

Preferred[™]
HOTELS & RESORTS

THE

MARKETPLACE

— PREFERRED HOTELS & RESORTS —

2023

SPOTLIGHT CAMPAIGN: DESTINATION - ASIA

April 28, 2023 – July 28, 2023

THE SPOTLIGHTS: DESTINATION – ASIA

CAMPAIGN OVERVIEW



OBJECTIVES

Asia offers intriguing destinations for every type of traveller. Travel options range widely, from the beach bungalows and jungle treks of Southeast Asia to the mega-cities and technology capitals of East Asia.

Drive visibility and incremental revenue to participating hotels through a series of engaging and targeted communications to travelers for their next trip to Asia.

OFFER

Stay More Save More (MKTSSA):

Receive up to 30% off Best Available Rate for stays of 3 nights or more

TIMING

Campaign Dates: April 28 – July 28, 2023

CAMPAIGN COST:

- Complementary for hotels already registered for The Marketplace – The Essentials in Asia Pacific region

THE OFFER



RATE PROGRAM NAME:

- Stay More Save More

RATE PROGRAM CODE:

- MKTSSA

VALID BOOKING WINDOW:

- From April 28, 2023 to July 28, 2023 (3 months)

VALID STAY WINDOW:

- From April 28, 2023 to March 31, 2024

OFFER DESCRIPTION:

- Receive up to 30% off Best Available Rate for stays of 3 nights or more
- Must book rate code MKTSSA.

*Black Out Dates May Be Applied
Minimum Length of Stay May Vary per property.*

TARGET AUDIENCE

- Qualified / *Prefer* Members
- Travelers with high intent to travel to Asia (more specifically to the participating hotels locations)
- Past guests of the participating hotels
- Global feeder markets for participating hotels



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ENGAGEMENT CHANNELS





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