

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

SPOTLIGHT CAMPAIGN: EXPERIENCE — SPA

End of Campaign Report

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.

STRATEGY

Showcase the diversity in spa hotel types and locations. Focusing on “Dreamy Spa Stays” where the property is offering a Spa Experience or a Spa Credit to spend on property.

CAMPAIGN MESSAGE

Spa & Wellness Retreats to Recharge and Revive. Discover just a few of our great spa and wellness hotels and resorts offering special credits, amenities, and more.

TIMING

Campaign Dates:
February 3 – May 3, 2023

OFFER

Preferred Plus (MKTVIP):
Stay two (2) nights or more and receive minimum value of \$50 Spa Credit per day to spend at participating properties

CAMPAIGN MESSAGE



Dreamy Spa Stays to Restore, Re-Energize, and Renew

Step away from your everyday ordinary and escape to a world of extraordinary wellness with amazing destination hotels and resorts dedicated to helping you achieve your physical, mental, and spiritual goals.

Enjoy up to \$200 in spa credits or indulge in an included signature treatment when you book your next spa trip of your dreams with our exclusive *Preferred Plus* offer.

PARTICIPATING HOTELS



	PROPERTIES	LOCATION
1	Lefay Resort & SPA Dolomiti	Pinzolo, Trentino-Alto Adige, Italy
2	Lefay Resort & SPA Lago di Garda	Gargnano, Lombardy, Italy
3	Noku Maldives	Noonu Atoll, Maldives
4	La Casa de la Playa	Playa del Carmen, Quintana Roo, Mexico
5	Hotel Californian	Santa Barbara, California, United States
6	Wellington Hotel & Spa Madrid	Madrid, Spain
7	Woodstock Inn & Resort	Woodstock, Vermont, United States
8	Santarena Hotel	Las Catalinas, Costa Rica
9	Preserve Sporting Club & Residences	Richmond, Rhode Island, United States
10	Eau Palm Beach Resort & Spa	Palm Beach/Manalapan, Florida, United States
11	Palmaia, The House of AiA	Playa del Carmen, Quintana Roo, Mexico
12	Ultima in Gstaad	Gstaad, Switzerland
13	Half Moon	Montego Bay, Jamaica



THE SPOTLIGHT EXPERIENCE – DESTINATION SPA

MARKETING ACTIVATIONS

ONLINE MERCHANDIZING

- Dedicated landing page
- Themed Blog

DIGITAL MEDIA

- Paid Display
- Paid Social
- PHR Brand Social
- Strategic Targeting

I PREFER MEMBER ENGAGEMENT

- Dedicated Campaign Email to I Prefer Member
- Segmentation strategy to complement the destination and participants

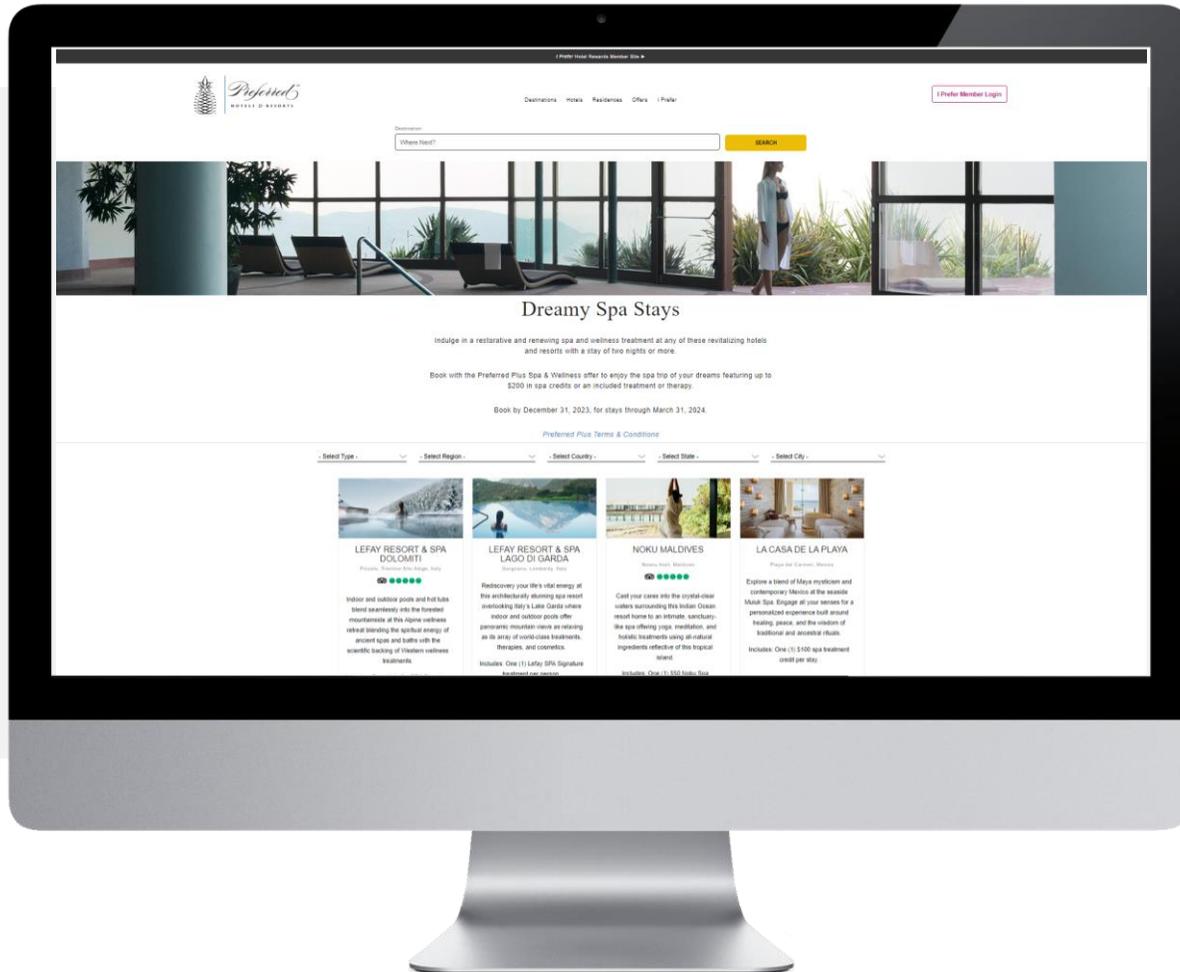


DIGITAL TACTICS

THE SPOTLIGHTS: EXPERIENCE – DESTINATION SPA

EXPOSURE

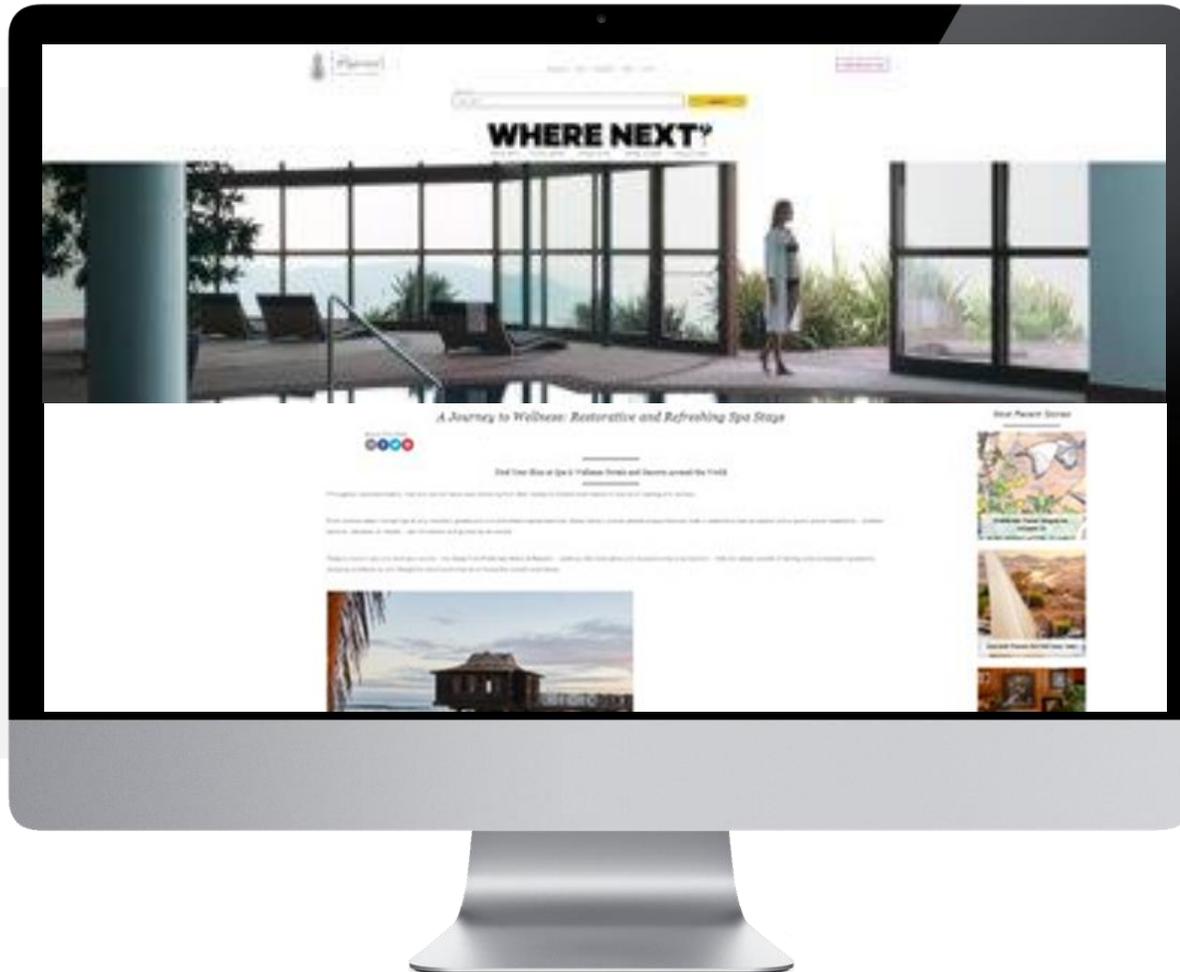
ONLINE MERCHANDISING – DEDICATED LANDING PAGE



- Dedicated landing page featuring participating hotels
- Landing page live February 2023 – May 2023

EXPOSURE

ONLINE MERCHANDISING – THEMED BLOG ARTICLE



- Dedicated Blog Article
- Theme: A Journey to Wellness: Restorative and Refreshing Spa Stays
- Deployment: February 3rd, 2023
- [View blog here](#)

EXPOSURE

PAID DIGITAL MEDIA

FACEBOOK PROSPECTING

- Target Audience:
 - People who have previously shown interest in participating properties
 - People who have an affinity with Spa and Wellness retreats.

GOOGLE DISPLAY

- Target Audience: People who have expressed an interest in unique spa stays and specific locations

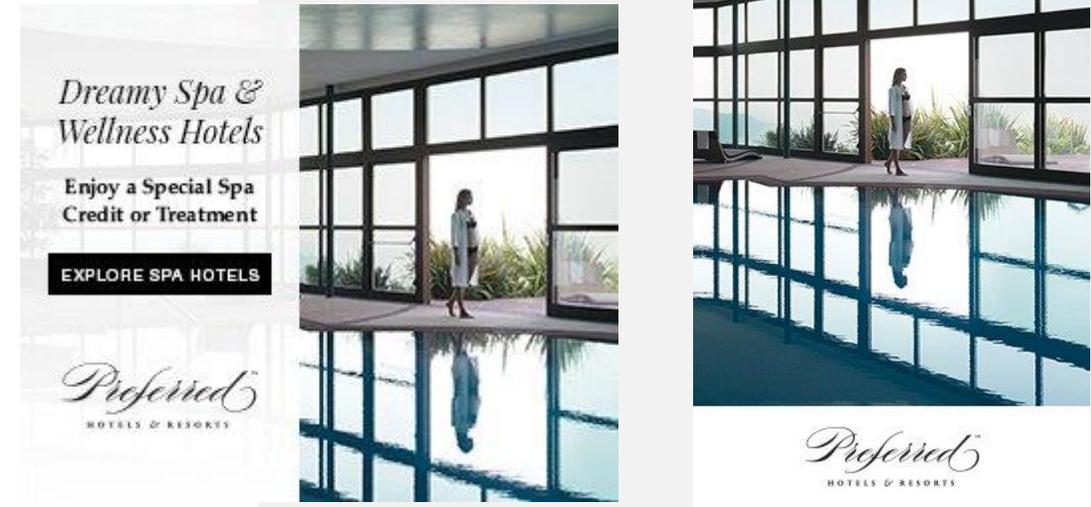
TRIPADVISOR

- Target Audience consumers who are actively searching for spa destinations in the U.S. or Europe on the TripAdvisor platform.

RETARGETING

- Facebook landing page retargeting ads target non-purchasing web users; visitors to the offer landing page.
- Remarketing Display ads targeting visitors of the landing page on Google

GENERIC SPA ADS FOR UPPER FUNNEL ACTIVATIONS



EXPOSURE

PAID DIGITAL MEDIA – ADS VISUALS

INDIVIDUAL HOTEL DISPLAY ADS

<p>Enjoy a Special Spa & Wellness Credit or Treatment</p> <p>Palmaia, The House of AIA Playa del Carmen, Mexico</p> <p>BOOK NOW</p>	<p>Enjoy a Special Spa & Wellness Credit or Treatment</p> <p>Ultima Gstaad Gstaad, Switzerland</p> <p>BOOK NOW</p>	<p>Enjoy a Special Spa & Wellness Credit or Treatment</p> <p>Eau Palm Beach Resort & Spa Manalapan, Florida, USA</p> <p>BOOK NOW</p>
<p>Enjoy a Special Spa & Wellness Credit or Treatment</p> <p>Santarena Hotel Las Catalinas, Costa Rica</p> <p>BOOK NOW</p>	<p>Enjoy a Special Spa & Wellness Credit or Treatment</p> <p>Wellington Hotel & Spa Madrid Madrid, Spain</p> <p>BOOK NOW</p>	<p>Enjoy a Special Spa & Wellness Credit or Treatment</p> <p>Preserve Sporting Club & Residences Richmond, Rhode Island, USA</p> <p>BOOK NOW</p>
<p>Enjoy a Special Spa & Wellness Credit or Treatment</p> <p>Woodstock Inn & Resort Woodstock, Vermont, USA</p> <p>BOOK NOW</p>	<p>Enjoy a Special Spa & Wellness Credit or Treatment</p> <p>Half Moon Montego Bay, Jamaica</p> <p>BOOK NOW</p>	<p>Enjoy a Special Spa & Wellness Credit or Treatment</p> <p>La Casa de la Playa Playa del Carmen, Mexico</p> <p>BOOK NOW</p>
<p>Enjoy a Special Spa & Wellness Credit or Treatment</p> <p>Noku Maldives Kuda Funafaru, Maldives</p> <p>BOOK NOW</p>	<p>Enjoy a Special Spa & Wellness Credit or Treatment</p> <p>Lefay Resort & SPA Dolomiti Pinzolo, Italy</p> <p>BOOK NOW</p>	<p>Enjoy a Special Spa & Wellness Credit or Treatment</p> <p>Hotel Californian Santa Barbara, California, USA</p> <p>BOOK NOW</p>
<p>Enjoy a Special Spa & Wellness Credit or Treatment</p> <p>Lefay Resort & SPA Lago di Garda Gargnano, Italy</p> <p>BOOK NOW</p>	<p>Enjoy a Special Spa & Wellness Credit or Treatment</p> <p>Wellington Hotel & Spa Madrid Madrid, Spain</p> <p>BOOK NOW</p>	<p>Enjoy a Special Spa & Wellness Credit or Treatment</p> <p>Lefay Resort & SPA Lago di Garda Gargnano, Italy</p> <p>BOOK NOW</p>

INDIVIDUAL HOTEL SOCIAL MEDIA ADS

<p>Preferred Hotels & Resorts</p> <p>Treat yourself to the wellness trip of your dreams with this exclusive Spa & Wellness offer from Hotel Californian and its Moroccan design-inspired Majorelle Spa.</p> <p>Hotel Californian Santa Barbara, California</p> <p>Book Now</p>	<p>Preferred Hotels & Resorts</p> <p>Treat yourself to the wellness trip of your dreams with this exclusive Spa & Wellness hotel offer from Woodstock Inn & Resort in Vermont's relaxing countryside.</p> <p>Woodstock Inn & Resort Woodstock, Vermont, USA</p> <p>Book Now</p>	<p>Preferred Hotels & Resorts</p> <p>Treat yourself to the wellness trip of your dreams with this exclusive Spa & Wellness hotel offer from Preserve Sporting Club & Residences and its expansive OHI Spa.</p> <p>Preserve Sporting Club & Residences Richmond, Rhode Island, USA</p> <p>Book Now</p>	<p>Preferred Hotels & Resorts</p> <p>Treat yourself to the wellness trip of your dreams with this exclusive Spa & Wellness hotel offer from Santarena Hotel on Costa Rica's pristine Pacific coast.</p> <p>Santarena Hotel Las Catalinas, Costa Rica</p> <p>Book Now</p>
<p>Preferred Hotels & Resorts</p> <p>Treat yourself to the wellness trip of your dreams with this exclusive Spa & Wellness hotel offer from Lefay Resort & SPA Lago di Garda on the hills overlooking Italy's Alpine Lake Garda.</p> <p>Lefay Resort & SPA Lago di Garda Gargnano, Italy</p> <p>Book Now</p>	<p>Preferred Hotels & Resorts</p> <p>Treat yourself to the wellness trip of your dreams with this exclusive Spa & Wellness hotel offer from Lefay Resort & SPA Dolomiti in Italy's beautiful Dolomite Mountains.</p> <p>Lefay Resort & SPA Dolomiti Pinzolo, Italy</p> <p>Book Now</p>	<p>Preferred Hotels & Resorts</p> <p>Treat yourself to the wellness trip of your dreams with this exclusive Spa & Wellness hotel offer from Noku Maldives.</p> <p>Noku Maldives Kuda Funafaru, Maldives</p> <p>Book Now</p>	<p>Preferred Hotels & Resorts</p> <p>Treat yourself to the wellness trip of your dreams with this exclusive Spa & Wellness hotel offer from Eau Palm Beach Resort & Spa in sunny southern Florida.</p> <p>Eau Palm Beach Resort & Spa Manalapan, Florida, USA</p> <p>Book Now</p>
<p>Preferred Hotels & Resorts</p> <p>Treat yourself to the wellness trip of your dreams with this exclusive Spa & Wellness hotel offer from Wellington Hotel & Spa Madrid in the historic and vibrant Eximpe neighborhood.</p> <p>Wellington Hotel & Spa Madrid Madrid, Spain</p> <p>Book Now</p>	<p>Preferred Hotels & Resorts</p> <p>Treat yourself to the wellness trip of your dreams with this exclusive Spa & Wellness hotel offer from Palmaia, The House of AIA and its eco-spa Atlantis: Spa In the Jungle.</p> <p>Palmaia, The House of AIA Playa del Carmen, Mexico</p> <p>Book Now</p>	<p>Preferred Hotels & Resorts</p> <p>Treat yourself to the wellness trip of your dreams with this exclusive Spa & Wellness hotel offer from La Casa de la Playa on Mexico's famed Caribbean coast.</p> <p>La Casa de la Playa Playa del Carmen, Mexico</p> <p>Book Now</p>	<p>Preferred Hotels & Resorts</p> <p>Treat yourself to the wellness trip of your dreams with this exclusive Spa & Wellness hotel offer from Ultima Gstaad amid Switzerland's snow-capped Alpine peaks.</p> <p>Ultima Gstaad Gstaad, Switzerland</p> <p>Book Now</p>

EXPOSURE

EMAIL MARKETING

EMAIL TO I PREFER MEMBERS

- Email supporting content relevant to the campaign theme and the participating hotels

TARGET AUDIENCE

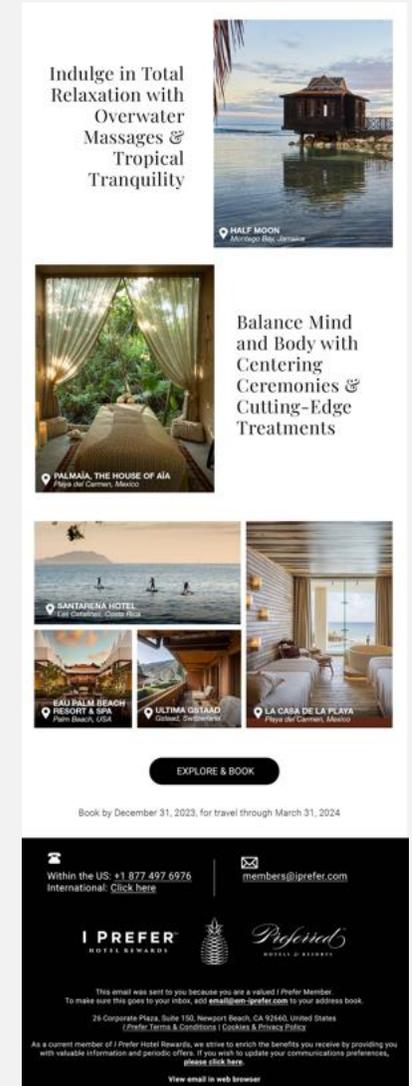
- Highly targeted audience of feeder markets for participating hotels

EMAIL DETAIL:

- Deployment: February 3, 2023
- Subject line: Member, Dreamy Spa Stays to Recharge and Revive

PERFORMANCE:

- Email Open Rate: 13.8%
- Email Clicked Rate: 2.1%



EXPOSURE

ORGANIC SOCIAL MEDIA

FACEBOOK

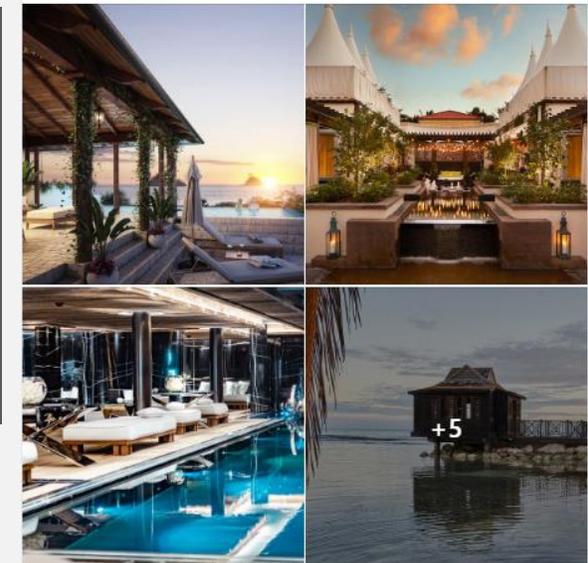
- Post on the [@PreferredHotels](#) Facebook Page supporting the DESTINATION SPA offer and participating hotel images with a direct link to the campaign landing page.
- Over 300,000 Facebook followers

INSTAGRAM

- Post on the [@PreferredHotels](#) Instagram Page
- Over 114,000 Instagram followers

TWITTER

- Post on the [@@PreferredHotels](#) Twitter account
- Over 30,000 Twitter followers



SPOTLIGHT EXPERIENCE – DESTINATION SPA

CAMPAIGN RESULTS

CAMPAIGN REACH & RATE PLAN PRODUCTION



16.5M

Digital Display and
Paid Social Media
impressions



8.9K

Visits to dedicated
landing page on
PH.com

KPI ^{1,2}	REVENUE	BOOKINGS	ROOM NIGHTS
RATE PLAN PRODUCTION	\$53,641	26	70
PHG Channels ³ - Rate Plan Production	\$26,815	8	26
Hotel Channels ⁴ - Rate Plan Production	\$26,826	18	44
HALO⁵ PRODUCTION	\$522,964	404	828

1 – Results are based on gross figures inclusive of cancellations

2 – Results are based on MKTVIP rate code for the duration of the campaign

3 – PHG Channels include PHG – IBE and PHG – Voice

4 – Hotel Channels include Hotel – IBE and Hotel Voice Agent

5 – All bookings on hotel website as a direct result of PHR marketing tactics for the duration of the campaign





Should you have any questions please contact:

TheMarketplace@preferredhotels.com

