

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

THE  
**MARKETPLACE**  
PREFERRED HOTELS & RESORTS — **2023**

SPOTLIGHT CAMPAIGN: EXPERIENCE — SPA

January – April 2023

THE SPOTLIGHTS: EXPERIENCE – SPA

# CAMPAIGN OVERVIEW



## OBJECTIVES

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

## TIMING

Campaign Start Date: January 26, 2023

## OFFER

Preferred Plus (MKTVIP):  
Stay two (2) nights or more and receive minimum \$25 Spa Credit per day to spend at participating properties

## CAMPAIGN COST:

- \$2,500 per hotel for hotels already registered for The Marketplace – The Essentials
- \$3,500 per hotel for hotels not registered for The Marketplace – The Essentials



# THE OFFER



**RATE PROGRAM NAME:**

- Preferred Plus

**RATE PROGRAM CODE:**

- MKTVIP

**VALID ARRIVAL DATE:**

- From January 26, 2023 to March 31, 2024

**VALID BOOKING DATE:**

- From January 26, 2023 to April 26, 2023 (3 months)

**OFFER DESCRIPTION:**

- Stay two (2) nights or more and receive minimum \$25 Spa credit per day to spend at participating properties ((or local currency equivalent). Must book rate code MKTVIP.

*Black Out Dates May Be Applied*

*Spa Credit may vary per property, minimum \$25 per day required. Credit can be increased by participating properties to make the offer more attractive.*

*Minimum 2 Nights Stay*



# 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 – SPA

# ENGAGEMENT CHANNELS





THE SPOTLIGHTS: EXPERIENCE – SPA

# HOW TO PARTICIPATE



**To Register for The Spotlight: Experience Spa Marketing Campaign [CLICK HERE](#) and complete the registration form**

Deadline to participate: December 20, 2022



Should you have any questions please contact:

[TheMarketplace@preferredhotels.com](mailto:TheMarketplace@preferredhotels.com)

