

Preferred[™]
HOTELS & RESORTS

THE

MARKETPLACE

PREFERRED HOTELS & RESORTS

2023

SPOTLIGHT CAMPAIGN: DESTINATION – EUROPE

March – June 2023

THE SPOTLIGHTS: DESTINATION EUROPE

CAMPAIGN OVERVIEW



OBJECTIVES

Drive Visibility to participating hotels from key feeder markets through a series of engaging and targeted communications showcasing unique aspects of **European Hotels & Resorts** giving a reason to the audience to visit.

TIMING

Campaign Dates: March 12– June 12, 2023

OFFER

Preferred Suite (MKTSD):

Receive up to 30% off Best Available Rate for suite room types. Minimum 2-night stay

CAMPAIGN COST:

- \$1,500 per hotel for hotels already registered for The Marketplace – The Essentials
- \$2,500 per hotel for hotels not registered for The Marketplace – The Essentials

THE OFFER



RATE PROGRAM NAME:

- Preferred Suite

RATE PROGRAM CODE:

- MKTSSD

VALID ARRIVAL DATE:

- From March 12, 2023 to March 31, 2024

VALID BOOKING DATE:

- From March 12, 2023 to June 12, 2023 (3 months)

OFFER DESCRIPTION:

- Receive up to 30% off Best Available Rate for suite room types.
- Minimum 2-night stay

Black Out Dates May Be Applied

TARGET AUDIENCE

- People with a high intent to book a vacation in Europe.
- Global feeder markets for participating hotels
- Qualified / *Prefer* members



THE SPOTLIGHTS: DESTINATION EUROPE

ENGAGEMENT CHANNELS



THE SPOTLIGHTS: DESTINATION EUROPE

HOW TO PARTICIPATE



To Register for The Spotlight: Destination Europe Marketing Campaign

- CLICK [HERE](#) if you are a City hotel and complete the registration form
- Click [HERE](#) if you are a Resort and complete the registration form

Deadline to participate: February 10, 2022



Should you have any questions please contact:

TheMarketplace@preferredhotels.com

