



THE

MARKETPLACE

PREFERRED HOTELS & RESORTS

2022 Integrated Engagement Plan

THE ESSENTIALS
ENGAGEMENT CHANNELS



MARKETING
COMMUNICATIONS
CAMPAIGN CALENDAR
2022

Q1			Q2			Q3			Q4		
JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC

BRAND: CREATIVE SERVICES

- TRAVEL PLANNING GUIDE (DIGITAL)
- RESIDENCES LOOK BOOK
- GOLF DIRECTORY
- EXPERIENCE FOLIOS

2021 Travel Planning Guide

2020/2021 Residences Look Book

2020/2021 Golf Directory

Folios

MERCHANDISING

- PREFERRED HOTELS & RESORTS
- THE MARKETPLACE
- RESIDENCES
- I PREFER

IPD (Pineapple Day)

WHERE NEXT? Activations will continue into Q1, 2023

THE MARKETPLACE Ready when you are...
CYBER FESTIVE

Preferred RESIDENCES A Place of Your Own

I PREFER HOTEL REWARDS Travel Rewarded

ESSENTIALS PLAN



Available to all members of the following collections: Legend, L.V.X., Lifestyle, Connect, and those in multiple collections, including Preferred Residences.



Inclusive, but not limited to digital, paid social media, travel trade engagement, and additional integrated global marketing tactics.


365

Days of marketing coverage



Amplify exposure, rate, and revenue across all market channels throughout the calendar year.


Branded Rate Programs



RATE PROGRAM

Stay More Save More ★
MKTSSA


Guests receive discounts off BAR between 10% and 30% with minimum three-night stay



RATE PROGRAM

Preferred Suites ★
MKTSD


Guests receive between 10% and 30% off BAR for suite room types



RATE PROGRAM

Preferred Bed & Breakfast ★
MKTGBB


Guests receive complimentary breakfast for two each morning of their stay.



RATE PROGRAM

Preferred Plus
MKTVIP


Guests receive BAR and a unique activity or experience per day when booking two or more nights.



RATE PROGRAM

Preferred Extended Stay - 14
MKT14EXS


Guest receive BAR minus discretionary discount for stays of 14 days.



RATE PROGRAM

Preferred Extended Stay - 21
MKT21EXS


Guests receive BAR minus discretionary discount for stays of 21 days.



RATE PROGRAM

Preferred Extended Stay - 30
MKT30EXS


Guests receive BAR minus discretionary discount for stays of 30 days.



RATE PROGRAM

Best Available Rate
MKTEXC


Accommodations at BAR. If the consumer finds a lower rate publicly available, unrestricted room-only rate within 48 hours of booking, you will match it.



RATE PROGRAM

Preferred Pride
MKTPRD


Guests receive BAR and a celebratory welcome amenity.



RATE PROGRAM

Advance Purchase - 14 Days
MKT14ADV

Guests receive between 10% and 30% off BAR for advance purchase of 14 days or more. Fully prepaid & non-refundable.




RATE PROGRAM

Advance Purchase - 21 Days
MKT21ADV

Guests receive between 10% and 30% off BAR for advance purchase of 21 days or more. Fully prepaid & non-refundable.


Exclusive Bank Rate Programs



RATE PROGRAM

American Express Extra Night Offer - 4th Night
MKTAMX


Guests who pay with their American Express cards for three nights receive an extra fourth night free.



RATE PROGRAM

American Express Extra Night Offer - 5th Night
MKTAMX


Guests who pay with their American Express cards stay for four nights and receive an extra fifth night free.



RATE PROGRAM

Mastercard Premium Offer
MKTMPPE


Guests who pay with their World, World Black Edition, or World Elite Mastercard receive four nights for the price of three and Elite I Prefer status.



RATE PROGRAM

Visa Worlds Offer (Standard)
MKTWVO


Guests who pay with their Visa card receive 10% off BAR, plus daily breakfast for two adults.



RATE PROGRAM

American Express Extra Night Offer - 3rd Night
MKTAMX


Guests who pay with their American Express cards for two nights receive an extra third night free.



RATE PROGRAM

Mastercard Standard Offer "4 for 3"
MKTMSC


Guests who pay with their Mastercard receive four nights for the price of three.



RATE PROGRAM

American Express Preferred Family Offer
MKTAEPPF

Guests who pay with their American Express card receive 10% off BAR, plus complimentary meals for kids.



RATE PROGRAM

Visa Worlds Golf Offer
MKTVGO

Visa® Worlds Golf Offer – Save 10% on Stays and 50% on Golf

Book by December 31, 2022, for travel through March 31, 2023.



GOOGLE ADS

By using relevant keywords combined with Google’s smart bidding technology, we position ads in front of highly-engaged people most likely to book your property.

FACEBOOK & INSTAGRAM ADS

Our Facebook travel ads offer unique solutions that help connect your property with the guests you want to reach. These solutions enable us to:

- Serve ads with real-time availability and pricing to people based on where and when they want to go
- Retarget those who have clicked property ads or hotel landing pages with customized ads, providing a powerful way to secure bookings.

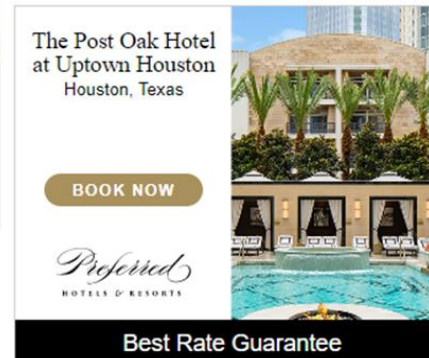
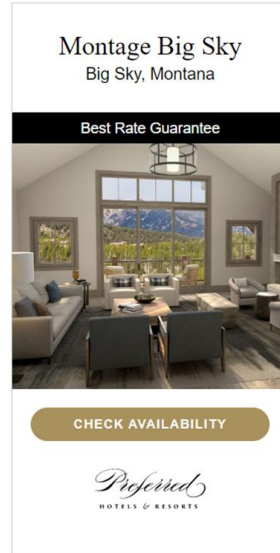
DISPLAY ADS & 360 VIDEO

Through dynamic creatives, we supercharge ad performance for your property by:

- Utilizing instant content updates, automatic optimization, and intelligent data-feed campaigns to reach those actively looking to book hotels.
- Providing each property with six Interactive Advertising Bureau (IAB)-recommended ad formats
- Serving property landing page retargeting ads that work behind the scenes to re-engage highly-motivated people to book rooms at the properties we support

DIGITAL MEDIA

Digital Display



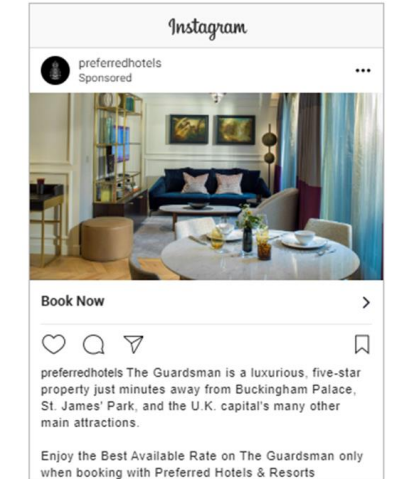
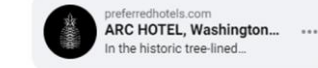
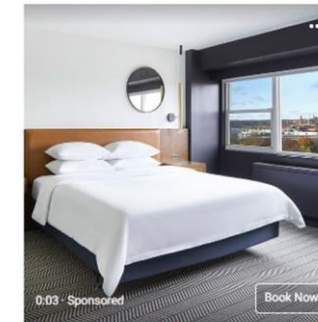
Google Ads

Ad · preferredhotels.com/hotel-palace/rome

Excellent Offers Available | Refreshing Spa & Sauna | Best Rate Guaranteed

"La Dolce Vita" is in abundance at this classy five-star hotel on Rome's Via Veneto. Located on one of Rome's most glamorous boulevards, Via Veneto, with stunning city views.

Paid Social Ads



2022 ESSENTIALS PLAN SUMMER TRAVEL



Save up to 30% on hotel and resort stays or receive access to special amenities and experiences this summer and beyond with this trio of exclusive offers.

THREE WAYS TO SAVE



PREFERRED SUITES
Save up to 30% on a spacious suite stay when you book two or more nights.

BOOK NOW

PREFERRED ADVANCE PURCHASE
Be the early bird and save up to 30% when you book at least 14 days in advance.

BOOK NOW



PREFERRED PLUS
Enjoy a bonus activity, amenity, credit, or experience when you book two nights or more at this special rate.

BOOK NOW



THREE WAYS TO SAVE



PREFERRED SUITES
Save up to 30% on a spacious suite stay when you book two or more nights.

BOOK NOW

PREFERRED ADVANCE PURCHASE
Be the early bird and save up to 30% when you book at least 14 days in advance.

BOOK NOW



PREFERRED PLUS
Enjoy a bonus activity, amenity, credit, or experience when you book two nights or more at this special rate.

BOOK NOW



I PREFER EMAIL

Deployed **July 17** to drive summer bookings to Essential branded rate programs

Send to the Global audience with 3 variation of the creatives

WEBSITE

Driving to below landing pages:

- Preferred Suite
- Preferred Advance Purchase
- Preferred Plus

2022 ESSENTIALS PLAN
FALL TRAVEL

I PREFER EMAIL

Deploys in **September** to drive bookings to Essential branded rate programs for the festive Season

Send to the Global audience

WEBSITE

Driving traffic to the Essentials branded rate programs landing pages:



Save up to 30%
on hotel and resort stays or receive access to special amenities and experiences this summer and beyond with this trio of exclusive offers.

THREE WAYS TO SAVE



STAY MORE, SAVE MORE
Save up to 30% on stays of three nights or more at a variety of properties around the world including island resorts, city hotels, and country inns – perfect for holiday gatherings and festive celebrations.

[VIEW OFFER](#)

PREFERRED BED & BREAKFAST
Wake each morning to a delicious array of complimentary breakfast staples to start your day off right when you book our Bed & Breakfast offer for the coming holiday season.

[VIEW OFFER](#)



PREFERRED SUITES
Save up to 30% when you stay two nights or more in a spacious suite that is as perfect for romantic holiday couples' retreats as it is for larger families with children and grandparents.

[VIEW OFFER](#)

Creative example

2022 ESSENTIALS PLAN FESTIVE TRAVEL

I PREFER EMAIL

Deploys in **October** to drive bookings to Essential branded rate programs for the festive Season

Send to the Global audience

WEBSITE

Driving traffic to the Essentials branded rate programs landing pages:



Make this holiday season the happiest in years with a holiday hotel or resort stay almost anywhere in the world.

Choose one of these three exclusive hotel and resort offers to experience a well-deserved staycation or much-needed trip abroad.

Festive Travel Offers & Exclusives

Book by December 31, 2021, for stays through March 31, 2022



STAY MORE, SAVE MORE
Save up to 30% on stays of three nights or more at a variety of properties around the world including island resorts, city hotels, and country inns – perfect for holiday gatherings and festive celebrations.

VIEW OFFER

PREFERRED BED & BREAKFAST
Wake each morning to a delicious array of complimentary breakfast staples to start your day off right when you book our bed & breakfast offer for the coming holiday season.

VIEW OFFER



PREFERRED SUITES
Save up to 30% when you stay two nights or more in a spacious suite that is as perfect for romantic holiday couples' retreats as it is for larger families with children and grandparents.

VIEW OFFER

Creative example

TRADE SALES FLYER

DEDICATED ESSENTIALS TRADE FLYER

This flyer features 9 of the branded rate programs

- Sent to appropriate regional agents and agencies
- Will be included in sales communications as available

Preferred HOTELS & RESORTS | **I PREFER** HOTEL REWARDS

NINE AMAZING TRAVEL OFFERS
Choices for Everyone

As a valued Travel Advisor, we invite you to choose from our best-loved branded rate programs. From extended stays to a room for the day, you'll find options for any type of stay or traveler.

GG's Booking
Search codes: PH or PV

Stay More, Save More
Save up to 30% off Best Available Rates on long stay rates at extraordinary properties around the globe.

Preferred Bed & Breakfast
A classic Bed & Breakfast offer including breakfast for two each morning of your desired stay.

Preferred Suites
More space and luxury with a stay up to 30% when you book a minimum two-night stay in a Preferred Suite.

Preferred Plus
What if you were the guest? Book any room type and enjoy a bonus amenity or gift from the property outside to your needs and more.

Preferred Extended Stay - 14 Nights
Save your clients 25% off BAR when they stay 14 nights or more.

Preferred Extended Stay - 21 Nights
Save your clients 30% off BAR when booking 21 days or more.

Preferred Extended Stay - 30 Nights
Save your clients 35% off BAR when booking stays of 30 nights or longer.

Essential Worker
Exclusive program for essential workers in locations around the world.

Day Use
Need a room or suite for a client meeting, quick stop, or quiet and calm? To reserve a room or suite for a set number of hours (4 or 8 hours) please call our VIP Desk.

GG's Booking
Search codes: PH or PV

Book with our VIP Desk

Worldwide/United States Phone: 1-855-735-7372 VP@PreferredHotels.com
Europe Phone: +44-20-7440-0030 VP@PreferredHotels.com
Asia Pacific VPAGENT@PreferredHotels.com
Latin America Phone: +51-1-4420-2700 DEREASVP@PreferredHotels.com

February 2022

Believe in Travel

A PREFERRED HOTELS & RESORTS LEISURE NEWSLETTER

RICK STIFFLER
Sr. Vice President, Global Sales - Leisure
Rstiffler@preferredhotels.com

Dear Travel Partner,

It's a new dawn, it's a new day, it's a New Year! I welcomed 2022 with open arms, confident that this year will be filled with many promising business opportunities, rewarding travel adventures, and more in-person time with our family, friends, and valued colleagues like you.

Regardless of where you are working from at the moment, an excitement for travel adventures and reward escapes continues to rise as we escape or wish long getaways, we are pleased to introduce you to the Preferred Hotels & Resorts portfolio offering reasons you why you Believe in Travel.

Please also take a look at our latest Worldwide Hotels complete hotel portfolio around the world and share that will open this year ranging from The Premier City Stay to Azzurri Ocean Resort & Spa in Jagger Island, 7 New York, to name a few.

Wishing you a prosperous, healthy, and inspiring 2022.

Proudly Preferred,
Rick Stiffler

FEATURED PROPERTY
MEXICAN GETAWAYS

GAUZA BLANCA RESORT & SPA LOS CABOS
Los Cabos, Mexico

PALMAIA - THE HOUSE OF AIR
Cancun, Mexico
*Came Near 2020 Reader's Choice Winner
Playa del Carmen, Mexico

EXCLUSIVE COLLECTION & EXPERIENTIAL OFFERS

NINE AMAZING TRAVEL OFFERS
From B&B to Extended Stays, there's an offer for every stay style.

VIEW ALL OFFERS

PREFERRED RESIDENCES LOOKBOOK

Preferred RESIDENCES LOOKBOOK

Preferred Residences offers a secure, independent experience in a private residence that feels like home in a destination that feels fresh and inspiring.

View All Preferred Properties | View More Hotel Listings

Preferred HOTELS & RESORTS | LEARN MORE | LUX | LIFESTYLE | CONNECT | Preferred RESIDENCES

NINE AMAZING TRAVEL OFFERS

From B&B to Extended Stays, there's an offer for every stay style.

[VIEW ALL OFFERS](#)

OFFERS

PREFERRED FAMILY OFFER (MKTAMX):

- Third, Fourth, or Fifth Night Free
- In market for 6 months
- Must book and pay with an Amex card

PREFERRED FAMILY OFFER (MKTAEPF):

- 10% Off Room Rate and Kids EAT FREE
- In market for 6 months
- Must book and pay with an Amex card

AMEX PROMOTIONAL CHANNELS

- Significant Preferred investment to promote the Preferred Hotels & Resorts brand and our Offers
- Digital Tactics within Departures and Travel & Leisure channels (banner display and newsletter/emails)
- Amex Offers – spend \$500 get \$100 credit (Target US card members for stays in US; UK; Mexico and Italy. Promoted on Amex App; Dynamic Offers Email and Amex web dashboard)
- Brand Print Advertising – Departures Magazine
- Preferred Hotels & Resorts Brand Website – two landing pages



VISA

OFFERS

VISA WORLD OFFER (MKTVWO)

- 10 % Off BAR with complimentary breakfast for two
- Must pay with a Visa card

VISA GOLF OFFER (MKTVGO)

- Golf & Save with 50% Off a Round of Golf+ 10% Off Best Available Room Rate
- Must pay with a Visa card

BANK MERCHANT CHANNELS

CARD HOLDERS

Visa Platinum, Visa Gold, Visa Classic, Visa Electron, Visa Infinite, Visa Signature, Visa Signature Preferred, Visa Traditional, Visa Traditional Rewards, Visa Business, Visa Corporate, Visa Purchasing, Visa Signature Business, Visa Platinum Business, Visa Infinite Business, Visa Infinite Privilege, Visa UHNW, Visa Gold Business

CARD PAYMENT TYPES

Credit, Debit, Pre-Paid, Visa PayWave, Visa Checkout

BUSINESS SEGMENTS

Commercial, Consumer, Small Business

VISA PROMOTIONAL CHANNELS

Print, Online, In Store / Offline, Direct Mail, Email, Mobile, SMS, Social





OFFERS

MASTERCARD STANDARD OFFER (MKTMSC)

- 4 nights for the price of 3
- Audience: Standard MasterCard customers
- Must book and pay with a MasterCard. Minimum four-night stay

MASTERCARD PREMIUM OFFER (MKTMPE)

- 4 nights for the price of 3 plus *I Prefer* Elite status
- Audience: World, World Black Edition and World Elite MasterCard holders
- Must book and pay with a World, World Black Edition or World Elite MasterCard. Minimum four-night stay.

BANK MERCHANT CHANNELS

CARDHOLDERS

Over 475 million cardholders across Europe

BANK BRANCHES

Europe branches of the World's largest banks including:

- Santander
- Deutsche Bank
- HSBC
- BNP Paribas

MASTERCARD PROMOTIONAL CHANNELS

Preferred Hotels & Resorts Brand Website – two landing pages

Digital Tactics with Mastercard:

- Offers present on Mastercard priceless city website
- Print, Online, In Store / Offline, Direct Mail, Email, Mobile, SMS, Social





THE SPOTLIGHTS

2022 Calendar

SPOTLIGHT CAMPAIGNS
CALENDAR 2022

Q2			Q3			Q4		
APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC

THE MARKETPLACE: THE SPOTLIGHTS

EXPERIENCES
AROUND THE
WORLD

PREFERRED
DESTINATIONS
AROUND THE
WORLD

Family Travel

Destination Spas

Beaches & Islands

Food & Wine

Celebrations

European City Breaks

Florida & Caribbean



THE SPOTLIGHTS: EXPERIENCE CAMPAIGN– FAMILY TRAVEL

Email to I Prefer Members

OBJECTIVE

Drive incremental revenue to participating hotels through a series of engaging and targeted communications to travelers looking to take a family friendly vacation.

STRATEGY:

- Showcase the participating hotels and their appeal in the family travel segment
- give a reason to the audience to visit these highlighted destination and properties.

TIMING:

- April – July, 2022

ENGAGEMENT CHANNELS

- Digital media
- Online Merchandising
- I Prefer Engagement
- PHR Global Sales

BRAND PROGRAM

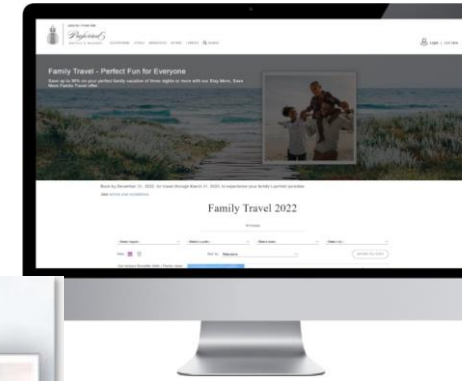
- Stay More Save More



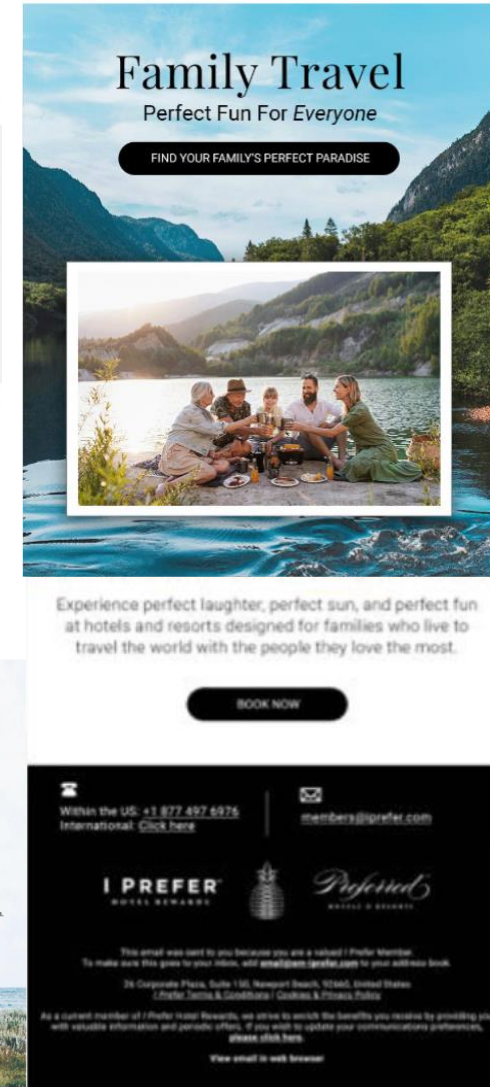
Digital Display



Campaign landing page



Global Sales Flyer



THE SPOTLIGHTS: EXPERIENCE CAMPAIGN– DESTINATION SPAS

Email to I Prefer Members

OBJECTIVE

Drive incremental revenue to participating hotels through a series of engaging and targeted communications to travelers looking for a unique hotel spa stay.

STRATEGY:

Showcase the diversity in spa hotel types and locations. Focusing on “Spa Stays Your Way” as the variety in ways and destinations are endless in ways travels can experience wellness.

TIMING:

- June – September, 2022

ENGAGEMENT CHANNELS

- Digital media
- Online Merchandising
- I Prefer Engagement
- PHR Global Sales

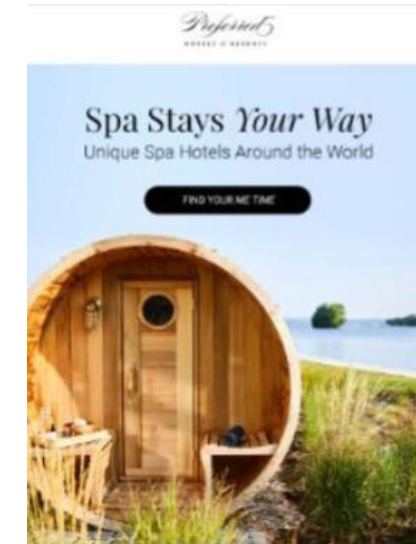
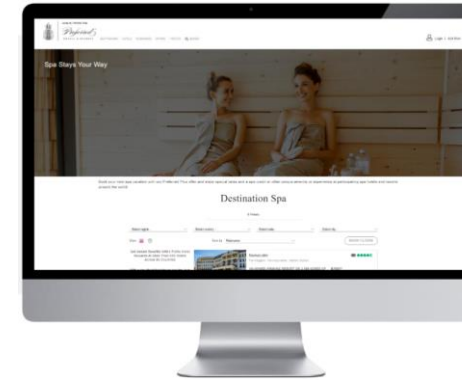
BRAND PROGRAM

- Preferred Plus

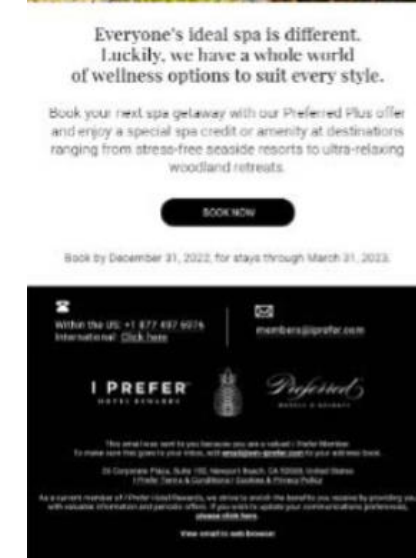
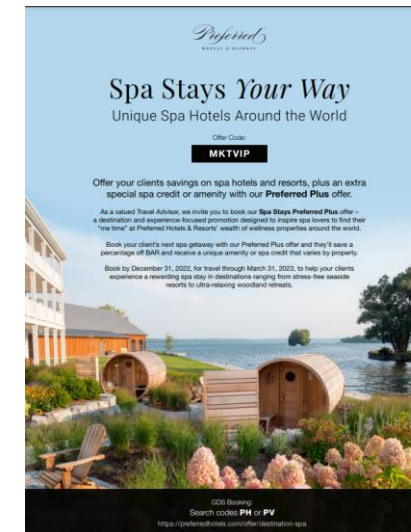
Digital Display



Campaign landing page



Global Sales Flyer



THE SPOTLIGHTS: EXPERIENCE CAMPAIGN– BEACHED & ISLANDS

OBJECTIVE

Drive incremental revenue to participating hotels through a series of engaging and targeted communications.

STRATEGY:

Showcase high-activity beach activities, family friendly escapes, and beachfront wellness near the participating hotels giving a reason to the audience to visit this destination.

TIMING:

- July– October, 2022

ENGAGEMENT CHANNELS

- Digital media
- Online Merchandising
- I Prefer Engagement
- PHR Global Sales

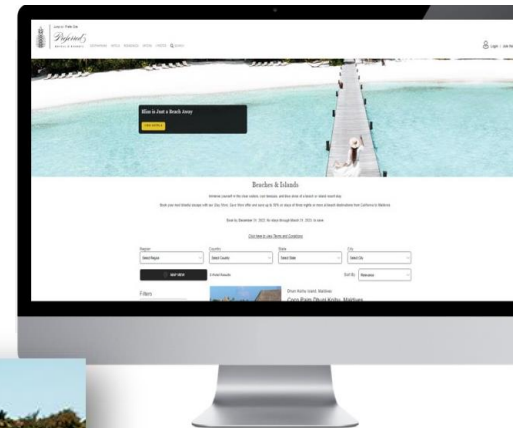
BRAND PROGRAM

- Stay More Save More

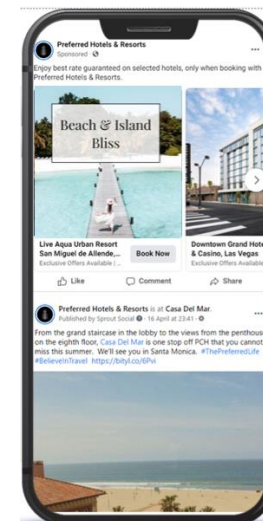
Digital Display



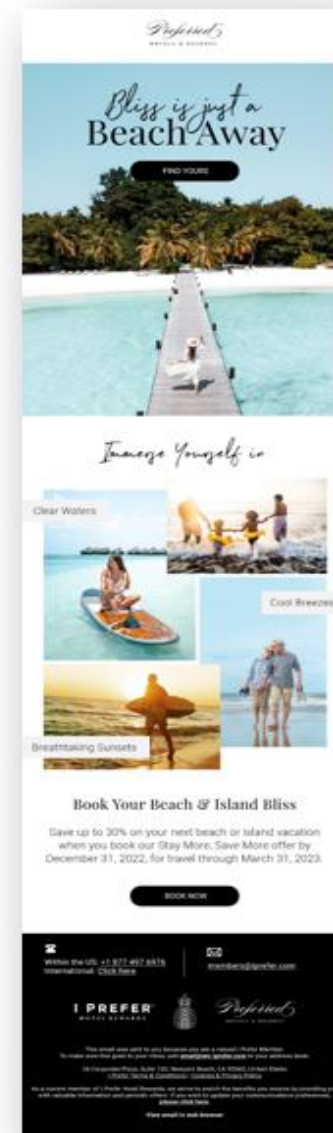
Campaign landing page



Social Media Ads



Email to I Prefer Members



THE SPOTLIGHTS: DESTINATION CAMPAIGN– EUROPE CITY BREAKS

OBJECTIVE

Drive incremental revenue to participating hotels through a series of engaging and targeted communications.

STRATEGY:

Showcase high-activity beach activities, family friendly escapes, and beachfront wellness near the participating hotels giving a reason to the audience to visit this destination.

TIMING:

- July– October, 2022

ENGAGEMENT CHANNELS

- Online Merchandising
- I Prefer Engagement
- PHR Global Sales

BRAND PROGRAM

- Preferred Plus

Email to I Prefer Members



Book your next European hotel stay with our Preferred Plus offer and receive an exclusive experience such as tickets to a museum or museum, a private shopping excursion, evening cocktails for two, and more.

Your Europe, Your Experience



Book by November 20, 2022, for travel through March 31, 2023, to receive your exclusive European stay experience.

BOOK NOW



Blog Article

WHERE NEXT?

SPOTLIGHT FOOD & DRINK THINGS TO DO TRAVEL GUIDES PUBLICATIONS



Where to Shop In Europe

Share This Post:



From Dazzling City Streets to Quaint Country Villages

Shopping while traveling is different from shopping at home. In fact, it's better.

THE SPOTLIGHTS: EXPERIENCE CAMPAIGN– FOOD & WINE

OBJECTIVE

Drive incremental revenue to participating hotels through a series of engaging and targeted communications.

STRATEGY:

Showcase all the unique food and wine options each hotel and destination has to offer

TIMING:

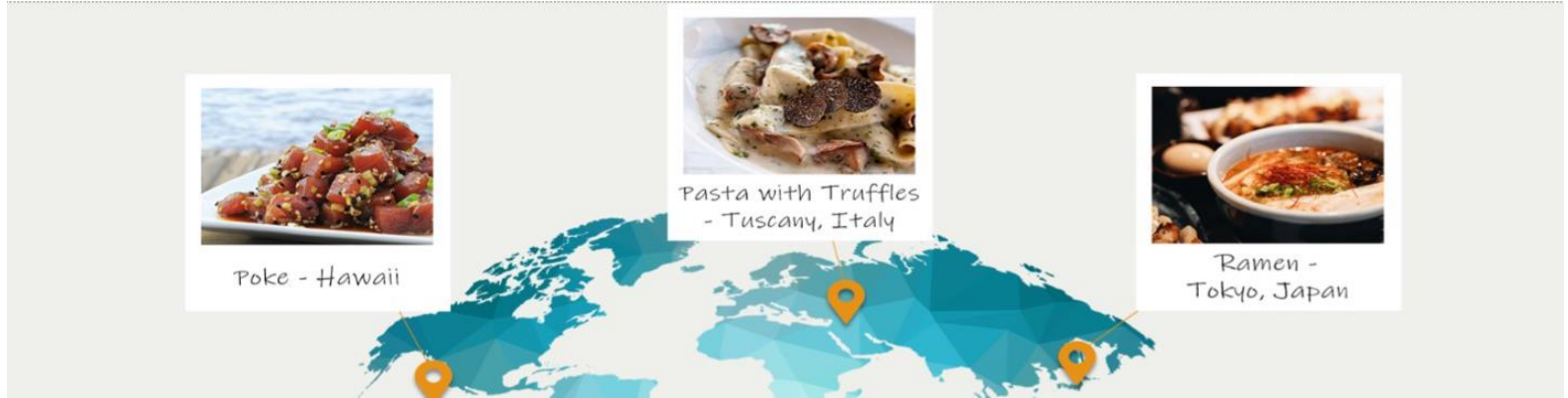
- September - December, 2022

ENGAGEMENT CHANNELS

- Digital media
- Online Merchandising
- I Prefer Engagement
- PHR Global Sales

BRAND PROGRAM

- Preferred Bed & Breakfast



**LAST CALL
FOR SPOTLIGHT FOOD & WINE**

SIGN UP NOW

THE SPOTLIGHTS: EXPERIENCE CAMPAIGN– CELEBRATIONS

OBJECTIVE

Drive traffic and bookings to participating hotels from key feeder markets..

STRATEGY:

Showcase all that participating hotels have to offer, giving a reason to the audience to visit this destination and celebrate the Preferred Hotels & Resorts way.

TIMING:

- September - December, 2022

ENGAGEMENT CHANNELS

- Digital media
- Online Merchandising
- I Prefer Engagement
- PHR Global Sales

BRAND PROGRAM

- To be confirmed



**LAST CALL
FOR SPOTLIGHT CELEBRATIONS**

[SIGN UP NOW](#)

THE SPOTLIGHTS: DESTINATION CAMPAIGN– FLORIDA AND CARRIBEAN

OBJECTIVE

Drive traffic and bookings to participating hotels from key feeder markets..

STRATEGY:

Showcase all that Florida and the Caribbean have to offer giving a reason to the audience to visit this destination.

TIMING:

- September - December, 2022



ENGAGEMENT CHANNELS

- Digital media
- Online Merchandising
- I Prefer Engagement
- PHR Global Sales

BRAND PROGRAM

- Stay More Save More

LAST CALL
FOR SPOTLIGHT FLORIDA AND CARRIBEAN

[SIGN UP NOW](#)

Preferred[™]
HOTELS & RESORTS



THE
MARKETPLACE
PREFERRED HOTELS & RESORTS

THE ACCELERATORS

2022 CALENDAR

**THE MARKETPLACE
CAMPAIGN
CALENDAR 2022**

**Timing is TBD based on hotels
that sign up for specific programs*

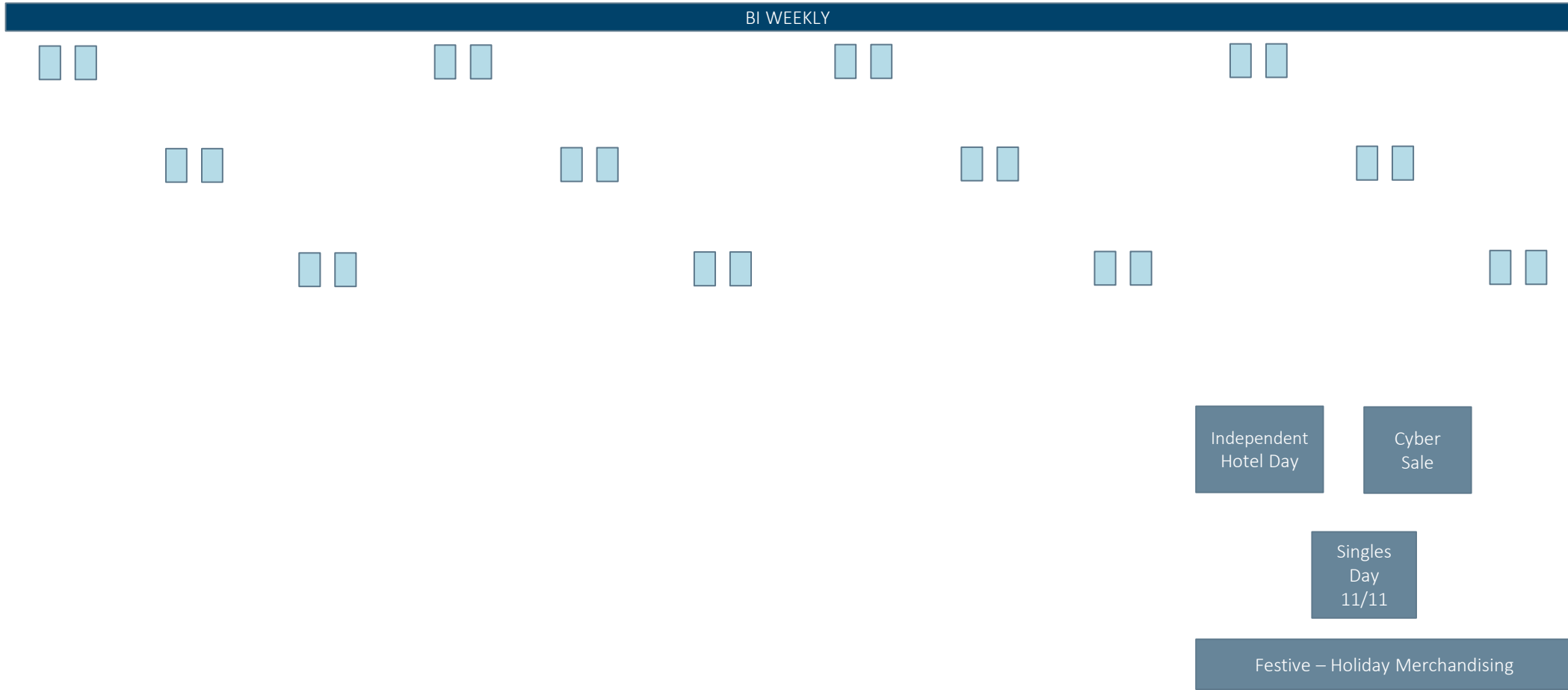
Q1			Q2			Q3			Q4		
JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC

AROUND THE WORLD - WHERE NEXT?

THE MARKETPLACE THE ACCELERATORS

**LAST MINUTE ESCAPE
EMAILS**

**SEASONAL BRANDED
ACCELERATORS**
(For hotel sign up in
The Marketplace)



LAST MINUTE ESCAPES

Email to I Prefer Members



OBJECTIVE

Generate room nights when your hotel needs it the most

STRATEGY:

Twice a month distribution offering 35% off BAR to highly engaged I Prefer Members within 14-day book-by, and 45-day travel-by windows..

TIMING:

- Every other Tuesday of 2022

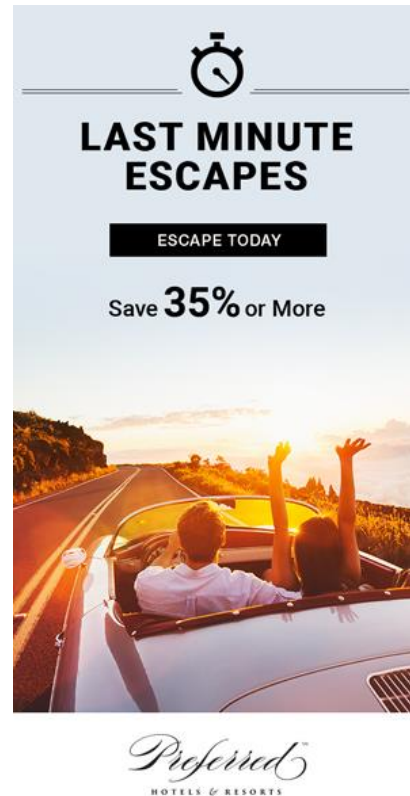
ENGAGEMENT CHANNELS

- Digital media
- I Prefer Engagement
- Campaign landing page

BRAND PROGRAM

- Last Minute Escapes

Display media



CYBER SALES

OBJECTIVE

Drive traffic and bookings to participating hotels from key feeder markets.

STRATEGY:

Drive urgency with a short booking window for Cyber Monday and offer an I Prefer incentive.

TIMING:

- November, 2022

ENGAGEMENT CHANNELS

- Digital media
- I Prefer Engagement
- Campaign landing page

BRAND PROGRAM

- To be confirmed

OUR BIGGEST PROMOTION OF THE YEAR!

SIGN UP NOW



THE
MARKETPLACE

PREFERRED HOTELS & RESORTS