

A group of people, mostly women, are shown from the chest up, celebrating and throwing confetti. They are wearing sunglasses and casual clothing. The background is a light blue sky. The image is overlaid with a semi-transparent dark grey rectangle containing text.

*Preferred*<sup>™</sup>  
HOTELS & RESORTS

THE

MARKETPLACE

PREFERRED HOTELS & RESORTS

2022

SPOTLIGHT CAMPAIGN: CELEBRATIONS

October 21 – December 31, 2022

THE SPOTLIGHTS: CELEBRATIONS

# CAMPAIGN OVERVIEW



## OBJECTIVES

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

Drive visibility to participating hotels through a series of engaging and targeted communications to travelers looking to take a celebratory vacation.

## STRATEGY

Encourage travelers to book getaways celebrating big wins, successes, and special moments with the Preferred Suites offer.

## CAMPAIGN MESSAGE

Celebrate Life's Special Moments with a Suite Stay.

## TIMING

October 21 –  
December 31, 2022

## OFFER

Preferred Suites





# CAMPAIGN MESSAGE



## Celebrate Life's Special Moments with a Suite Stay

Celebrate your big wins, successes, and special moments in style with a spacious suite up to 30% off at hotels and resorts around the world. Book by December 31, 2022, for travel through March 31, 2023, to save on your celebratory stay.



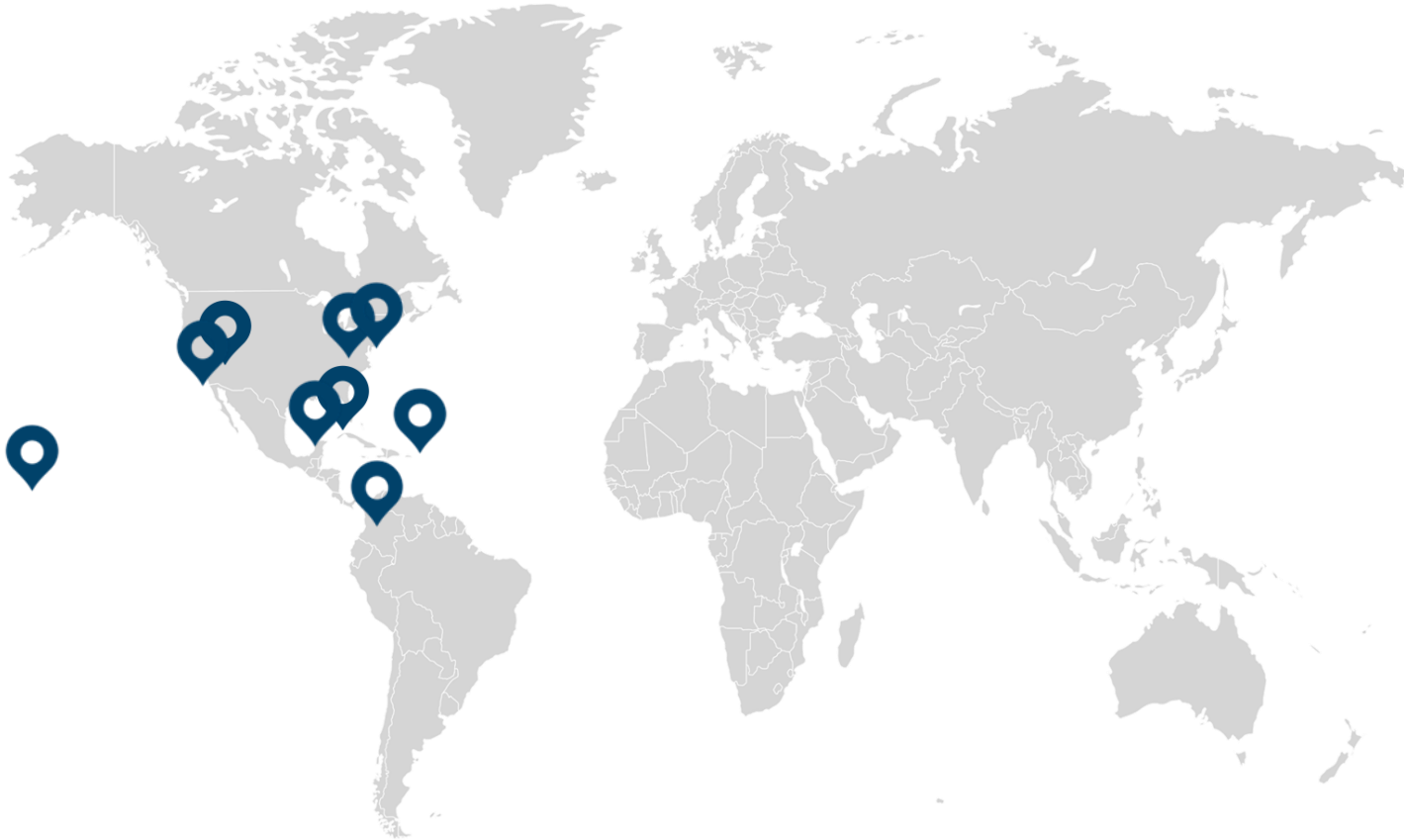
# TARGET AUDIENCE

- Customers with past stays at participating hotels
- Qualified *I Prefer* members in N. & S. America



THE SPOTLIGHTS: CELEBRATIONS

# PARTICIPATING HOTELS



|   | PROPERTIES                          | LOCATION                                 |
|---|-------------------------------------|--|
| 1 | 93 Luxury Suites & Residences       | Bogota, Colombia                         |
| 2 | Alohilani Resort Waikiki Beach      | Honolulu, Hawaii, United States          |
| 3 | Aurora Anguilla Resort & Golf Club  | Rendezvous Bay, Anguilla                 |
| 4 | Edgewood Tahoe Resort               | Stateline, Nevada, United States         |
| 5 | Hawks Cay Resort                    | Duck Key, Florida, United States         |
| 6 | Hotel Californian                   | Santa Barbara, California, United States |
| 7 | Nemacolin                           | Farmington, Pennsylvania, United States  |
| 8 | NIZUC Resort & Spa                  | Cancun, Mexico                           |
| 9 | Preserve Sporting Club & Residences | Richmond, Rhode Island, United States    |



THE SPOTLIGHTS: CELEBRATIONS

# ENGAGEMENT CHANNELS



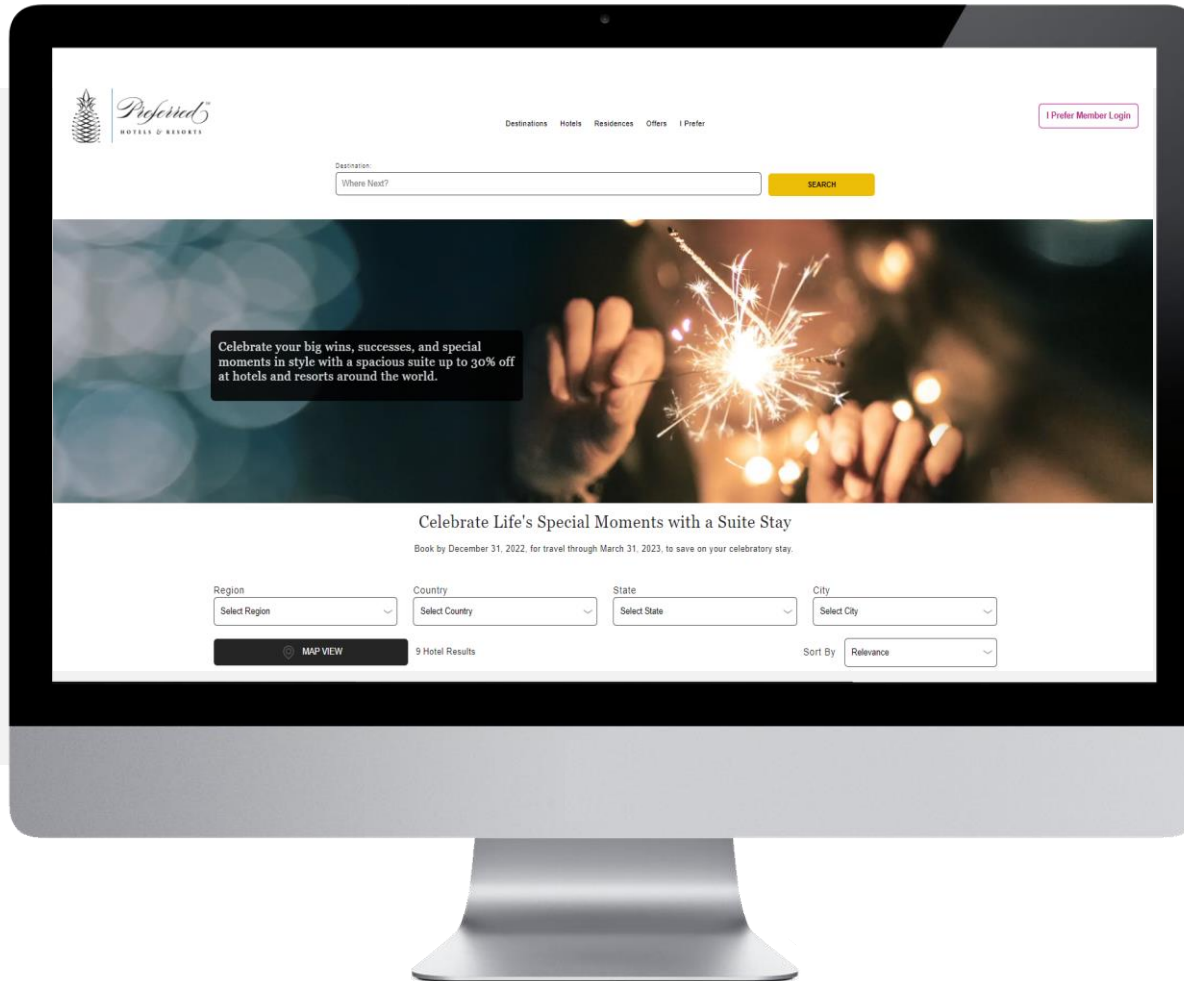
# DIGITAL TACTICS

THE SPOTLIGHTS: CELEBRATIONS



THE SPOTLIGHTS: CELEBRATIONS

# PREFERRED BRAND WEBSITE



1

Dedicated landing page featuring participating hotels

2

Landing page live October 21 – December 31, 2022

3

<https://preferredhotels.com/offer/spotlight-celebrations>



# PREFERRED – DIGITAL DISPLAY

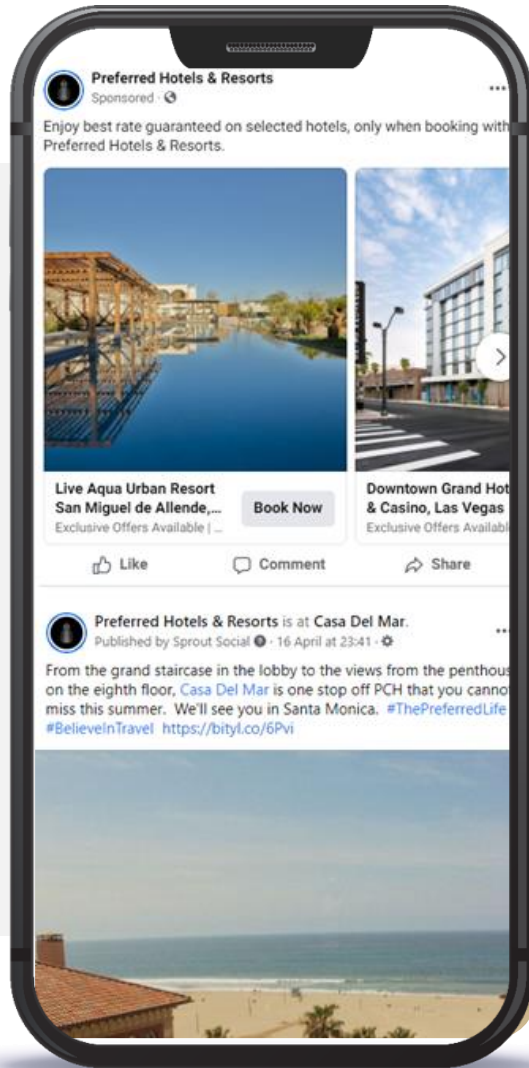
## GOOGLE MARKETING PLATFORM

| Prospecting - Contextual - Property Name                      |
|---|
| Prospecting Affinity - luxury travelers in relevant locations |
| Retargeting – Landing Page Visitors                           |
| I Prefer Member Retargeting                                   |



THE SPOTLIGHTS: CELEBRATIONS

# PREFERRED – PAID SOCIAL MEDIA



**Prospecting - 3% Lookalike Audience Bookings**

Prospecting - Celebrations In-Market

Retargeting – Landing Page & Property Page Visitors

I Prefer Member Retargeting

# 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

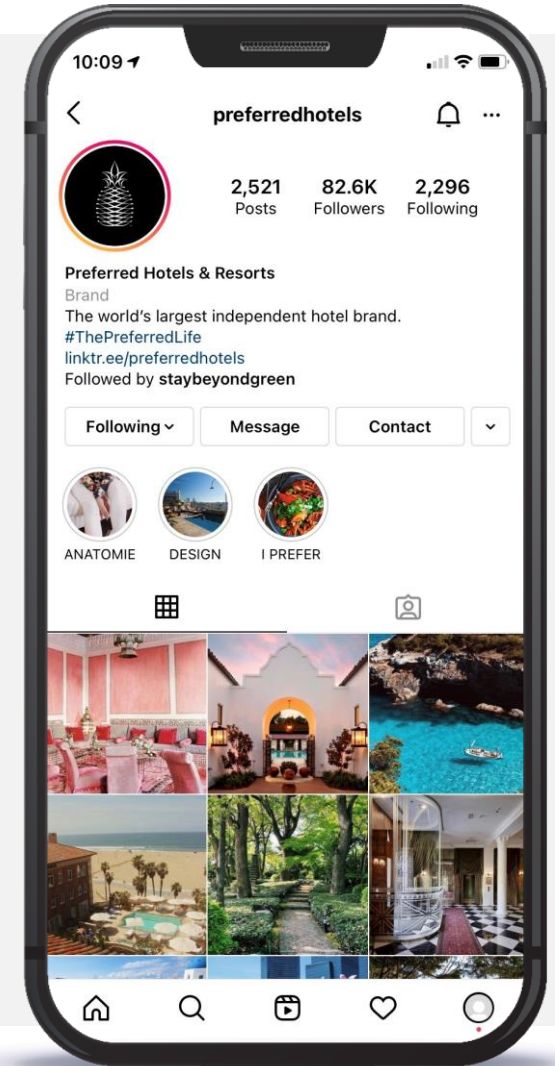
### FACEBOOK:

- 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.*





# *I PREFER* MEMBER E-MAIL

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THE SPOTLIGHTS: CELEBRATIONS  
*I PREFER* EMAIL

1

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

2

Highly targeted audience of *I Prefer* located in N. & S. America and members with past stays at participating hotels

3

Deployment: October 21, 2022




# PREFERRED GLOBAL SALES

THE SPOTLIGHTS: CELEBRATIONS



# SALES FLYER

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



## Celebrate Life's Special Moments

### Save Up to 30%

Offer Code:


**MKTSD**

Offer your clients savings of up to 30% on suite stays of two nights or more with our Celebrations Preferred Suites offer.

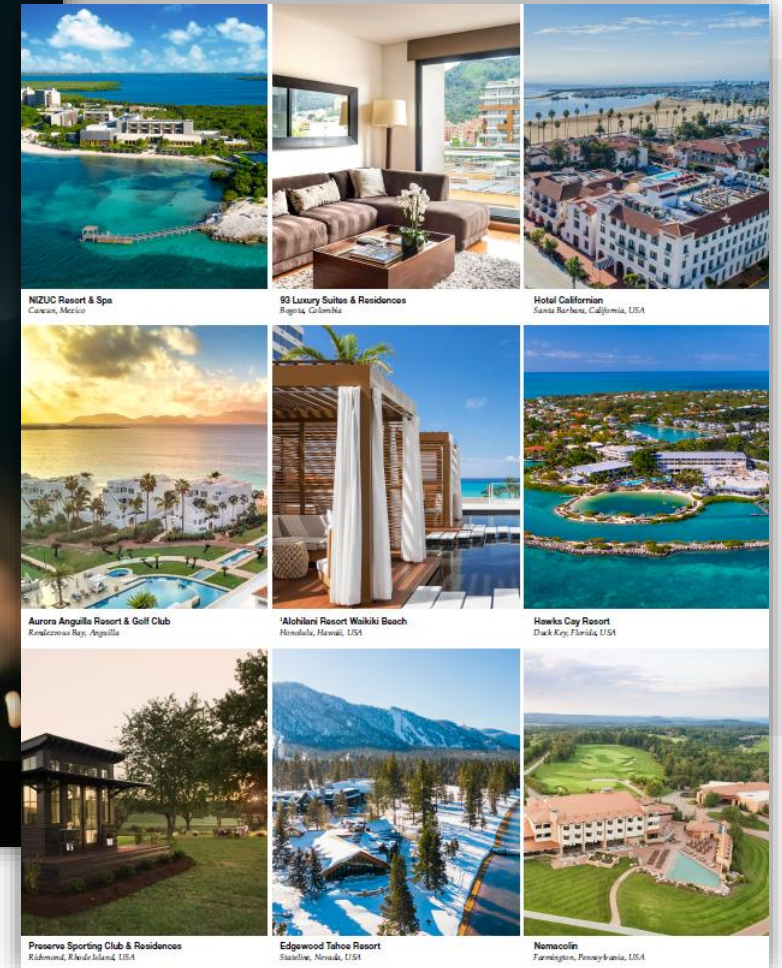
As a valued Travel Advisor, we invite you to book our **Suites for Celebrations** offer – a lifestyle-focused campaign highlighting the best places to celebrate life's special moments from Preferred Hotels & Resorts.

Book your clients' next celebratory vacation with this exclusive program and save them up to 30% on suites when staying two nights or more.

Book by December 31, 2022, for travel through March 31, 2023, to help your clients celebrate their successes, big wins, and special moments at hotels and resorts around the world.



GDS Booking:  
Search codes **PH** or **PV**  
<https://preferredhotels.com/offer/spotlight-celebrations>



# THE SPOTLIGHTS: CELEBRATIONS SALES NEWSLETTER

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




### EXCLUSIVE COLLECTION & EXPERIENTIAL OFFERS




Celebrations



Florida & Caribbean Travel



## A PREFERRED HOTELS & RESORTS LEISURE NEWSLETTER



**RICK STIFFLER**  
Sr. Vice President, Global Sales - Leisure  
[rstiffler@preferredhotels.com](mailto: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 K 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.


Travels Preferred,  
Rick Stiffler

### FEATURED PROPERTIES


#### New England & Canada Getaways




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



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




**NYC Athens Plaza**  
Athens, Greece  
[LEARN MORE](#)




**LESANI CLASSIC LUXURY HOTEL & SPA**  
Zakynthos, Greece  
[LEARN MORE](#)

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### EXCLUSIVE COLLECTION & EXPERIENTIAL OFFERS



Celebrations



Florida & Caribbean



# THE MARKETPLACE

PREFERRED HOTELS & RESORTS