

Preferred[™]
HOTELS & RESORTS

THE
MARKETPLACE
— PREFERRED HOTELS & RESORTS — **2022**

SPOTLIGHT CAMPAIGN: EXPERIENCE — DESTINATION SPA

June— September 2022

THE SPOTLIGHTS: EXPERIENCE – DESTINATION SPA
CAMPAIGN OVERVIEW



OBJECTIVES

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 travelers can experience wellness.

CAMPAIGN MESSAGE

Spa Stays Your Way
Unique Spa Hotels Around the World Because There’s No Wrong Way to Spa

TIMING

June - September, 2022

OFFER

Preferred Plus



THE SPOTLIGHTS: EXPERIENCE – DESTINATION SPA
CAMPAIGN MESSAGE



Spa Stays Your Way

Unique Spa Hotels Around the World
Because There's No Wrong Way to Spa

Everyone's ideal spa is different.
Luckily, we have a whole world of wellness options to
suit every style.



TARGET AUDIENCE

- People with a high intent to book a unique spa experience hotel stay
- Global feeder markets for participating hotels
- Qualified *I Prefer* members



THE SPOTLIGHTS: EXPERIENCE – DESTINATION SPA

ENGAGEMENT CHANNELS

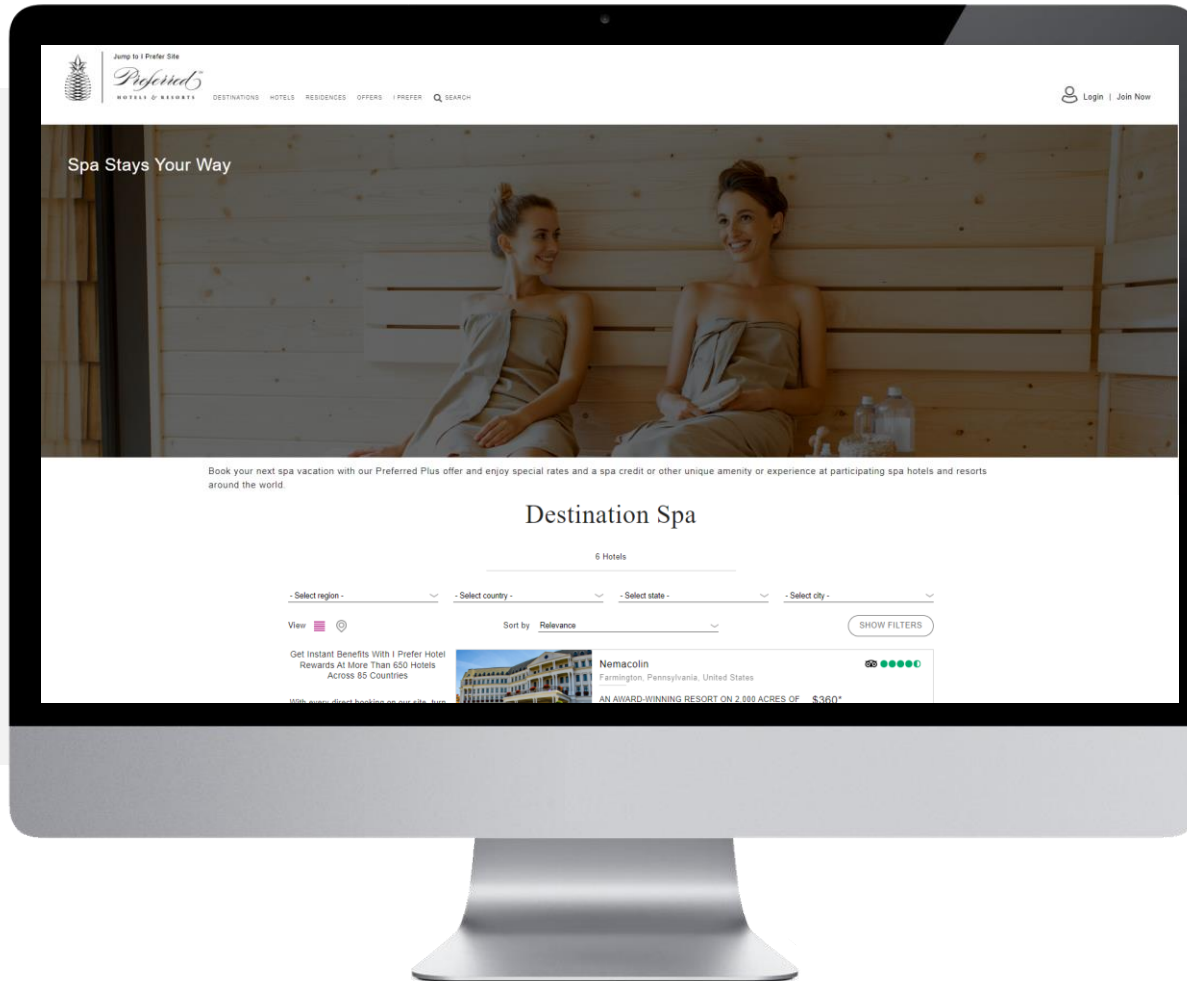


DIGITAL TACTICS

THE SPOTLIGHTS: THE SPOTLIGHTS: EXPERIENCE – DESTINATION SPA

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PREFERRED BRAND WEBSITE



1

Dedicated landing page featuring participating hotels

2

Landing page live June – September 2022

3

<https://preferredhotels.com/offer/destination-spa>

PREFERRED – DIGITAL DISPLAY

PROSPECTING

- Contextual targeting
- People looking for a similar property
- People looking for spa hotels

LANDING PAGE REMARKETING

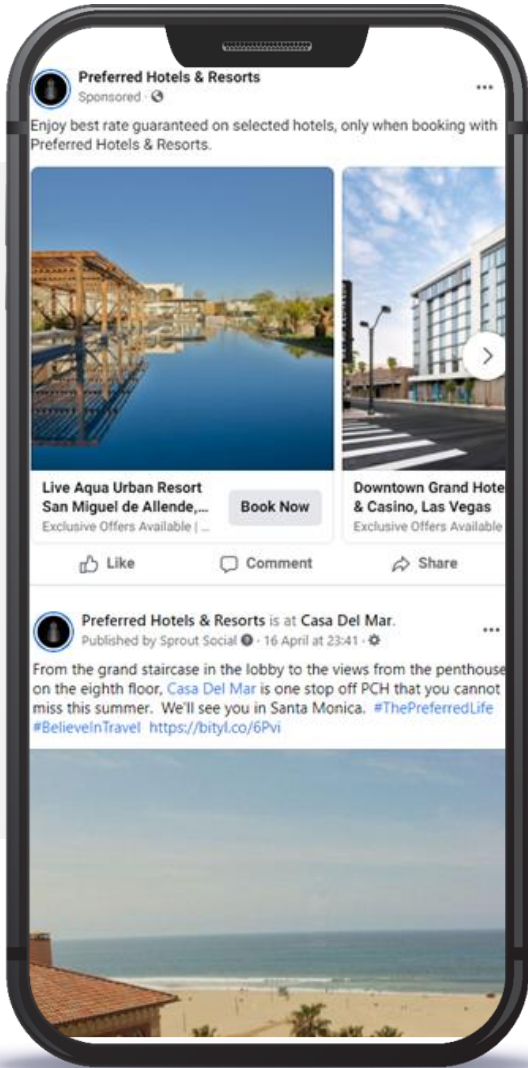
- Display advertising for visitors who land on the dedicated campaign landing page

SEGMENTED AUDIENCES FOCUSING ON

- Behavior – past user / booker data
- Psychographic – aspirational and interest in unique hotel spa stays
- Demographic targeting



PREFERRED – PAID SOCIAL MEDIA



Example only

1

Dynamic advertising on Facebook to automatically promote hotels to people that have expressed interest in similar properties on the PH&R website, app, and elsewhere on the internet

2

Display advertising targeting people who have expressed an interest in unique spa stays

3

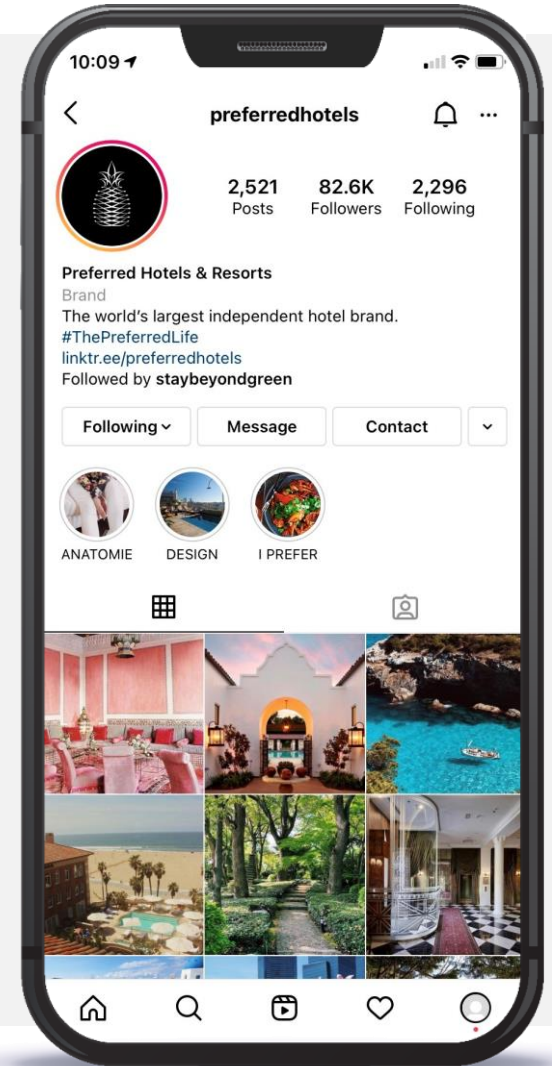
Remarketing ads for visitors of the campaign landing page

BRAND SOCIAL

WE ARE STORYTELLERS...

- **STORIES:**
 - **Instagram & Facebook Story features**
 - Details: Stories will highlight activities at participating properties with the “swipe up” feature leading to the campaign landing page. Stories will live in a Highlight on the [@PreferredHotels](#) Instagram.
- **POSTS:**
 - **Facebook Posts**
 - Details: Posts on the [@PreferredHotels](#) Facebook Page will detail the DESTINATION SPA offer and participating hotel images with a direct link to the campaign landing page.
- **INTERACTIVE TWEETS:**
 - **Twitter Posts**
 - Details: One campaign announcement post and interactive posts including polls on the [@PreferredHotels](#) Twitter account about family friendly activities. All tweets will include links to the campaign landing page.

Example only



I PREFER MEMBER E-MAIL

THE SPOTLIGHTS: THE SPOTLIGHTS: EXPERIENCE – DESTINATION SPA

I PREFER EMAIL

1

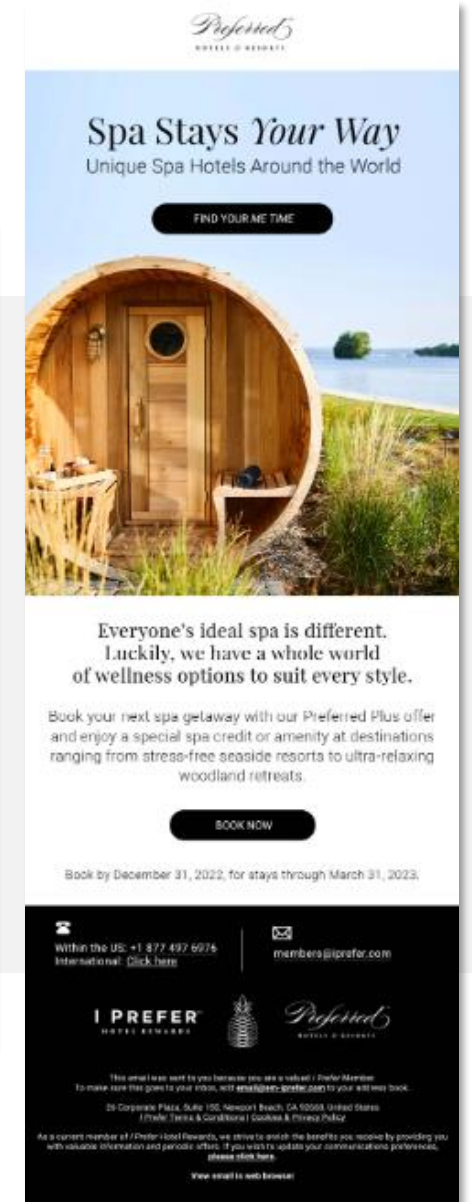
Email supporting content relevant to the campaign theme and the participating hotels

2

Highly targeted audience of feeder markets for participating hotels

3

Deployment: May 3, 2021



PREFERRED GLOBAL SALES

THE SPOTLIGHTS: THE SPOTLIGHTS: EXPERIENCE – DESTINATION SPA

SALES FLYER

Dedicated sales flyer distributed to key agents and agencies within the Preferred network

Preferred
HOTELS & RESORTS

Suites & Sea Breezes

Rate Code:
MKTSD

Save your clients up to 30% on stays of two nights or more in spacious suites throughout Florida and the Caribbean.

As a valued Travel Advisor, we invite you to book our Preferred Suites Florida and the Caribbean offer: Suites & Sea Breezes, a destination-focused offer crafted to inspire everyone seeking a warm-weather vacation to elevate their travel goals with a suite stay instead of a standard room. After the past year, they deserve to treat themselves to a little extra, at a great price.

Impress your clients with up to 30% off BAR when they stay two nights or more at any of these half-dozen sun-soaked destinations.

Book by December 31, 2021, for travel through March 31, 2022.

GDS Booking:
Search codes **PH** or **PV**
<https://preferredhotels.com/offer/florida-and-caribbean>



Reunion Resort & Golf Club
Kissimmee, Florida, USA



Punta Cana Coral Beach Cancun All-Inclusive Spa Resort



Live Aqua Cancun All Inclusive Adults Only
Cancun, Mexico



Live Aqua Beach Resort Punta Cana
Punta Cana, Dominican Republic



Trump International Beach Resort Miami
Sunny Isles Beach, Florida, USA


Example only




THE SPOTLIGHTS: EXPERIENCE – DESTINATION SPA SALES NEWSLETTER

Banner inclusion in sales newsletter which gets sent to key travel agents within the Preferred network

EXCLUSIVE COLLECTION & EXPERIENTIAL OFFERS

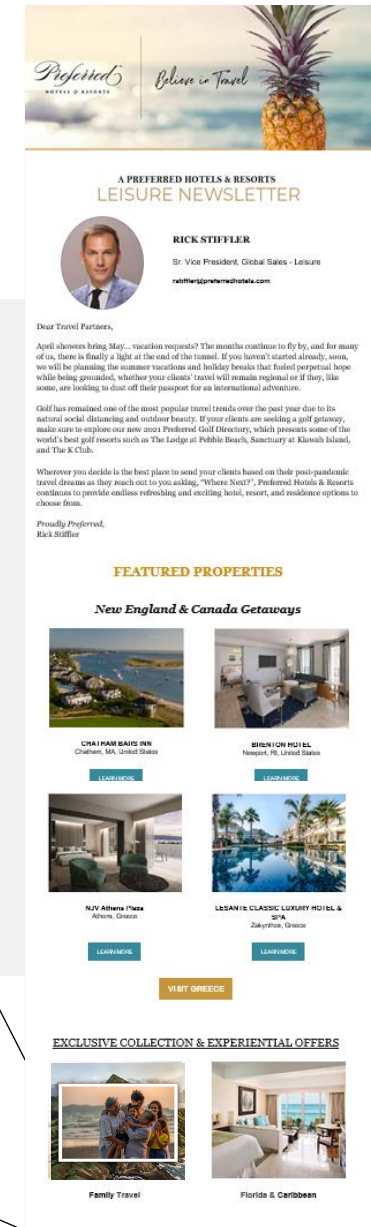


Family Travel



Florida & Caribbean

Example only



Preferred Hotels & Resorts
Believe in Travel

**A PREFERRED HOTELS & RESORTS
LEISURE NEWSLETTER**

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

Dear Travel Partners,

April showers bring May... vacation requests? The months continue to fly by, and for many of us, there is finally a light at the end of the tunnel. If you haven't started already, soon, we will be planning the summer vacations and holiday breaks that fueled perpetual hope while being grounded, whether your clients' travel will remain regional or if they, like some, are looking to dust off their passport for an international adventure.


Golf has remained one of the most popular travel trends over the past year due to its natural social distancing and outdoor beauty. If your clients are seeking a golf getaway, make sure to explore our new 2021 Preferred Golf Directory, which presents some of the world's best golf resorts such as The Lodge at Pebble Beach, Sanctuary at Kiawah Island, and The R Club.

Wherever you decide is the best place to send your clients based on their post-pandemic travel dreams as they reach out to you asking, "Where Next?", Preferred Hotels & Resorts continues to provide endless refreshing and exciting hotel, resort, and residence options to choose from.


Proudly Preferred,
Rick Stiffler

FEATURED PROPERTIES


New England & Canada Getaways




CHATHAM BARS INN
Chatham, MA, United States
[LEARN MORE](#)



BRENTON HOTEL
Newport, RI, United States
[LEARN MORE](#)




NYJ Athens Plaza
Athens, Greece
[LEARN MORE](#)




LESANI CLASSIC LUXURY HOTEL & SPA
Zakynthos, Greece
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EXCLUSIVE COLLECTION & EXPERIENTIAL OFFERS



Family Travel



Florida & Caribbean



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