

Preferred[™]
HOTELS & RESORTS

THE

MARKETPLACE

2022

PREFERRED HOTELS & RESORTS

SPOTLIGHT CAMPAIGN: FLORIDA & CARIBBEAN

October 9 – December 31, 2022

THE SPOTLIGHTS: FLORIDA & CARIBBEAN
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 to travelers looking to take a warm weather vacation.

STRATEGY

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

CAMPAIGN MESSAGE

Soak up the sun in Florida and The Caribbean

Campaign Approach:
Encourage travelers to visit Florida or Caribbean beaches during winter with the Stay More, Save More offer.

TIMING

October 9 – December 31, 2022

OFFER

Stay More, Save More



THE SPOTLIGHTS: FLORIDA & CARIBBEAN

CAMPAIGN MESSAGE



Soak up the Sun in Florida & The Caribbean.

Book three nights or more with our Stay More, Save More offer by December 31, 2022, for stays through March 31, 2023, and save up to 30% off beach and island vacations of three nights or more off your next stay.



TARGET AUDIENCE

- *I Prefer* members that indicate beaches & islands as a preference
- Customers with past stays at the participating hotels
- Qualified *I Prefer* members



THE SPOTLIGHTS: FLORIDA & THE CARIBBEAN

PARTICIPATING HOTELS



	PROPERTIES	LOCATION
1	Eau Palm Beach Resort & Spa	Palm Beach/Manalapan, Florida, United States
2	NIZUC Resort & Spa	Cancun, Mexico
3	Trump International Beach Resort Miami	Sunny Isles Beach, Florida, United States
4	Reunion Resort & Golf Club	Kissimmee, Florida, United States
5	Biltmore Hotel	Coral Gables, Florida, United States



THE SPOTLIGHTS: FLORIDA & THE CARIBBEAN

ENGAGEMENT CHANNELS

Paid Display

Paid Social Media

PHR Brand Social Media

Strategic Targeting

Digital
Media

I Prefer
Engagement

Email to *I Prefer* Member:
Segmentation strategy to complement the
destination
and participants

Online
Merchandising

Dedicated Landing Page

Blog Post

Preferred
Hotels & Resorts
Global Sales

Sales Newsletter Inclusion

Sales Flyer

PREFERRED
GLOBAL
MARKETING

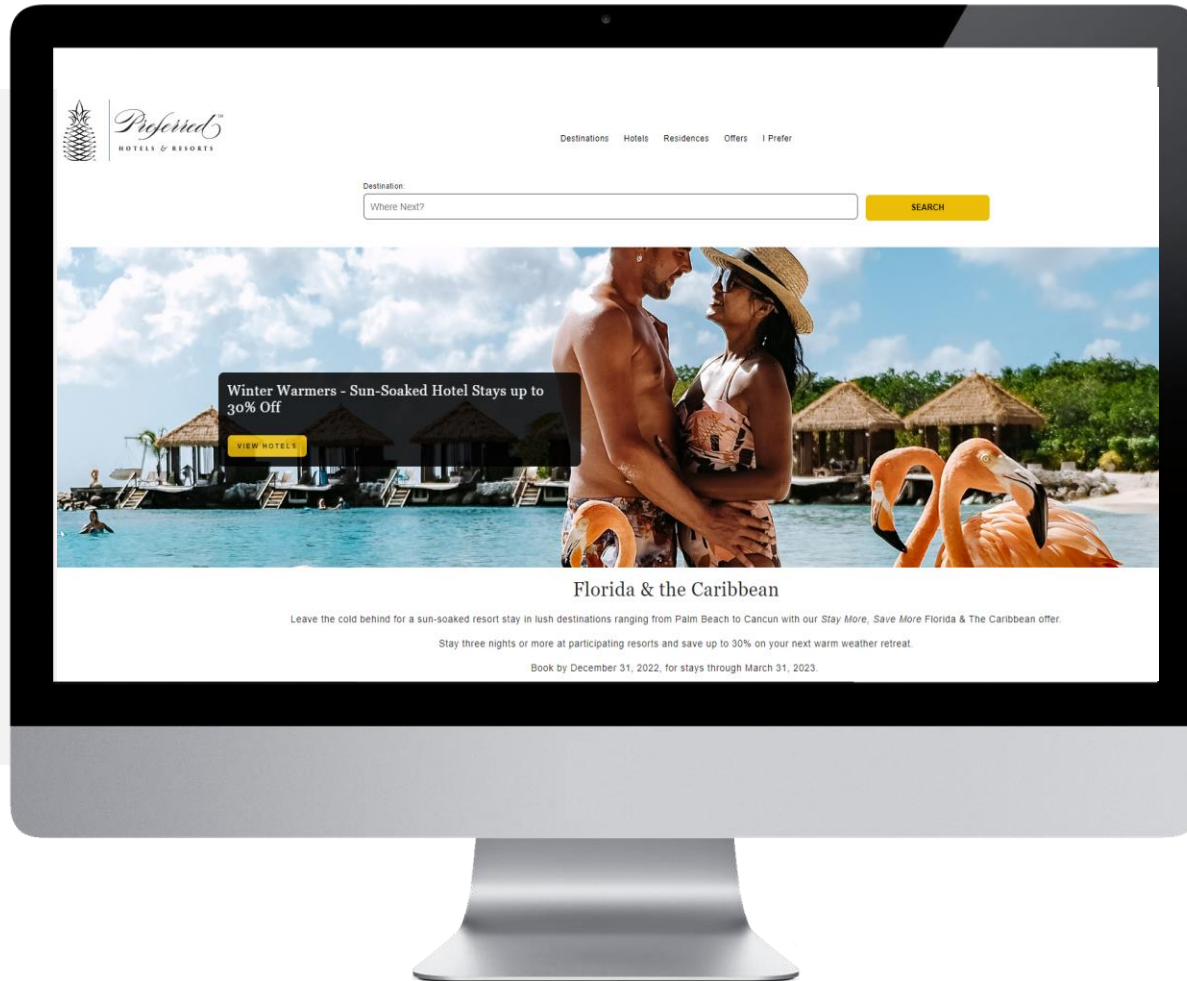


DIGITAL TACTICS

THE SPOTLIGHTS: FLORIDA & THE CARIBBEAN

THE SPOTLIGHTS: FLORIDA & THE CARIBBEAN

PREFERRED BRAND WEBSITE



- 1 Dedicated landing page featuring participating hotels
- 2 Landing page live October 9 – December 31, 2022
- 3 <https://preferredhotels.com/offer/florida-caribbean>

PREFERRED – DIGITAL DISPLAY

CUSTOM INTENT

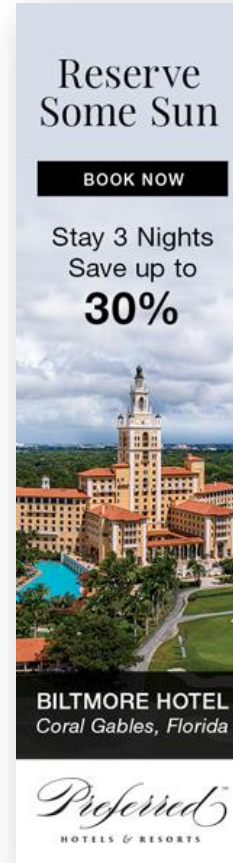
- Using hotel & location specific URLs and keywords to inform custom intent audiences, such as 'Miami hotels,' 'Florida/Caribbean holidays,' or 'Biltmore Coral Gables,' while targeting generic themes related to off-season holidays and winter sun

THIRD PARTY AUDIENCES

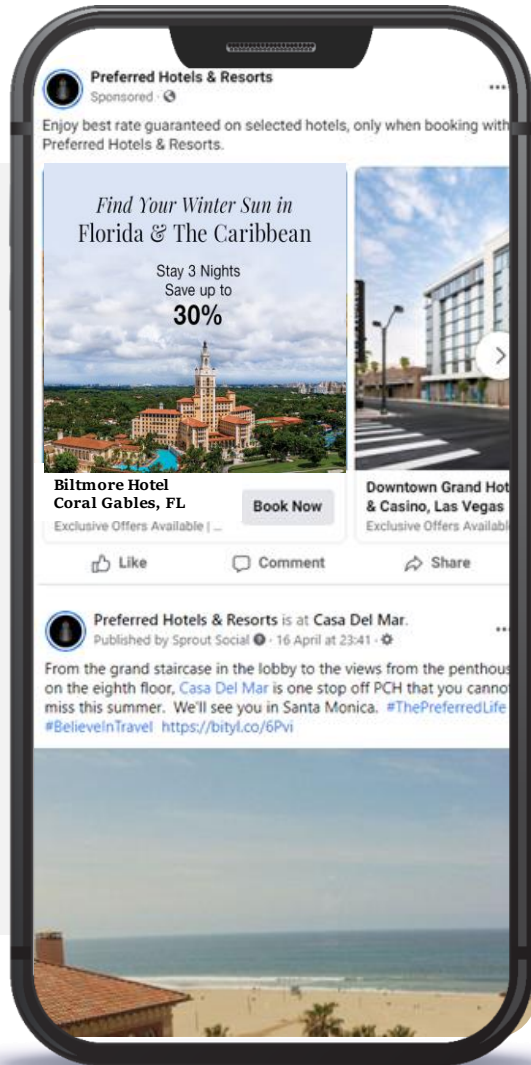
- Using pre-formed audiences provided by the Google marketing platform with themes related to off-season holidays/winter sun as well as those web users interested in traveling to certain destinations such as Florida, The Caribbean, Barbados, Jamaica, Miami and more.

LANDING PAGE RETARGETING

- Targets non-purchasing web users; visitors from the campaign landing page



PREFERRED – PAID SOCIAL MEDIA



1

Property Prospecting: Targets a broad U.S. nation-wide audience using a sales goal objective to target highly relevant web users

2

Property Retargeting: Targets those non-purchasing web users who have previously interacted with URLs and ads relating to Florida and Caribbean properties in the Preferred catalogue

3

Landing Page Retargeting: Targets non-purchasing visitors of the campaign landing page

BRAND SOCIAL

WE ARE STORYTELLERS...

Our channels include:

INSTAGRAM:

- Posts, Reels & Story features
- Details: A selection of the above formats will be activated to raise awareness of activity and link to the campaign landing page.
- Audience Reach: 107k Followers

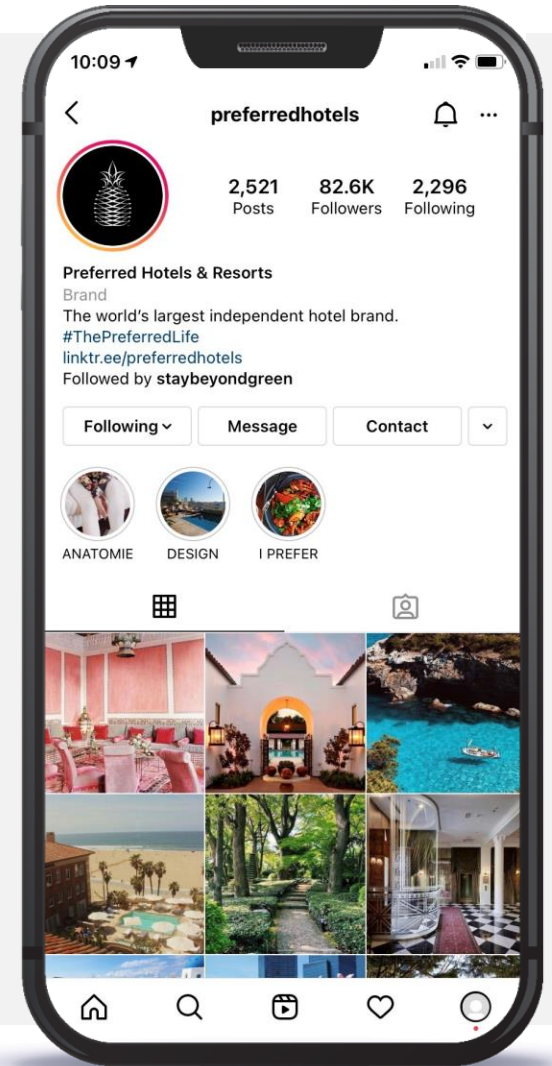
FACEBOOK:

- Posts & Stories
- Details: Posts on the [@PreferredHotels](#) Facebook Page will detail offer with a direct link to the campaign landing page. Potential for Instagram stories to also feature on Facebook stories
- Audience Reach: 302k

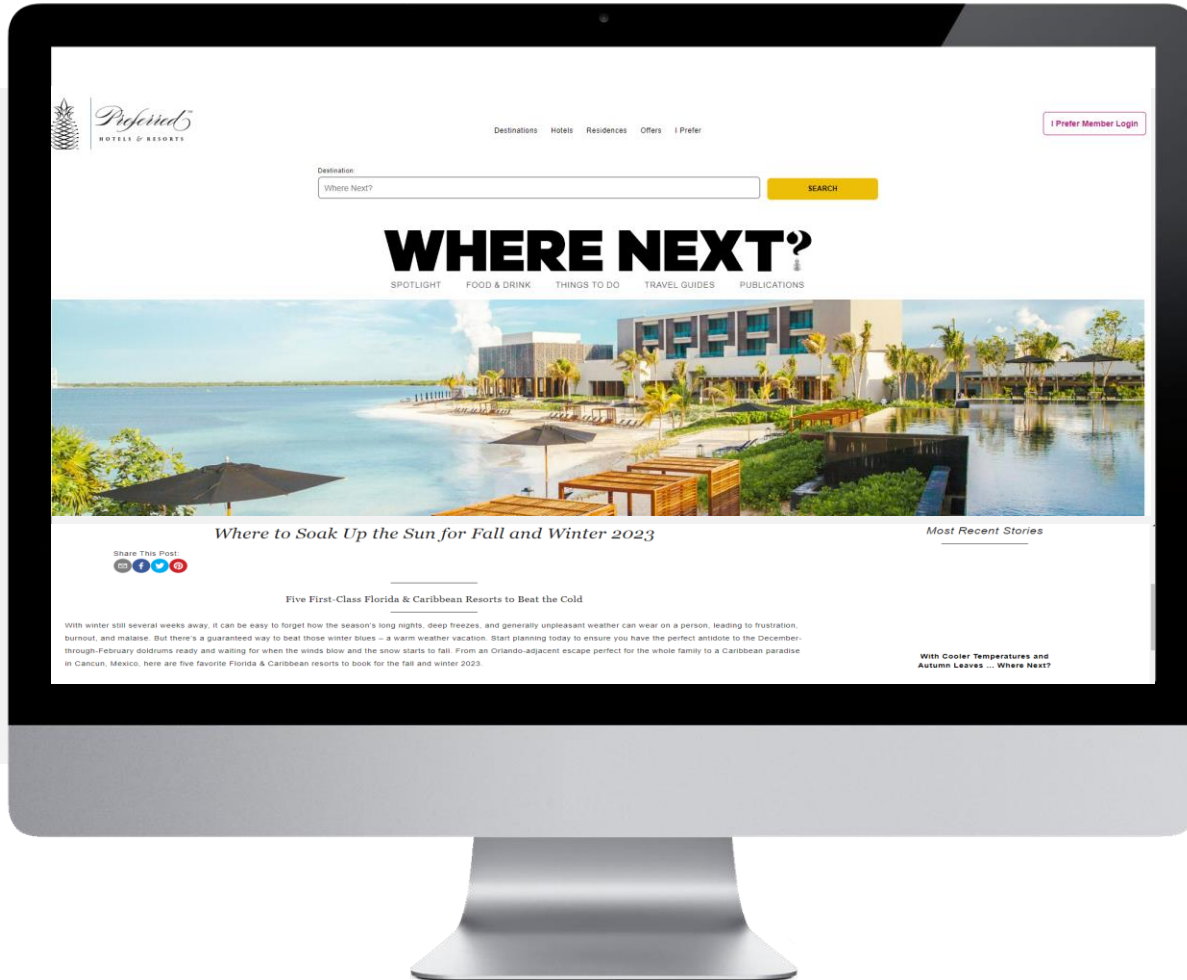
INTERACTIVE TWEETS:

- Twitter Posts
- Details: On the [@PreferredHotels](#) Twitter, all tweets will include links to the campaign landing page.
- Audience Reach: 32k

Depending on strength of offer and imagery available, a combination of the above channels will be activated in support of the promotion.



PREFERRED BLOG



1

Dedicated Blog Post

2

Blog to be featured in upcoming IP Newsletter

3

<https://preferredhotels.com/where-next/spotlight/where-soak-sun-fall-and-winter-2023>

I PREFER MEMBER E-MAIL

THE SPOTLIGHTS: FLORIDA & THE CARIBBEAN

I PREFER EMAIL

1

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

2

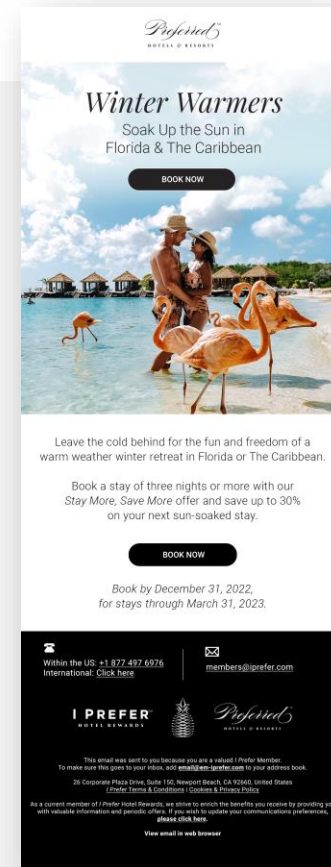
Highly targeted audience of *I Prefer* members who expressed interest in beaches/islands plus customers with past stays at participating hotels

3

Deployment: October 9, 2022

4

Creative test, long version showing participating hotels vs short version not showing hotels



PREFERRED GLOBAL SALES

THE SPOTLIGHTS: FLORIDA & THE CARIBBEAN

SALES FLYER

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

Winter Warmers
Soak Up the Sun in Florida & The Caribbean

Rate Code:
MKTSSA

Offer your clients savings of up to 30% on stays of three nights or more at five Florida & Caribbean resorts with our *Stay More, Save More* program.

As a valued Travel Advisor, we invite you to book our *Winter Warmers Stay More, Save More* destination-focused campaign highlighting Preferred Hotels & Resorts properties across Florida and the Caribbean.

Book your client's next sun-soaked resort vacation with this exclusive program and save them up to 30% when staying three nights or more.

Book by December 31, 2022, for travel through March 31, 2023, to help your clients leave the cold for warm weather destinations ranging from Palm Beach to Cancun.

preferredhotels.com/sun-soaked-escapes
GDS Booking:
Search codes **PH** or **PV**

Five Palms Beach Resort & Spa
Palm Beach, FL

Trinity International Beach Resort Miami
Miami Beach, FL

Resorts World Golf Club
Orlando, FL

Wynn Hotel
Cancun, Mexico

Waldorf Astoria
Cancun, Mexico

THE SPOTLIGHTS: FLORIDA & THE CARIBBEAN SALES NEWSLETTER



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



CHAUBAIS INN
Caldwell, NJ, United States

[LEARN MORE](#)



BRIMLEY HOTEL
Newport, RI, United States

[LEARN MORE](#)



NY Athina Hotel
Athens, Greece

[LEARN MORE](#)



LESANI CLASSIC LUXURY HOTEL & SPA
Zakynthos, Greece

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[VISIT GREECE](#)

EXCLUSIVE COLLECTION & EXPERIENTIAL OFFERS



Florida & Caribbean



Beaches & Islands

EXCLUSIVE COLLECTION & EXPERIENTIAL OFFERS



Florida & Caribbean Travel



Beaches & Islands

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



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