

Preferred[™]
HOTELS & RESORTS

THE

MARKETPLACE

PREFERRED HOTELS & RESORTS

2022

SPOTLIGHT CAMPAIGN: EXPERIENCE — BEACHES & ISLANDS

July 26 – October 30, 2022

THE SPOTLIGHTS: EXPERIENCE – BEACHES & ISLANDS

CAMPAIGN OVERVIEW



OBJECTIVES

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

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.

CAMPAIGN MESSAGE

Bliss is Just a Beach Away

Campaign Approach:
Encourage travelers to visit quiet and calm locales for longer stays in order to save.

TIMING

July 26 – October 30, 2022

OFFER

Stay More, Save More



CAMPAIGN MESSAGE



Bliss is Just a Beach Away

Don't you deserve a few days in a shaded seaside hammock, quietly swaying in the breeze?

Book our Beaches & Islands Stay More, Save More offer by October 30, 2022, for stays through March 31, 2023, and save up to 30% off beach and island vacations of three nights or more.



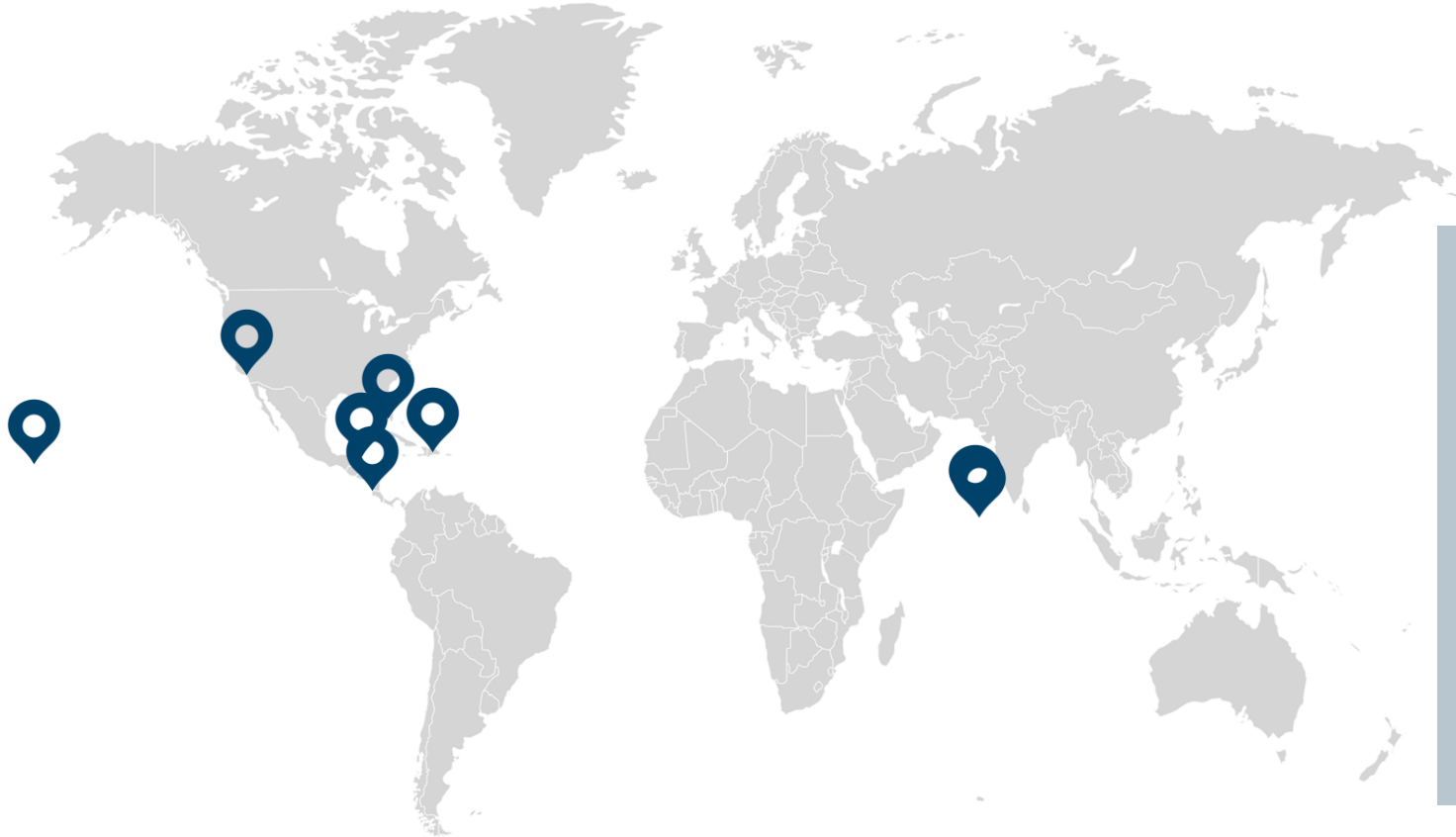
TARGET AUDIENCE

- People with a high intent to travel to coastal beach and island destinations
- *I Prefer* members that indicate beaches & islands as a preference
- Global feeder markets for participating hotels
- Qualified *I Prefer* members



THE SPOTLIGHTS: EXPERIENCE – BEACHES & ISLANDS

PARTICIPATING HOTELS



	PROPERTIES	LOCATION
1	Hotel Californian	Santa Barbara, California, United States
2	Alohilani Resort Waikiki Beach	Honolulu, Hawaii, United States
3	Eau Palm Beach Resort & Spa	Palm Beach/Manalapan, Florida, United States
4	Rancho Santana	Tola, Nicaragua
5	Coco Bodu Hithi, Maldives	North Male Atoll, Maldives
6	Coco Palm Dhuni Kolhu, Maldives	Dhuni Kolhu Island, Maldives
7	NIZUC Resort & Spa	Cancun, Mexico
8	Aurora Anguilla Resort & Golf Club	Anguilla, Anguilla



THE SPOTLIGHTS: EXPERIENCE – BEACHES & ISLANDS

ENGAGEMENT CHANNELS

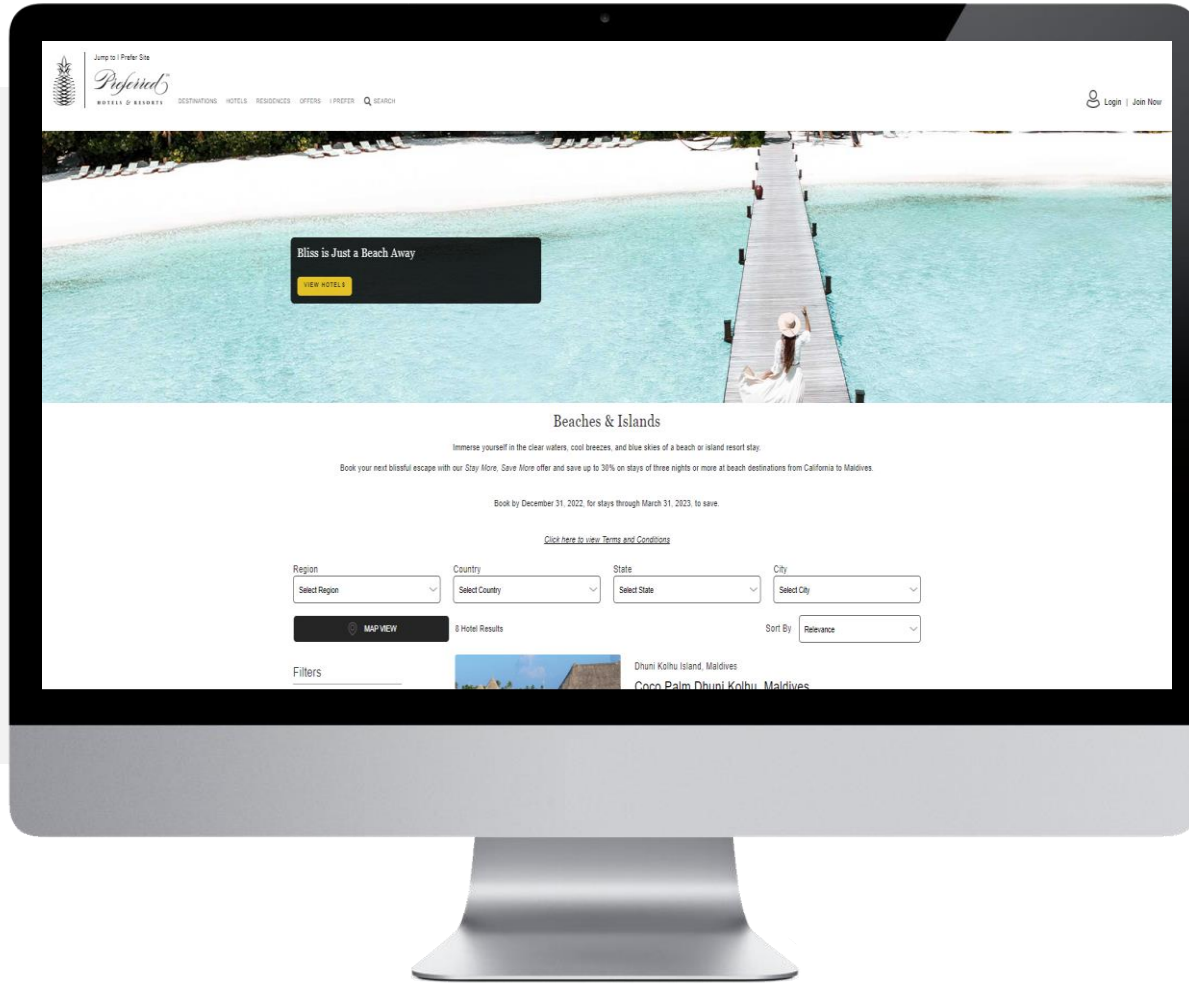


DIGITAL TACTICS

THE SPOTLIGHTS: EXPERIENCE – BEACHES & ISLANDS

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PREFERRED BRAND WEBSITE



1

Dedicated landing page featuring participating hotels

2

Landing page live July 26 – October 30, 2022

3

<https://preferredhotels.com/offer/beaches-islands>

PREFERRED – DIGITAL DISPLAY

PROSPECTING

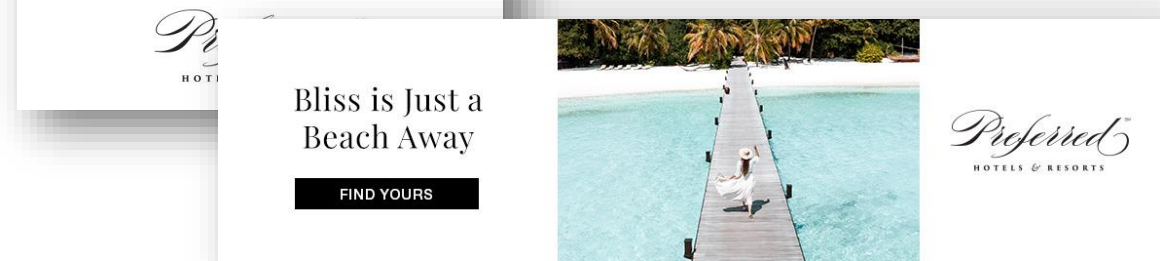
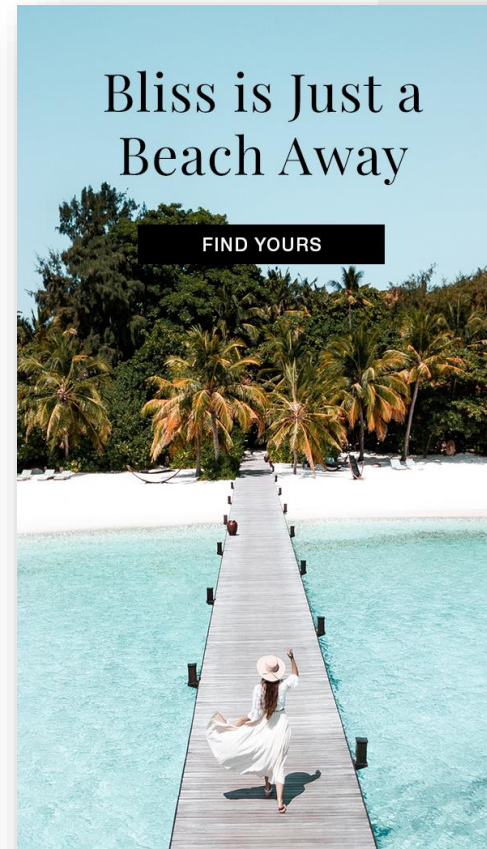
- Contextual targeting
- People looking for a similar property
- People looking for family friendly hotels

LANDING PAGE REMARKETING

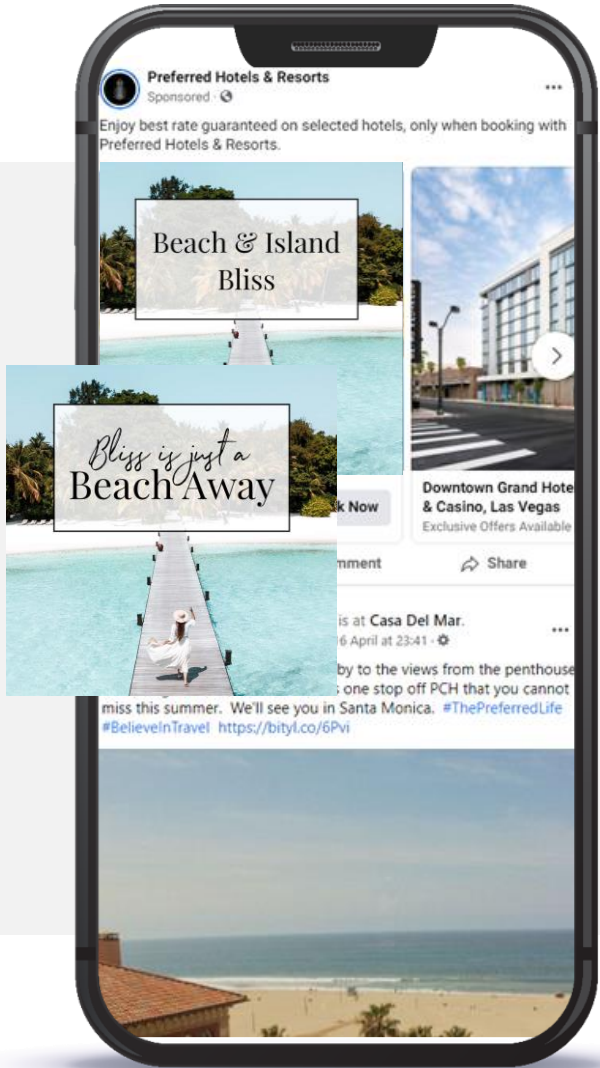
- Display advertising for visitors who land on the dedicated campaign landing page

SEGMENTED AUDIENCES FOCUSING ON

- Behavior – past user / booker data
- Psychographic – aspirational and interest in family friendly travel and vacation
- Demographic targeting



PREFERRED – PAID SOCIAL MEDIA



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 travel to Beaches & Island destinations

3

Remarketing ads for visitors of the campaign landing page

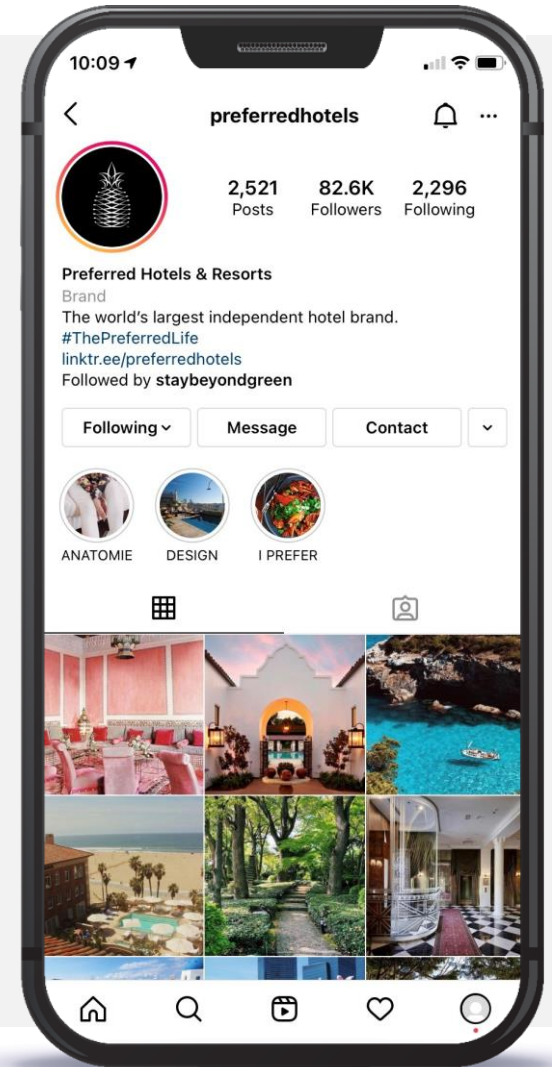
4

Conducting a copy test.
One with offer, one without.

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.
 - Audience Reach: 82.6k Followers
- **POSTS:**
 - **Facebook Posts**
 - Details: Posts on the [@PreferredHotels](#) Facebook Page will detail the BEACHES & ISLANDS offer and participating hotel images with a direct link to the campaign landing page.
 - Audience Reach: 297.6k



I PREFER MEMBER E-MAIL

THE SPOTLIGHTS: EXPERIENCE – BEACHES & ISLANDS

I PREFER EMAIL

1

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

2

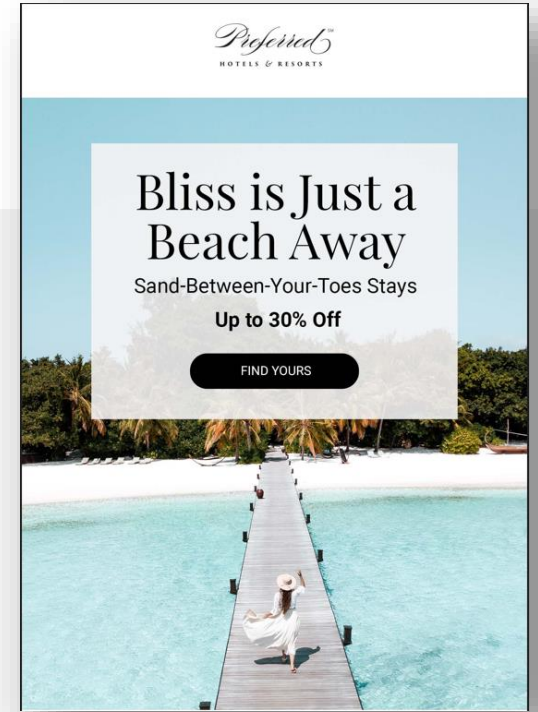
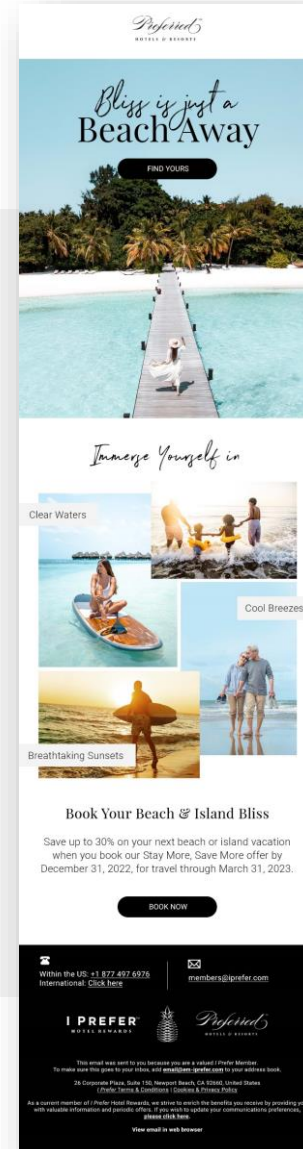
Highly targeted audience of *I Prefer* members who expressed interest in beaches/islands plus customers with past stays at participating hotels

3

Deployment: July 26, 2022

3

Creative test, showing the offer in hero vs no offer language

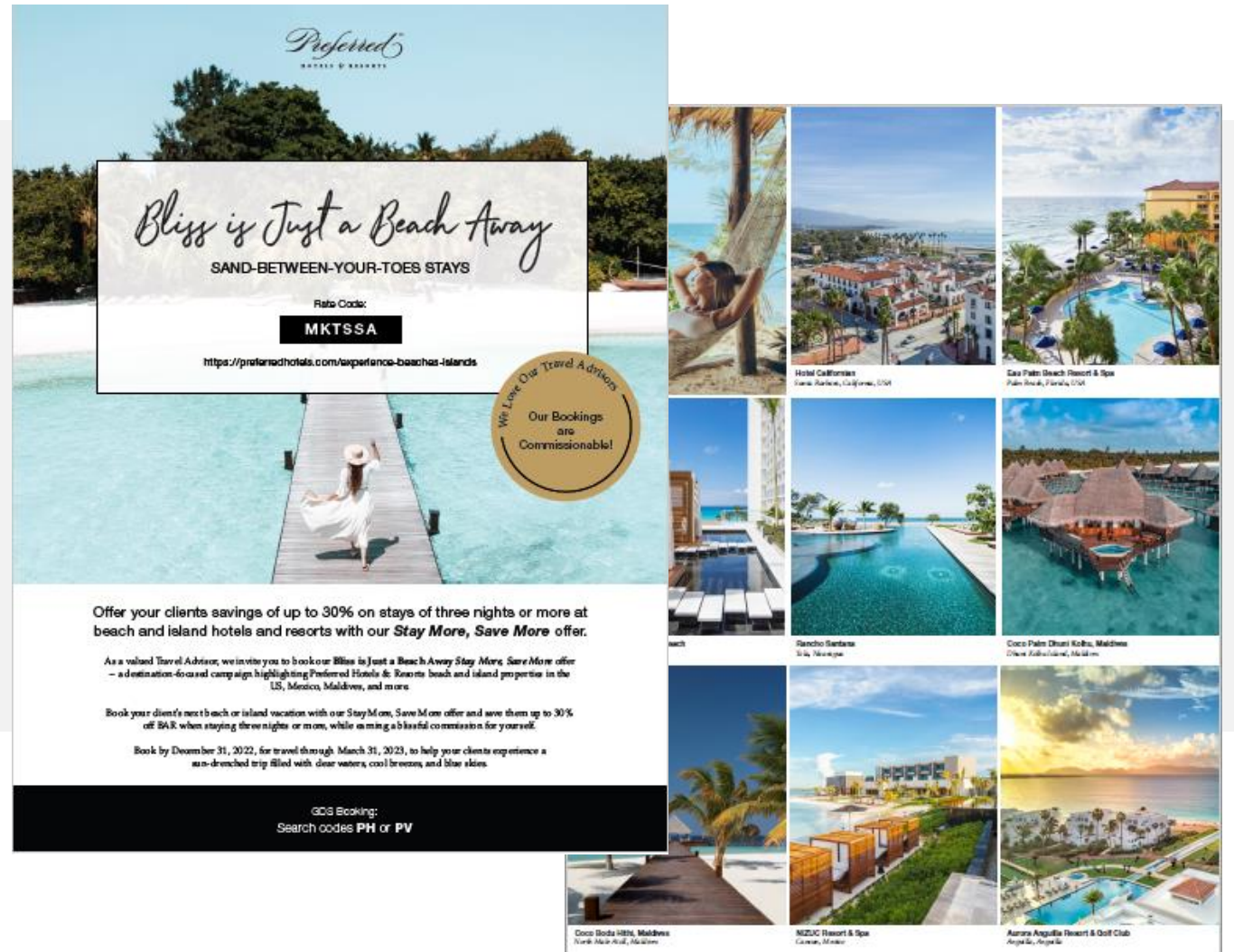


PREFERRED GLOBAL SALES

THE SPOTLIGHTS: EXPERIENCE – BEACHES & ISLANDS

SALES FLYER

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



Preferred
HOTELS & RESORTS

Bliss is Just a Beach Away
SAND-BETWEEN-YOUR-TOES STAYS

Rate Code:
MKTSSA

<https://preferredhotels.com/experience-beaches-islands>

We Love Our Travel Advisors
Our Bookings are Commissionable!

Offer your clients savings of up to 30% on stays of three nights or more at beach and island hotels and resorts with our **Stay More, Save More** offer.

As a valued Travel Advisor, we invite you to book our **Bliss is Just a Beach Away Stay More, Save More** offer – a destination-focused campaign highlighting Preferred Hotels & Resorts beach and island properties in the US, Mexico, Maldives, and more.

Book your client's next beach or island vacation with our **Stay More, Save More** offer and save them up to 30% off BARR when staying three nights or more, while earning a beautiful commission for yourself.

Book by December 31, 2022, for travel through March 31, 2023, to help your clients experience a sun-drenched trip filled with clear waters, cool breezes, and blue skies.

GDS Booking:
Search codes **PH** or **PV**

Hotel California
Carlsbad, California, USA

Coco Palm Beach Resort & Spa
Palm Beach, Florida, USA

Rancho Santana
Sibú, Mexico

Coco Palm Overwater Villas
Maldives

Coco Boda Villas
North Malé Atoll, Maldives

NIJIC Resort & Spa
Cancun, Mexico

Aurora Anguilla Resort & Golf Club
Anguilla, Anguilla




THE SPOTLIGHTS: EXPERIENCE – BEACHES & ISLANDS


SALES NEWSLETTER

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


EXCLUSIVE COLLECTION & EXPERIENTIAL OFFERS




Family Travel



Beaches & Islands



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


 <p>CHATHAM BARS INN Chatham, MA, United States LEARN MORE</p>	 <p>BRENTON HOTEL Newport, RI, United States LEARN MORE</p>
 <p>NYJ Athens Plaza Athens, Greece LEARN MORE</p>	 <p>LESANI CLASSIC LUXURY HOTEL & SPA Zakynthos, Greece LEARN MORE</p>

[VISIT GREECE](#)

EXCLUSIVE COLLECTION & EXPERIENTIAL OFFERS



Family Travel



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