

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

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

**SPOTLIGHT CAMPAIGN: CELEBRATIONS**

May 30, 2023 — August 30, 2023

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.

## TIMING

May 30, 2023 – August 30, 2023

## OFFER

Preferred Advance Purchase  
Guests receive between 10% and 30% off BAR for advance purchase.

## 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 Advance Purchase

**RATE PROGRAM CODE:**

- MKTADV

**VALID ARRIVAL DATE:**

- From May 30, 2023 to March 31, 2024

**VALID BOOKING DATE:**

- From May 30, 2023 to August 30, 2023 (3 months)

**OFFER DESCRIPTION:**

- Receive between 10% and 30% off BAR for advance purchase.
- Discretionary lead time applies.
- Fully prepaid and non-refundable.

*Black Out Dates May Be Applied*



THE SPOTLIGHTS: CELEBRATIONS

# TARGET AUDIENCE

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



# ENGAGEMENT CHANNELS





THE SPOTLIGHTS: CELEBRATIONS

# HOW TO PARTICIPATE



To Register for The Spotlight Experience: Celebrations Marketing Campaign [CLICK HERE](#)

Deadline to participate: April 14, 2023

THE  
MARKETPLACE

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