations in infinite ways. Traveling with purpose and appreciation for our beautiful, yet fragile planet, and all who share it, unites us with today's increasingly caring and sophisticated travelers.

CAMPAIGN PLATFORM

Travel Gently

Travel Gently

Beyond Green is where genuine hospitality meets genuine care for people and the planet. It celebrates travel as a force for good through renewal and discovery.

Embracing experiences that celebrate nature, culture, and community with enjoyment, gratitude and respect, Beyond Green proposes a new way to travel that connects personal well-being and planetary well-being.

As a curated hospitality portfolio representing sustainability leadership, Beyond Green makes traveling with both purpose and positive impact a reality in the here and now.

Beyond Green recognizes our common humanity while protecting our shared cultural and natural treasures for future generations.

Four-part Campaign

This campaign will be a four-part visual immersion designed to introduce Beyond Green to the world, build a base of followers, and drive direct web traffic.

This campaign's inspiration, messaging, and impact will be elevated by the three primary brand pillars: Nature, Culture, and Community.

Teaser: Beautiful World

Series 1: Nature

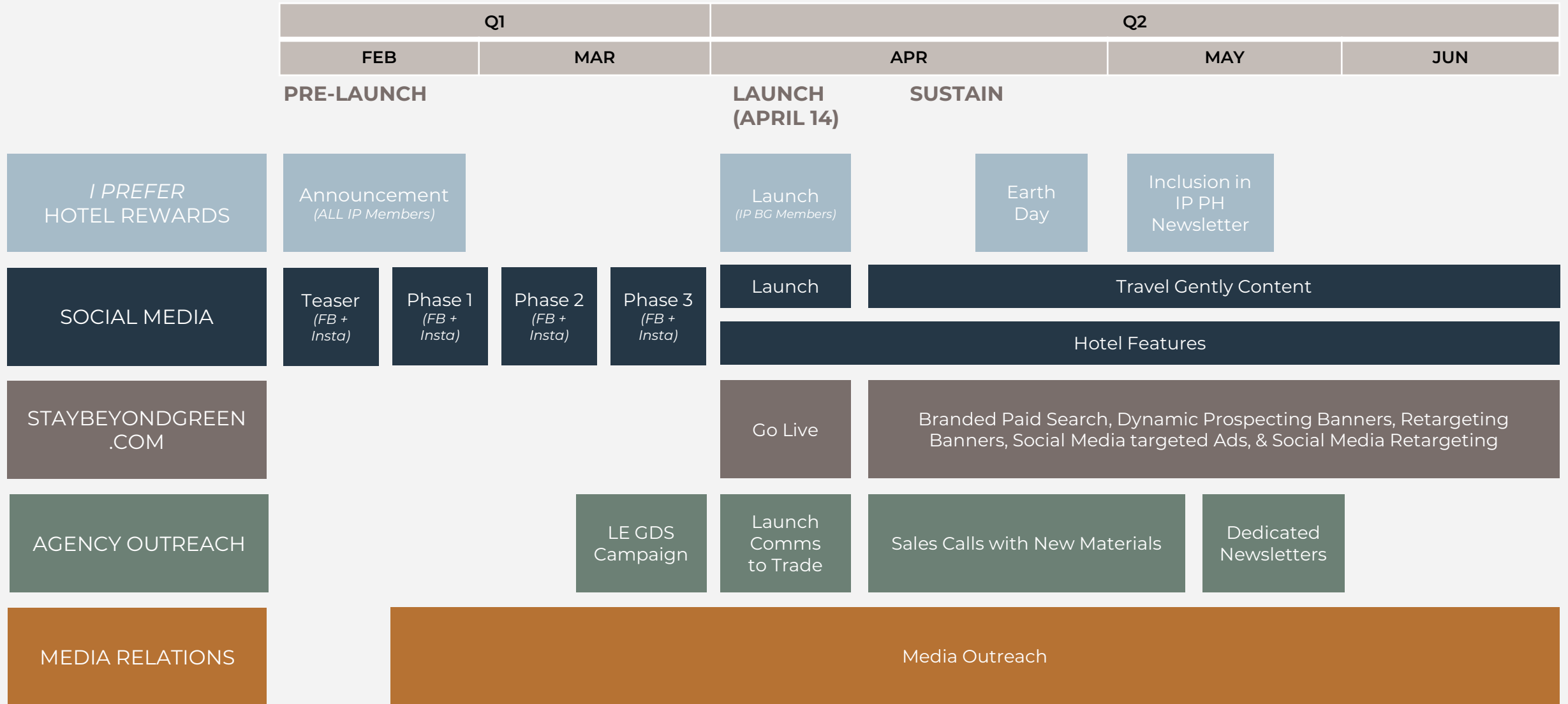
Series 2: Culture

Series 3: Community

GO TO MARKET PLAN (FIRST 60 DAYS)



TIMELINE

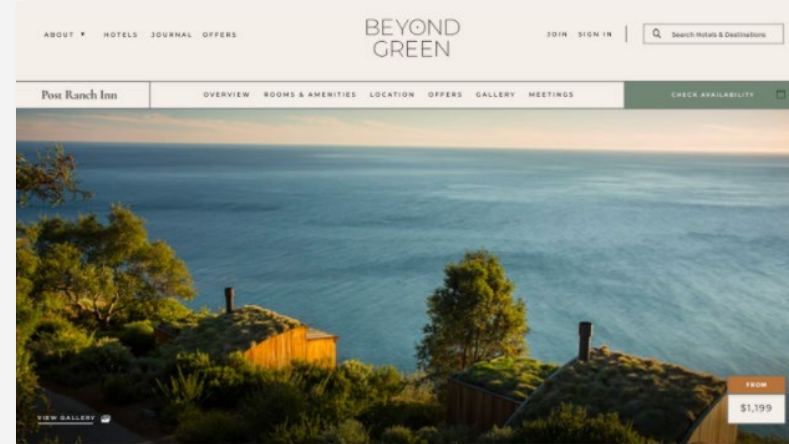


Campaign Activation

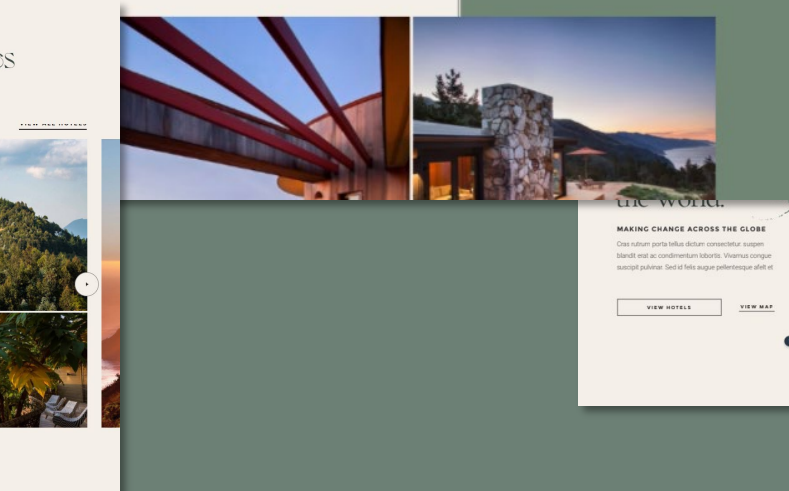
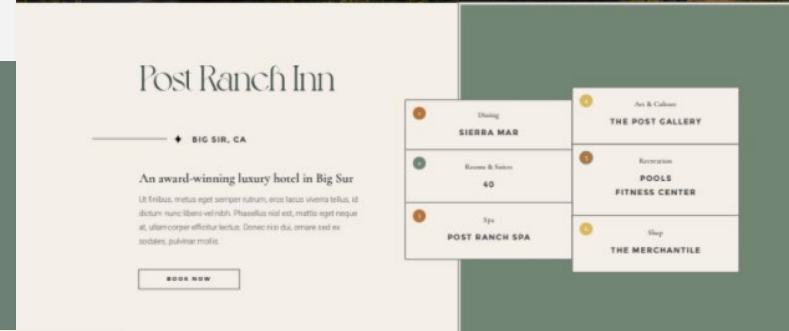
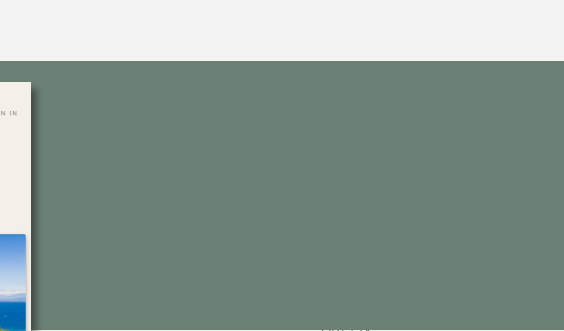
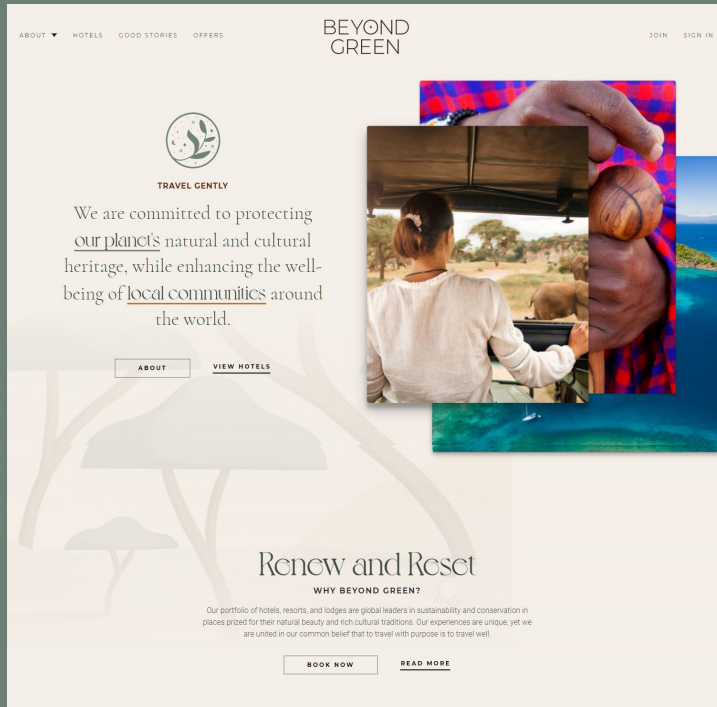
CONSUMER WEBSITE

The consumer website will go live on **Wednesday, April 14**. The new website will feature pages for each founding member.

This is the start of the journey – after launch, we will follow a roadmap for additional features and content.



All images and copy are for placement only.



BRAND VIDEO DIRECTION



The Good Host + The Good Guest Video

Telling the story of what it means to be a good host and to be a good guest, we will showcase a more purposeful way to travel with the Beyond Green brand leading the way.

4 Versions: 90s / 60s / 30s / 15s

OVERARCHING MESSAGE

Travel Gently. Where good hosts and good guests connect and enrich each other's lives, building a better world based on understanding.

PRIMARY QUESTIONS

What does it mean to be a good host?
What does it mean to be a good guest?
What does it mean to travel gently and to embrace sustainability in travel?

MESSAGING TAG

Discover a more purposeful way to travel
Beyond Green
Travel Gently

STYLE DIRECTION

Masterclass

THOUGHT LEADERSHIP

Thought leadership will be utilized as a main strategy to build the Beyond Green brand profile, showcasing the collective expertise that distinguishes Beyond Green among other hospitality players in the sustainable travel space.

Foremost in that effort will also be to utilize brand leader Costas Christ's international recognition as one of the world's foremost authorities in sustainable travel, along with our portfolio members as sustainability leaders, to position Beyond Green through a variety of platforms including Public Relations, Social Media, our brand website, and relevant speaking/panel opportunities either directly related to Beyond Green or tied into other industry conversations.

Please see examples of past media featuring Beyond Green's thought leadership (click on the images to read the full story). Future media opportunities will also be sent directly to relevant members or shared in issues of The Good Host.



Meet The Sustainable Travel Experts: Lindsey Ueberroth And Costas Christ Of Beyond Green

Consumer Acquisition

LETTER FROM OUR CEO

Lindsey

Member,

When asking myself “Where next?” for 2021, I am filled with renewed wonder and excitement for all the destinations that await. Regardless of where I go, I have pledged to seek a more purposeful way to travel – and I am committed to making it easier for our loyal Members to do the same.

Introducing Beyond Green

In that spirit, I am thrilled to introduce the latest benefit you can unlock as an *I Prefer* Member: **Beyond Green**, our new sustainable hotel brand that serves as an invaluable guide to travel as a force for good.

Launching in March 2021, **Beyond Green** presents some of the most exceptional hotels, resorts, and lodges around the world that are committed to sustainability in action and offering guest experiences that inspire renewal, wellness, learning, and adventure.

Staying with Beyond Green

As an *I Prefer* Member, staying with Beyond Green means you will be able to earn and redeem *I Prefer* points at sustainably conscious properties around the world and receive access to unique bonus points-earning opportunities with every stay.

To hear more about **Beyond Green**, please [click here](#) to automatically subscribe to **Beyond Green** Marketing Communications.

SUBSCRIBE

On behalf of my family and our global company, I would like to extend our sincere gratitude to you for being a valued *I Prefer* Member and supporting our incredible independent hotels around the world.

I look forward to following your #IPreferRewards journeys, and wish you your best travel year yet.

Warm regards,



Lindsey

Lindsey Ueberroth
Chief Executive Officer

ANNOUNCEMENT EMAIL

A letter from Lindsey announcing Beyond Green was deployed on **Thursday, February 25**, to *I Prefer* Members. This message asked them to opt in to receive marketing communications going forward.

Your First Beyond Green Journey Begins Here



Thank you for signing up to receive Beyond Green communications and for joining us on a journey to travel gently.

We're thrilled to announce the official launch of the Beyond Green website where you can explore all our unique and inspiring hotels, resorts, and lodges around the world committed to travel as a force for good.

VISIT BEYOND GREEN

To get you started on your first Beyond Green adventure, take advantage of this exclusive initial offer:



THE JOURNEYER'S PICK

Stay two nights or more at participating Beyond Green destinations and enjoy a unique experience such as an outrigger canoe paddle for two, a private forest therapy session, and more.

As a bonus, you'll also receive

5,000 I Prefer points

when you book this special welcome offer by September 30, 2021, for stays through December 31, 2021.

BOOK NOW

BEYOND GREEN

TRAVEL GENTLY ALONG WITH US



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BEYOND GREEN

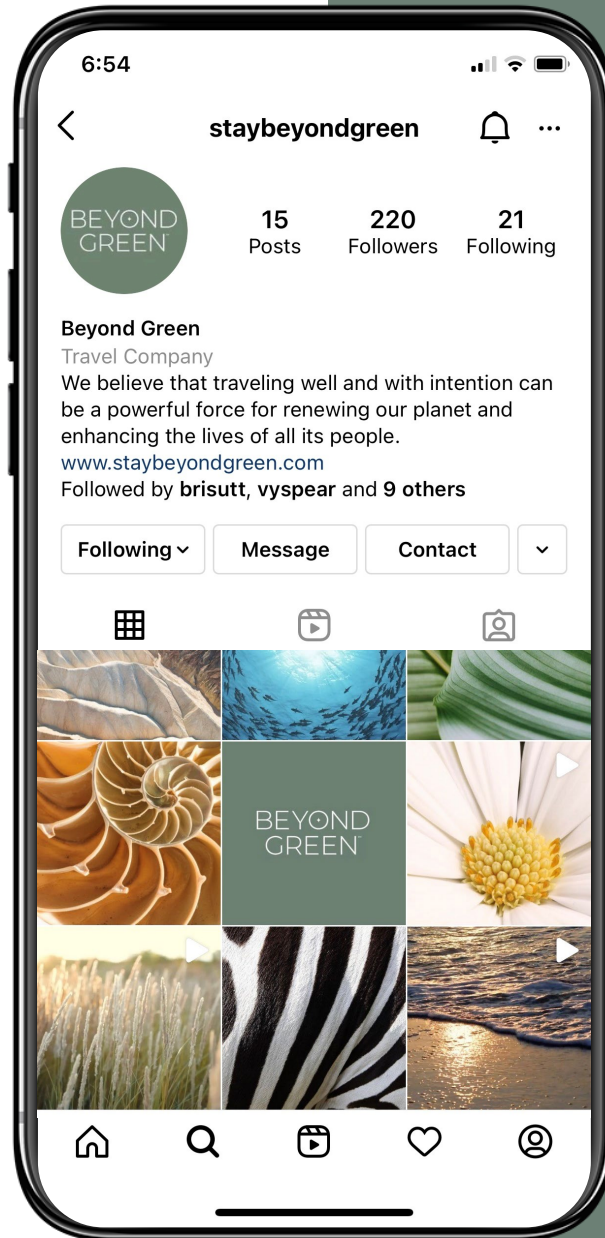
TRAVEL GENTLY ALONG WITH US



LAUNCH: CONSUMER-DIRECT

An email will deploy on **Wednesday, April 14** to announce the launch of the Beyond Green website to the *I Prefer* Members who have opted in to receive Beyond Green marketing communications.

SOCIAL MEDIA



A highly curated visual experience sharing content across all brand pillars and positioning Beyond Green as a quintessential resource to help people travel sustainably while building brand awareness and affinity.

- **Grow the brand** across Instagram and Facebook by coupling striking property and landscape imagery with relevant facts and stories. Focus on niche and differentiating details with links to relevant blog posts.
- Focusing on experiencing nature and culture, we will **engage consumers** using videography and user generated content, alongside the usage of stories and polls to captivate with an immersive first-hand experience.
- Through the use of links to blog posts and the Beyond Green website, we will slowly introduce offer-based language to entice the audience to actively participate in "good" travel as **converted customers**.

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PAID MEDIA

Primary goal is to drive brand awareness and introduce Beyond Green to the world. These tactics will be targeted to personas who show an affinity for sustainability in travel. This results in an engaged user base who can be driven into the booking funnel.

Acquisition Blended Approach

- **50% Prospecting/Awareness Ads**
 - Paid Social
 - Google Display – Dynamic
- **38% Intent & Branded**
 - Branded Paid Search (PPC)
 - Google Display – Dynamic
- **12% Property Prospecting**
 - Paid Social



BLOG: *Good Stories*

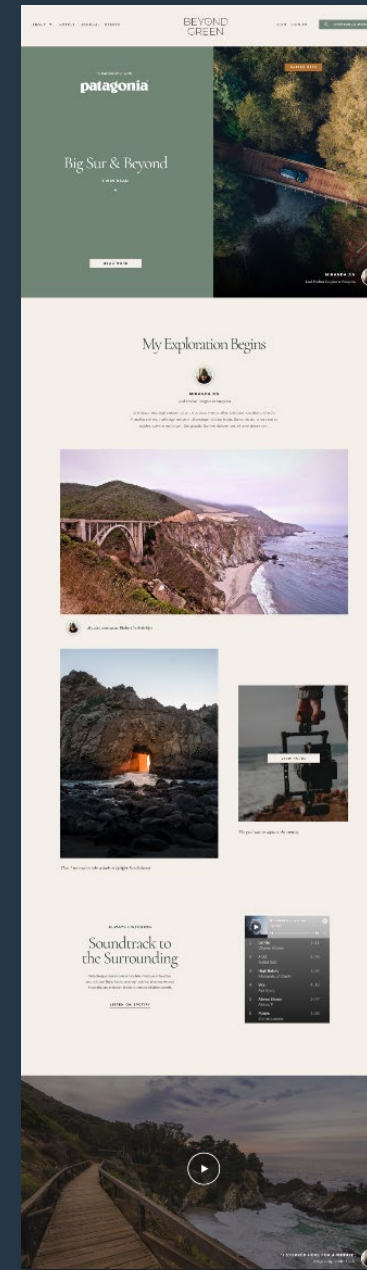
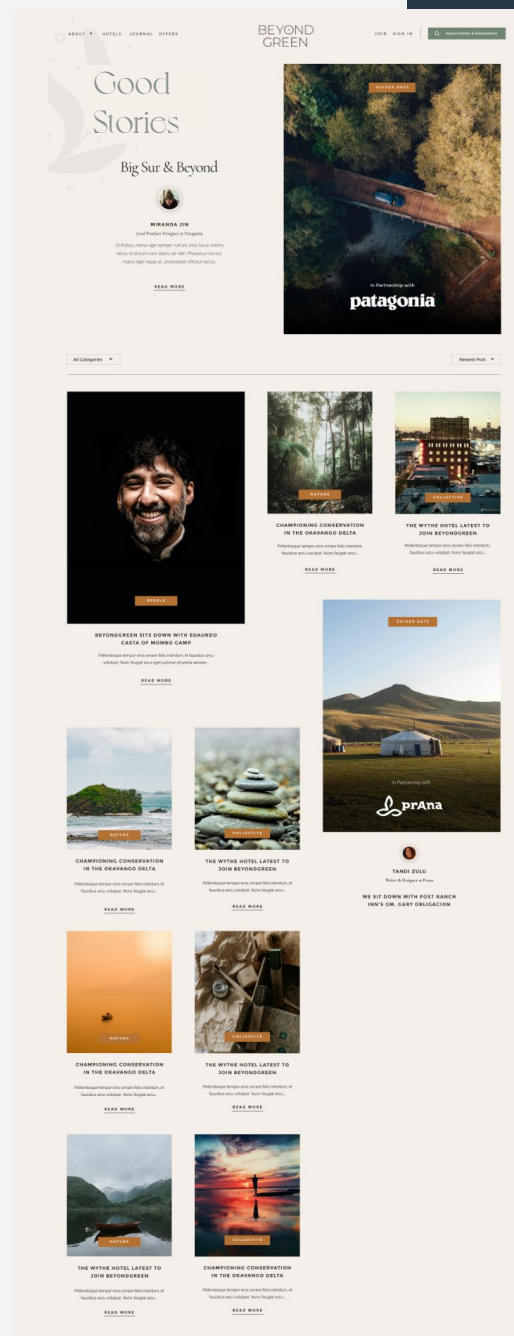
The Beyond Green blog, *Good Stories*, will go live along with the website on **Wednesday, April 14.**

PURPOSE

Good Stories leverages SEO to drive users into editorial content to learn about the brand, destination, and properties in Beyond Green establishing the brand as the leader in this space.

FREQUENCY

- ~5-10 articles at launch
- Average of 5 new blog posts per month



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PUBLIC RELATIONS



TURISMO SOSTENIBLE

Destinos de turismo sostenible en Latinoamérica para agregar a tu bucket list



The new brand collection debuts with 24 sustainably minded hotels, resorts and alternative lodging concepts.

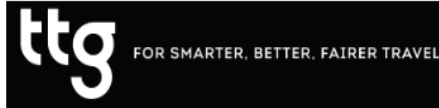
Preferred Hotels has a new shade – Beyond Green



Preferred Hotel Group, Inc. Launches New Sustainability-Focused Portfolio

Beyond Green debuts with 24 founding member hotels

Written by DEVORAH LEV-TOV | Updated 11/19/20



NEW SUSTAINABLE TRAVEL BRAND CALLS FOR AGENT SUPPORT

17 NOV 2020 BY APRIL HUTCHINSON

Preferred Hotel Group has launched a new brand of sustainable hotels worldwide, which aim to promote travel as a force for good – a sentiment accelerated by the pandemic.



Sí se puede

Convertir los viajes en una fuerza positiva para el planeta y sus habitantes es el objetivo de Beyond Green, la nueva marca de Preferred Hotels & Resorts.

Following the B2B soft launch in November 2020, our PR team continues proactive media relations efforts to promote Beyond Green, its key differentiators, and its member hotels through a strategic mix of press releases, targeted pitches, and one-on-one media conversations.

The official brand launch press release will be distributed to global media audiences on Wednesday, April 14 – one version for consumer journalists and another for travel trade outlets. A copy of the press release will be available for hotels to view via The Green Room.


PR efforts through 2021 will focus on garnering coverage that leads to greater awareness and booking conversions. Member hotels are encouraged to review our PR plan and connect with our team to be included in these efforts. View that via [The Green Room here](#) (log-in required).

I PREFER NEWSLETTER


Sustainable travel will be the focus of the May and September issues of the *I Prefer* Member Newsletter. Content from the *Good Stories* blog will be featured along with other topics that help build brand awareness for Beyond Green.

All images and copy are for placement only. This is **not** an example of the Beyond Green takeover newsletter.

THINGS TO DO
These Hot List Hotels Make for Beautiful Zoom Backgrounds
 What location will you choose for your next video chat?
[Read More ▶](#)



SPOTLIGHT
Preferred Travel Magazine Goes Digital
 Our print publication makes the leap from your suite to your smartphone.
[Read Now ▶](#)



I PREFER
 HOTEL REWARDS

MEMBER SERVICES | TRIP PLANNING | BALANCE: 1,000,000 Pts

SPOTLIGHT
Member Hotels Making a Difference During COVID-19
 From community care to virtual cooking lessons and tips for self-care during quarantine ...
[READ MORE](#)




FOOD & DRINK
Take Your Zoom Happy Hours International With These Worldly Cocktails
 Get a taste of Singapore, Brazil, and more.
[Read More ▶](#)




THINGS TO DO
These Zoo Animals Will Make Your At-Home Yoga That Much Cuter
 Hippos, lions, bears, birds, and, yes, downward dogs.
[Read More ▶](#)



Ultimate Flexibility for Our Members
 Our exclusive new Flexible Member Rate provides peace of mind with no cancellation fees through 2020.
[LEARN MORE](#)



New Hotels to Know
 Join us in welcoming the latest additions to the *I Prefer* Hotel Rewards family.
[VIEW ALL NEW HOTELS](#)



NOKU MALDIVES
 Noku Atoll Maldives

Support
 As always, Member Services is here to help with any upcoming reservations and your *I Prefer* account. If you have questions about bookings in light of COVID-19, please feel free to connect with us.
[MEMBER SERVICES](#)

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[MEMBER SERVICES](#)

VERY *I PREFER* (VIP) EMAIL*

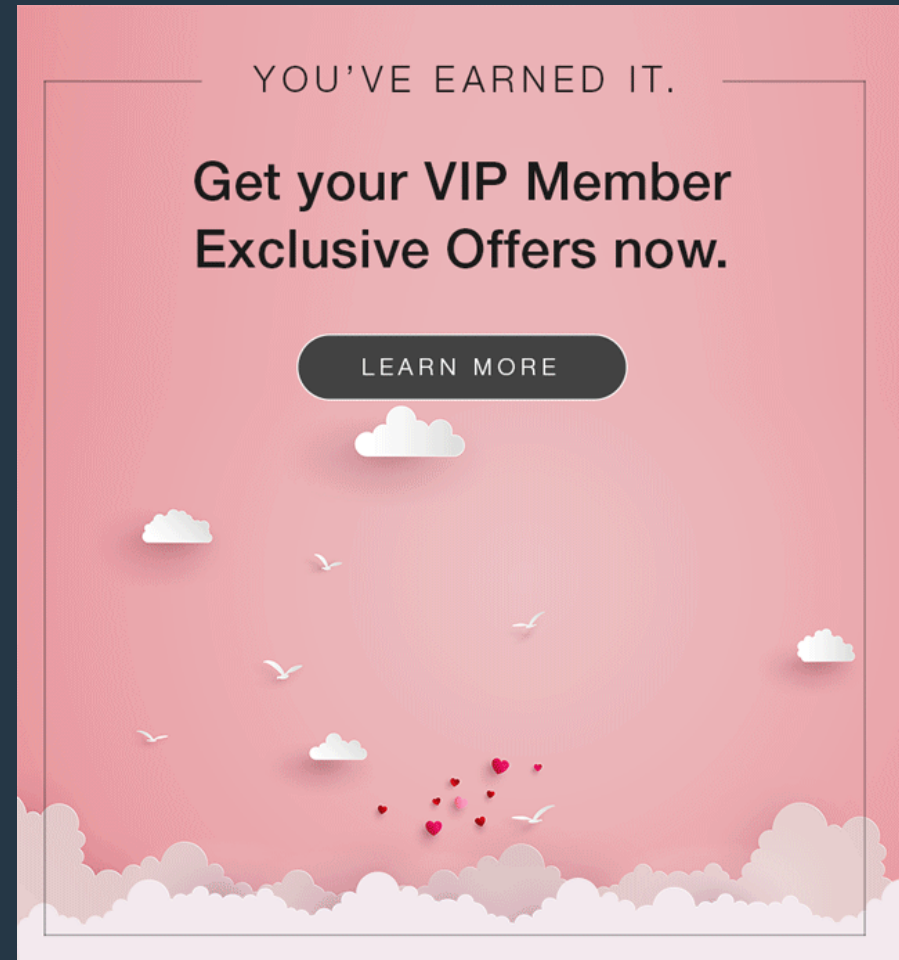
Among our top-performing emails in terms of open rate and conversion, our VIP email reaches members who have expressed interest in receiving promotions from *I Prefer*-participating hotels and resorts. With a message of member-exclusivity, only properties that meet VIP offer requirements are featured. Participation is optional.

In July and November 2021, special editions of VIP will be dedicated to Beyond Green and will link to a page on StayBeyondGreen.com that highlights properties, and their unique VIP offers.


Email creative will reflect Beyond Green branding.

**Applicable to participating I Prefer hotels*

*All images and copy are for placement only.
This is **not** an example of a Beyond Green VIP
communication.*



Welcome, [Member Name]




Every great journey should start with a few special moments.

As an *I Prefer* Hotel Rewards Member, each stay begins with instant benefits at more than 650 *I Prefer* properties around the world, as well as at hotels and lodges from Beyond Green, our sustainability-focused hospitality brand.

We invite you to explore, find your next adventure, and experience rewarding travel with *I Prefer* Hotel Rewards.

Proudly Preferred,




Jerri Salazar
Vice President, Loyalty


Your *I Prefer* Member Benefits

- FREE INTERNET
- ROOM UPGRADE*
- EXCLUSIVE MEMBER RATES
- POINTS FOR FREE NIGHTS
- EARLY CHECK-IN, LATE CHECK-OUT**


Our Brands
Get ready to explore the world with ...



The world's largest independent hotel brand



Providing travel benefits at more than 650 hotels in 80 countries




Hotels, resorts, and lodges at the forefront of sustainable travel

Your *I Prefer* Member Profile

CUSTOMIZE YOUR PROFILE

Never miss a moment for inspiration and exploration when you choose to receive meaningful messages from all our brands, including exciting offers for destinations near and far.



COMPLETE PROFILE

Current creative is representative of, but does not reflect the final version

I PREFERSM

HOTEL REWARDS

WELCOME STREAM

Beyond Green will be added as an *I Prefer*-participating brand in new member welcome communications.

I Prefer welcome emails typically reach over 400K **new members** per annum, many of whom go on to explore and book.

PODCAST STRATEGY

Podcast platforms will function as an important area of content leadership.

Engaging first-person storytelling, narratives and interview discussions.

The Podcasts will include Beyond Green co-founder Costas Christ and other travel leaders and experts, in addition to Beyond Green Members.



Travel Trade

GDS CAMPAIGN

Introducing and embedding code **LE** to the travel trade.

LOVE EARTH

There will be accompanying assets to support the launch and to ensure agents associate LE with Beyond Green and keep it top-of-mind when searching for sustainable hotels.

amadeus

Sabre[®]

Travelport 

GDS SALES MESSAGE

A Beyond Green booking response message (after a booking is confirmed) will go live on April 14 for the Preferred Chain and for the Beyond Green Chain.

****PREFERRED IS PLEASED TO INTRODUCE BEYOND GREEN
A NEW BRAND DEDICATED TO SUSTAINABLE TRAVEL. BOOK
CODE LE (LOVE EARTH).****

SALES FLYER

The sales flyer will be a living asset, constantly updated with new members and new information. It will be distributed to key agents and available on The Pineapple Guide.

BEYOND
GREEN™



ANDBEYOND BATELEUR CAMP
KENYA



ISLAS SECAS
PANAMA

Good Host. Good Guest.
By The People for The Planet. Travel Gently.

AGENCY VIP PROGRAM: GREEN TO GOLD

Beyond Green's VIP Agency program for top producing agencies globally.

Beyond Green member hotels that participate in Green to Gold offer agents the following exclusive amenities on their BAR rate:

- Best Available Rate
- Breakfast for Two Daily
- \$100 Hotel Credit per Stay (or hotels can opt to offer a selected sustainable amenity valued at \$100 or more)
- Hotel Welcome Amenity and Welcome Note from General Manager on behalf of Travel Agency
- Complimentary In-Room Internet, where applicable
- Room Upgrade, where applicable
- Priority Check-in and Check-out, where applicable

Agency partners make Green to Gold reservations in the GDS under the LE code, a dedicated Green to Gold website, or by contacting the Beyond Green VIP Desk.

Green to Gold
by BEYOND GREEN™

LOVE LETTER

This message will be distributed to key agents as part one of an ongoing series to keep Beyond Green top-of-mind across leisure, corporate, and group sales



A Love Letter to Earth

We love hospitality, we love our planet, and we want that to last forever. So, we decided to commit and invest our energy and passions on "purpose."

With purpose, we made a **dedication to today and tomorrow**, and **Beyond Green** — a powerful platform designed to propel the message of **traveling with gratitude** — where **good hosts and good guests enrich each other's lives**.

Each day, we make choices. We choose to care, to embrace the meaning of sustainability, and transform the way we travel. Our respect, consideration, and relationship with nature and each other connects us all in infinite ways, allowing us to **grow together as we treasure nature**, people, places, diversity, origins, wisdoms, and traditions.

From the young to the eternally young at heart, **we dream of new possibilities with every day and time well spent enjoying and helping to protect the places we love to visit and experience**.

Beyond Green's members represent world-class leadership in sustainable tourism. They are committed to you, as travel agents, and are available through GDS. As a new brand, **Beyond Green Inspires us all to travel gently and with purpose**.

Your friends at
**BEYOND
GREEN**



POST RANCH INN
California, USA



**INTERCONTINENTAL BORA BORA
RESORT & THALASSO SPA**
Bora Bora, French Polynesia



ANDBEYOND BATELEUR CAMP
Masai Mara, Kenya

To learn more about Loving Earth:

To contact the VIP Desk:
1-800-830-7287
book@staybeyondgreen.com

Beyond Green
GDS Booking Code:
LE

For a complete
list of hotels, visit:
staybeyondgreen.com

AGENCY ENGAGEMENT

A personalized introduction from leisure, corporate, and group sales executives will go out to key members of the trade to share the dedicated travel trade-focused press release.



TRADE VIRTUAL EVENTS

Beyond Green Virtual Leisure
Roadshows have been added for the
following locations and dates:

- USA & Canada: June 6-9
- Latin America & Mexico: June 28-20
- EMEA: July 2-5

These virtual events will produce
approximately 18-20 appointments with
top leisure agencies in the region. Space
is limited to five hotels per event. Please
register by visiting the Events section of
The Green Room.



LEISURE SALES NEWSLETTER

A dedicated leisure newsletter will be distributed quarterly from each Beyond Green Sales Director to their respective travel advisor contacts.

Each issue will communicate Beyond Green brand proposition and messaging, highlight select properties and current marketing promotions, and list key travel advisor tools such as the VIP Desk and Brand website. It will be distributed in Spanish, French, Portuguese, and Mandarin.

BEYOND GREEN™

RICK STIFFLER
Senior Vice President, Global Sales – Leisure

Dear Travel Partners,

We hope you are as excited and optimistic as we are about what travel in 2021 may bring and are looking forward to regional borders opening again soon.

Whether it's a short staycation near home or a longer trip further afield, we look forward to working with you on all the important details that will be sure to make your clients' trips a success.

Reach out directly to vipagent@preferredhotels.com for help or more information on the large selection of hotels within the region, ranging from amazing economical options to truly aspirational properties.

As always, please join us in continuing to "believe in travel" now and in the months to come.

Proudly Preferred,
Rick Stiffler

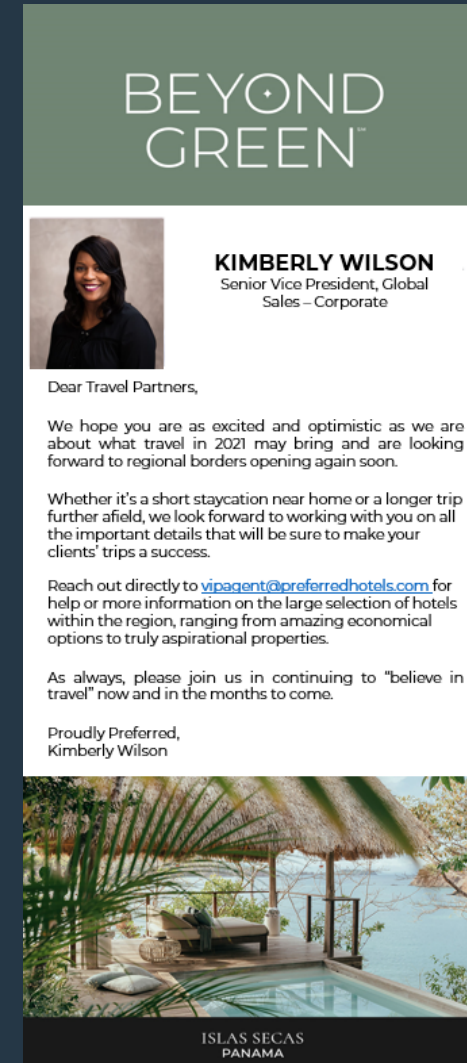
ISLAS SECAS
PANAMA

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CORPORATE SALES NEWSLETTER

A dedicated corporate newsletter will be distributed quarterly from each Beyond Green Sales Director to their respective Corporate Travel Manager contacts to promote sustainable corporate travel efforts.

Each issue will communicate Beyond Green brand proposition and messaging, highlight select properties and current marketing promotions, and list key travel advisor tools such as the VIP Desk and Brand website. It will be distributed in Spanish, French, German Portuguese, and Mandarin.



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CORPORATE SALES PARTNERSHIPS

Promote Beyond Green brand with key Travel Management Companies to educate on brand proposition and messaging, highlight select properties and current marketing promotions.

Pursue brand level partnerships focusing on sustainability efforts and acquire acceptance with key corporate sales accounts for booking opportunities within the GDS platform.

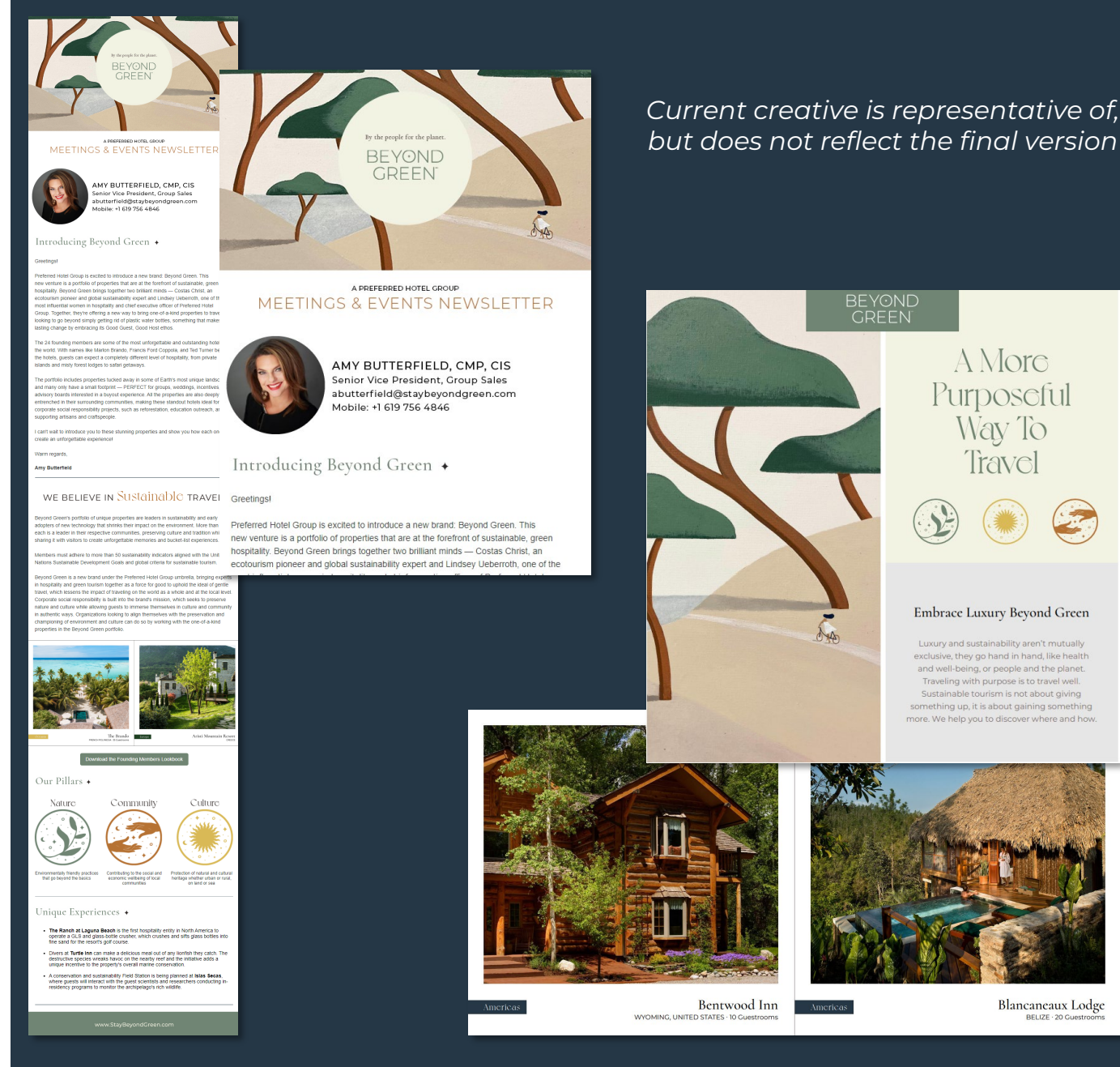


GROUP SALES NEWSLETTER

Dedicated sales newsletter to support Beyond Green in communicating the brand proposition and message to clients. The MICE database is comprised of roughly 15,000 contacts located throughout North America (62%), Europe (18%), and Asia Pacific (20%).

The accompanying look book will feature the founding members and will be distributed within the launch day newsletter, via a dedicated social post on each sales director's individual LinkedIn profiles, and through direct email messaging to 3rd party planners and end-user clients.

Current creative is representative of, but does not reflect the final version



For Members – Tool Kit

SOCIAL MEDIA POSTS

Member hotels are encouraged to post about Beyond Green to their own channels and link to the brand pages. To do this, follow these steps:

Instagram & Facebook Feed Carousel Post

1. Image 1: Photo of your choice that best represents your property.
2. Image 2: Beyond Green branded image to introduce your followers to us.
3. Caption Suggestion: Follow [@StayBeyondGreen](#) and explore its portfolio of travel experiences that will enrich your soul while protecting people and the planet for generations to come. [#StayBeyondGreen](#) [#TravelGently](#)
4. Please Note: Be sure to tag [@staybeyondgreen](#) in your post caption and the image, as well as [#StayBeyondGreen](#) [#TravelGently](#) in the caption.

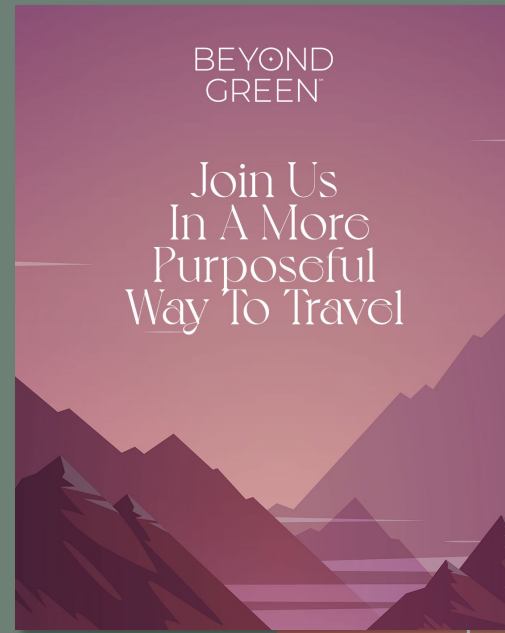
Instagram Story

Choose an option, post, and tag [@staybeyondgreen](#)

Facebook Story

Choose an option, post, and tag [@staybeyondgreen](#)

These instructions on how to post to your social media accounts, as well as the creative assets, will be available on The Green Room on Thursday, April 8, and will be highlighted in the first issue of The Good Host.



BRAND BOILERPLATE & PRESS RELEASE TEMPLATES

Members are encouraged to incorporate the **Beyond Green brand boilerplate** into all media materials (i.e. future press releases and fact sheet) so their media contacts are aware of the connection.

Within the first 30 days of joining Beyond Green, members can access the **“Plug & Play” press release** template to announce their affiliation with key media contacts and other partners.

To access these turn-key messaging tools, please [click here to visit the PR section](#) of The Green Room here.

Boilerplates for Use in All PR Materials and Related Media Outreach

Boilerplate for Beyond Green Member Hotels

- **Long Version:** [insert hotel name] is a proud member of [Beyond Green](#), a global portfolio of hotels, resorts, and lodges that exemplify sustainability leadership. Guided by a collective passion to create a more purposeful way to explore the world where good guests meet good hosts, the unique properties represented within the Beyond Green brand are committed to deliver on the three pillars of sustainable tourism – environmentally friendly practices that go beyond the basics; protection of natural and cultural heritage; and contribution to the social and economic wellbeing of local communities.
- **Short Version:** [insert hotel name] is a proud member of [Beyond Green](#), a global portfolio of hotels, resorts, and lodges that exemplify sustainability leadership.

Boilerplate for Beyond Green Hotels that Participate in *I Prefer Hotel Rewards*

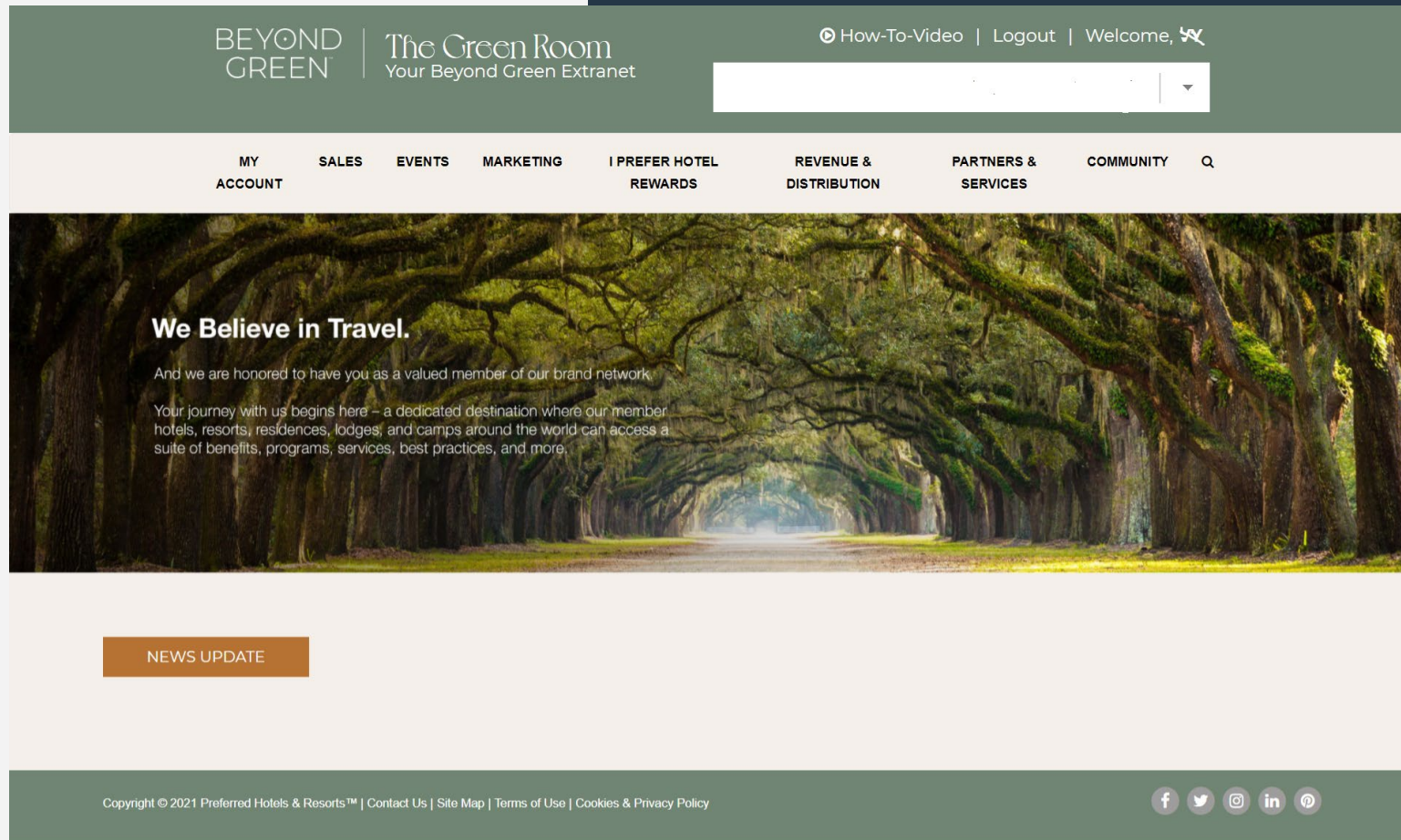
- **Long Version:** [insert hotel name] is a proud member of [Beyond Green](#), a global portfolio of hotels, resorts, and lodges that exemplify sustainability leadership. Guided by a collective passion to create a more purposeful way to explore the world where good guests meet good hosts, the unique properties represented within the Beyond Green brand are committed to deliver on the three pillars of sustainable tourism – environmentally friendly practices that go beyond the basics; protection of natural and cultural heritage; and contribution to the social and economic wellbeing of local communities. All guests of [insert hotel name] are eligible to enroll in the [I Prefer Hotel Rewards](#) loyalty program, which extends points redeemable for cash-value Reward Certificates, elite status, exclusive member rates, and other instant benefits upon every stay at more than 650 participating properties worldwide.
- **Short Version:** [insert hotel name] is a proud member of [Beyond Green](#), a global portfolio of hotels, resorts, and lodges that exemplify sustainability leadership. All guests of [insert hotel name] are eligible to enroll in the [I Prefer Hotel Rewards](#) loyalty program, which extends points redeemable for cash-value Reward Certificates, elite status, exclusive member rates, and other instant benefits upon every stay at more than 700 participating properties worldwide.

BEYOND
GREEN™

[insert hotel name] Joins Beyond Green

CITY – Month, Date – [insert hotel name] is proud to announce that it has joined **Beyond Green** – a global portfolio of hotels, resorts, and lodges that exemplify sustainable leadership. Launched on November 17, 2020, Beyond Green was created to provide a more purposeful way to explore the world where good guests meet good hosts, presenting genuine hospitality by the people for the planet.

ENGAGING WITH THE GREEN ROOM

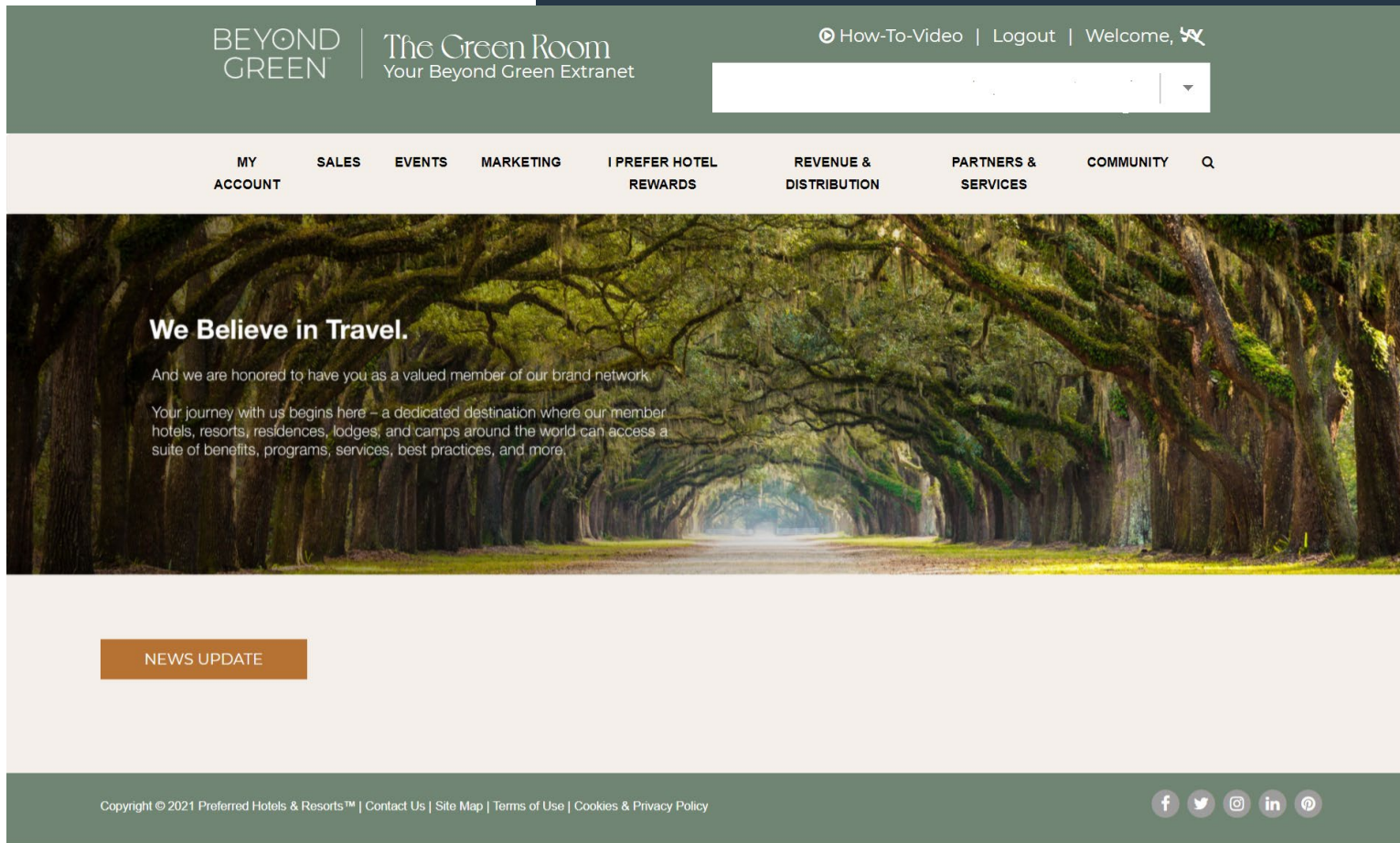


The Green Room is a **dedicated extranet** for Beyond Green member properties that serves as an efficient and streamlined destination where member properties can find the information and resources needed to maximize the benefits of their affiliation with the brand - from branding resources and connectivity instructions to *I Prefer* trainings and sharing sustainability best practices.

To log in for the first time, visit <https://thegreenroom.preferredhotelgroup.com> and use the "Forgot Password" link to reset your password to one of your choosing.

Once logged in, visit the "[Introduction to The Green Room](#)" section to learn more about the extranet and how your hotel can **designate a member portal administrator** to add more users to the system on behalf of your hotel.

THE GREEN ROOM MEMBER HOTEL FORUM



Share best practices and foster thoughtful discussion on sustainability leadership with fellow Beyond Green members through **The Green Room Member Forum.**

This moderated community message board is accessible through **The Green Room**, exclusively for members within the Beyond Green hotelier community.

THE GOOD HOST



The screenshot shows the top portion of an email newsletter. At the top left is the 'BEYOND GREEN' logo. The main title 'The Good Host' is centered, with the date 'APRIL 8, 2021' below it. Two navigation links, 'MY ACCOUNT' and 'EVENTS', are positioned below the title. The main body of the email begins with a 'DEAR MEMBER,' salutation, followed by an introductory paragraph about the newsletter. A paragraph of text follows, and then a signature block. Below this are three sections: 'NEED TO KNOW', 'BRAND LAUNCH ACTIVATION PLAN', and 'REVENUE PRODUCTION & OPTIMIZATION', each with a brief description and a link. The final section is 'JOIN A VIRTUAL LEISURE ROADSHOWS'. At the bottom, there is a banner for 'THE GREEN ROOM MEMBER FORUM' with a background image of a person in a forest.

BEYOND GREEN

The Good Host
APRIL 8, 2021

MY ACCOUNT EVENTS

DEAR MEMBER,

We are pleased to introduce the first issue of **The Good Host**, a bi-weekly newsletter exclusively for members of Beyond Green.

As we prepare for the brand's official launch on April 14 and moving forward, we encourage you to explore each issue to learn timely news about Beyond Green, engage in thoughtful discussion on sustainability leadership, and engage in new opportunities to maximize exposure by implementing Beyond Green into your day-to-day operations.

Welcome to Beyond Green!

- Lindsey Ueberroth & Costas Christ

NEED TO KNOW

BRAND LAUNCH ACTIVATION PLAN

Be sure to use the Beyond Green Brand Rollout Activation Plan to prepare for the launch on April 14.

REVENUE PRODUCTION & OPTIMIZATION

Maximize your hotel's revenue production through our dedicated Revenue Optimization Services teams. [LEARN MORE](#)

JOIN A VIRTUAL LEISURE ROADSHOWS

Virtual Leisure Roadshows will be offered June and July for the Americas and EMEA regions. [SIGN UP](#)

**THE GREEN ROOM
MEMBER FORUM**

Foster thoughtful discussion on sustainability leadership and share best practices on our moderated community message board. [VISIT](#)

Starting **April 8**, all Beyond Green members will begin to receive **The Good Host**, a **bi-weekly e-newsletter** that delivers the latest updates on brand news, new members, marketing communications campaigns, promotional opportunities, training resources, topics that have been shared within The Green Room Member Forum, and other benefits.

An account log-in for The Green Room is required to access the content featured in **The Good Host**. If additional associates at your property would like access, **please set up your portal administrator**. To do this, send an email to thegreenroom@staybeyondgreen.com with the name of the person at your property who will be responsible for creating user log-ins for your staff.

HOTEL PAST GUEST EMAILS & SOCIAL MEDIA

As discussed in *I Prefer* orientation meetings, the *I Prefer* Hotel Guest Email and Social Media is a great way to promote an offer while at the same time, inviting your **past guests and followers** to join *I Prefer* Hotel Rewards.

The *I Prefer* marketing team will design the Hotel Guest Email and create an enrollment link with a no-cost enrollment bonus offer. You then deploy the email from your email service provider. Social media creative to post alongside offers is also available.

If you would like a custom Hotel Guest Email and Social Media post, please contact loyalty@iprefer.com


**Applicable to participating I Prefer hotels*

All images and copy are for placement only. This is **not** an example of the *Beyond Green* takeover newsletter.



Join us Again for More Benefits and Rewards

JOIN I PREFER HOTEL REWARDS



As one of our valued guests, we'd like to extend a special invitation for you to receive additional benefits and rewards during your next stay with us. **Alohilani Resort Waikiki Beach** is a proud member of *I Prefer* Hotel Rewards, the world's largest points-based loyalty program for independent hotels.

Sign up for *I Prefer* Hotel Rewards today and receive **5,000 points** toward free nights and services with us and at more than 650 hotels in over 80 countries around the world, plus these benefits:


I PREFER HOTEL REWARDS

- FREE INTERNET
- ROOM UPGRADE
- EXCLUSIVE MEMBER RATES
- POINTS FOR FREE NIGHTS
- EARLY CHECK-IN LATE CHECK-OUT

Get Your **5,000 Points**

JOIN NOW

Sincerely,



Matthew Grauso
General Manager
Alohilani Resort Waikiki Beach

Welcome Back

VIEW OFFERS

Terms

5,000 Bonus Points Offer: Enroll using the link above. May enroll in *I Prefer* Hotel Rewards at any time, but must enroll prior to May 23, 2021 to receive this 5,000 bonus point offer. Limited to new *I Prefer* Members. Subject to change and restrictions without notice.

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