

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

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

SPOTLIGHT CAMPAIGN: EXPERIENCE — BEACHES & ISLANDS

April 18 – July 18, 2023

# 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.

## TIMING

April 18 – July 18, 2023

## OFFER

Stay More, Save More (MKTSSA)  
Receive discounts off BAR between 10% and 30% for stays of 3-nights or more

## 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:**

- Stay More Save More

**RATE PROGRAM CODE:**

- MKTSSA

**VALID ARRIVAL DATE:**

- From April 18, 2023 to March 31, 2024

**VALID BOOKING DATE:**

- From April 18, 2023 to July 18, 2023 (3 months)

**OFFER DESCRIPTION:**

- Receive discounts off BAR between 10% and 30%
- Minimum three-night stay

*Black Out Dates May Be Applied*

# 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

# ENGAGEMENT CHANNELS



# HOW TO PARTICIPATE



To Register for The Spotlight Experience : Beaches & islands [CLICK HERE](#)

Deadline to participate: February 24, 2023

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