

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

SPOTLIGHT CAMPAIGN: EXPERIENCE — FAMILY TRAVEL

End of Campaign Report

THE SPOTLIGHTS: EXPERIENCE – FAMILY TRAVEL

# CAMPAIGN OVERVIEW



## OBJECTIVES

Drive visibility and incremental revenue to participating hotels through a series of engaging and targeted communications to travelers looking to take a family friendly vacation.

## STRATEGY

Showcase our wide variety of family-friendly hotels and resorts. Focusing on “Find your together time” with families receiving up to 30% off BAR for stays of 3 nights or more when using Stay More Save More.

## CAMPAIGN MESSAGE

Find your together time with Family-friendly hotels and resorts.

## TIMING

Campaign Dates:  
February 23 – May 23, 2023

## OFFER

Stay More Save More (MKTSSA):  
Receive up to 30% off Best Available Rate for stays of 3 nights or more

# CAMPAIGN MESSAGE



## Find Your Together Time

Families come in all shapes and sizes.

Thankfully, so do family-friendly hotels and resorts. From beach resorts to city-center stays, find your family's perfect vacation spot with our Stay More Save More Family Travel offer.

Save up to 30%  
On stays of three nights or more when you book by May 23, 2023,  
for travel through March 31, 2024.

# PARTICIPATING HOTELS



	PROPERTIES	LOCATION
1	Trump International Beach Resort Miami	Sunny Isles Beach, Florida, United States
2	The Wigwam	Litchfield Park, Arizona, United States
3	Eau Palm Beach Resort & Spa	Palm Beach/Manalapan, Florida, United States
4	Preserve Sporting Club & Residences	Richmond, Rhode Island, United States
5	Boston Harbor Hotel	Boston, Massachusetts, United States
6	Hotel Maxmillian's	Augsburg, Germany
7	Half Moon	Montego Bay, Jamaica
8	Hotel Napoleon Paris	Paris, France
9	Grand Fiesta Americana Coral Beach Cancun All Inclusive Spa Resort	Cancun, Quintana Roo, Mexico
10	Oceans Edge Resort & Marina, Key West	Key West, Florida, United States

# TARGET AUDIENCE

- People with a high intent to book a take a family friendly vacation.
- Global feeder markets for participating hotels
- Qualified *Preferred* members



# THE SPOTLIGHT EXPERIENCE – FAMILY TRAVEL

## MARKETING ACTIVATIONS

### ONLINE MERCHANDIZING

- Dedicated landing page

### 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

### PREFERRED HOTELS & RESORTS GLOBAL SALES

- Sales Newsletter Inclusion

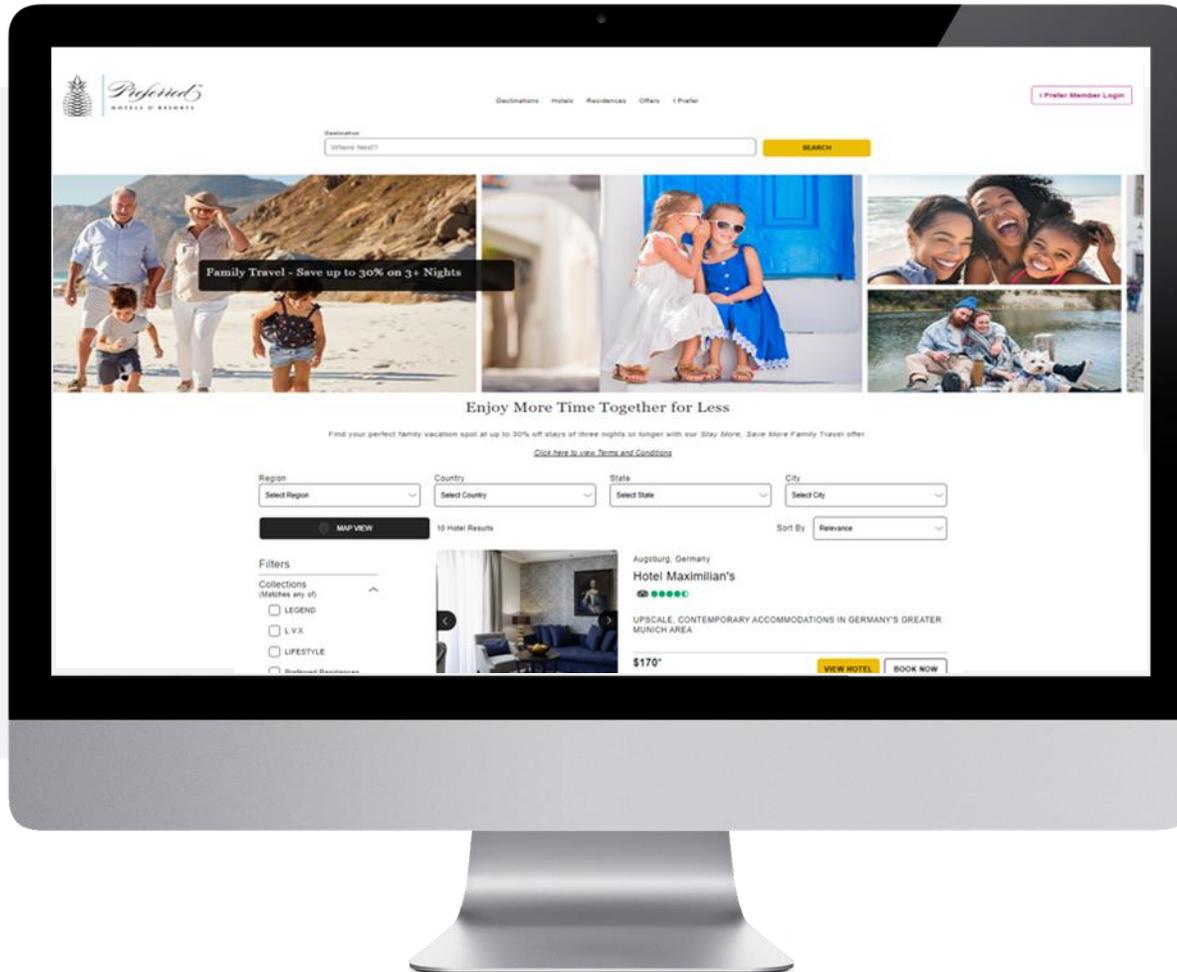


# DIGITAL TACTICS

THE SPOTLIGHTS: EXPERIENCE – FAMILY TRAVEL

# EXPOSURE

## ONLINE MERCHANDISING – DEDICATED LANDING PAGE



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

# EXPOSURE

## PAID DIGITAL MEDIA

### FACEBOOK

- **Awareness** – Broad Interest in vacations, resorts, summer travel
- **Acquisition** – Using lookalike audiences based on global purchases, targeting property locations
- **Remarketing** – Targets non-purchasing web users; visitors to the campaign landing page

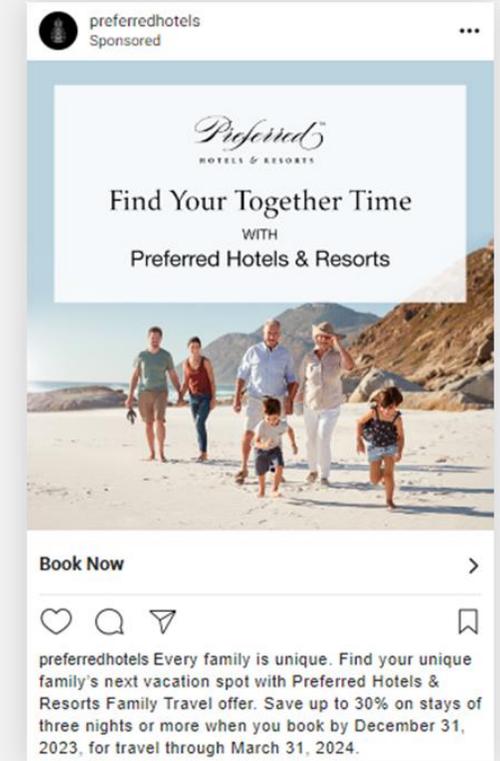
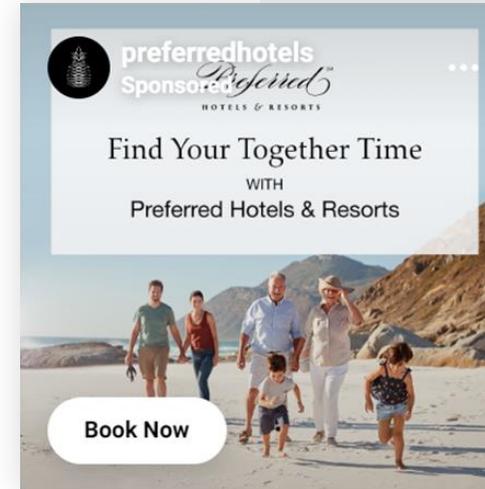
### GOOGLE MARKETING PLATFORM

- **In-Market** - Family vacation rentals/packages - Using pre-formed audiences provided by the google marketing platform targeting those interested in vacations, family travel
- **Retargeting All Users** – Targets non-purchasing web users; visitors to the campaign landing page

### TRIPADVISOR

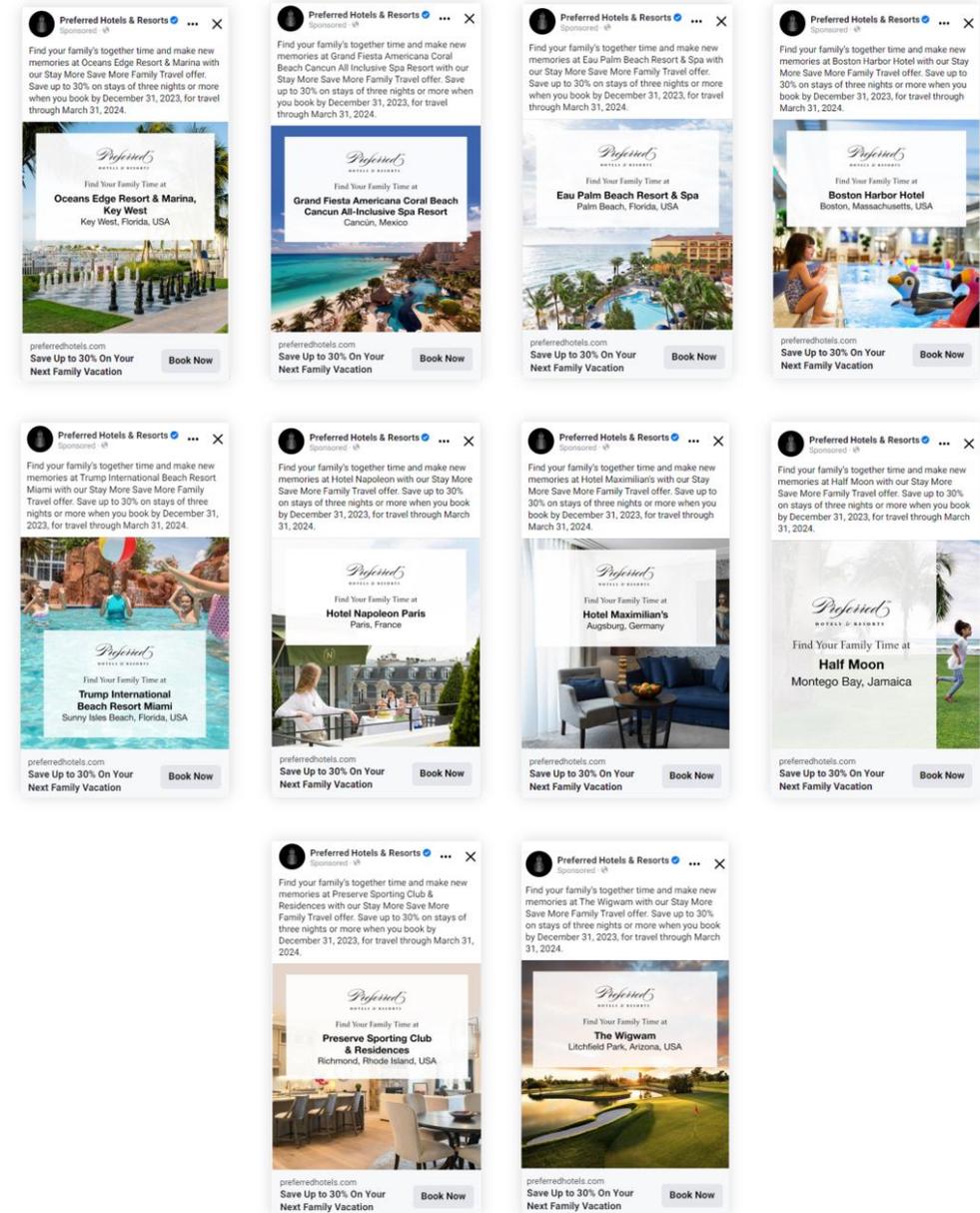
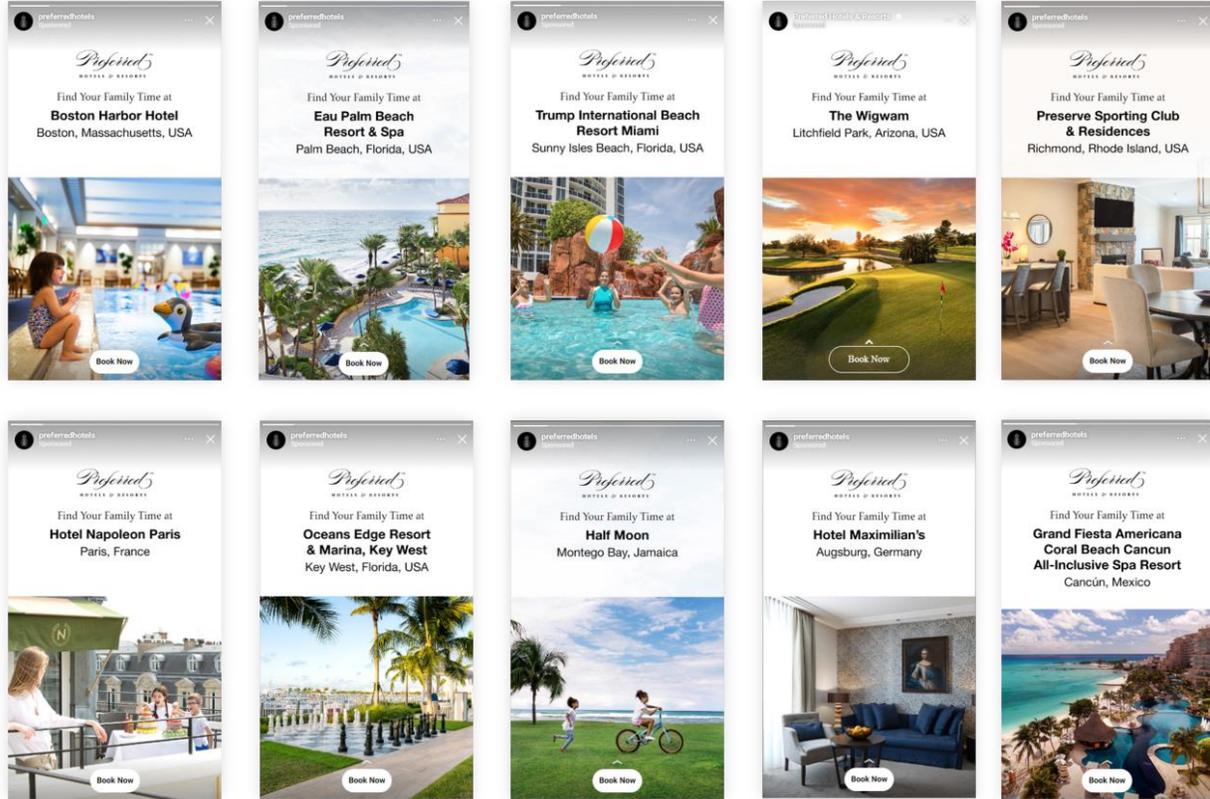
- **Prospecting - Destinations and Family Travel** – Targets users browsing all destination content within a specific country on the TripAdvisor site; layered with family travel as an audience segment

## GENERIC FAMILY TRAVEL ADS FOR UPPER FUNNEL ACTIVATIONS



# EXPOSURE

## PAID DIGITAL MEDIA – ADS VISUALS



# EXPOSURE

## EMAIL MARKETING

### EMAIL TO I PREFER MEMBERS

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

### TARGET AUDIENCE

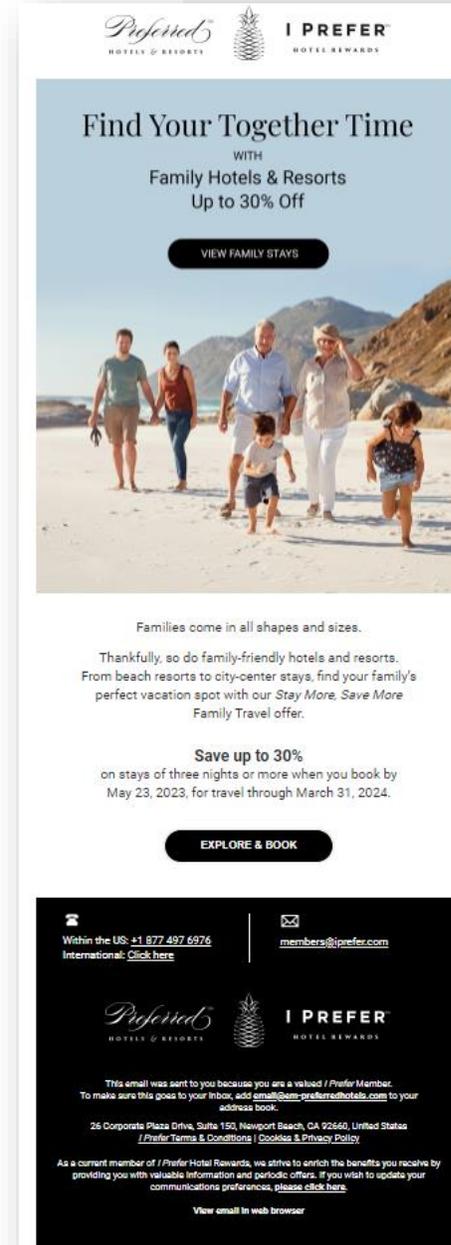
- Highly targeted audience of feeder markets for participating hotels

### EMAIL DETAIL:

- Deployment: February 23, 2023
- Subject line: Member, Family Hotels for Your Next Trip Together

### PERFORMANCE:

- Email Open Rate: 11%
- Email Clicked Rate: 2.1%



# EXPOSURE

## ORGANIC SOCIAL MEDIA

### FACEBOOK

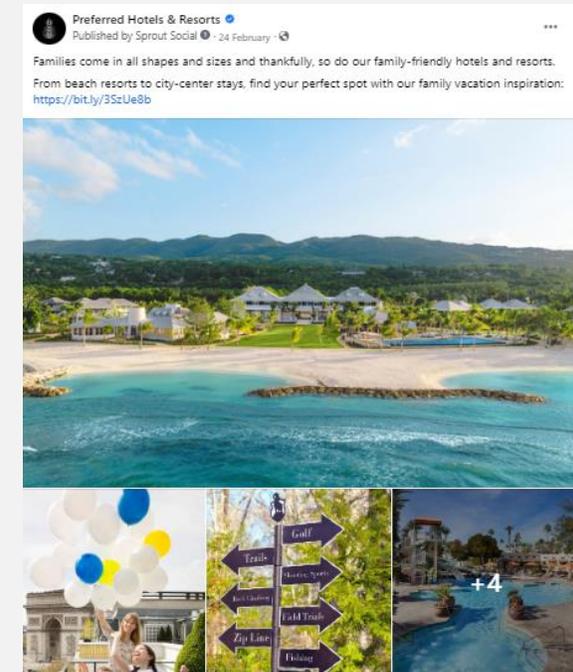
- Post on the [@PreferredHotels](#) Facebook Page supporting the FAMILY TRAVEL offer and participating hotel images with a direct link to the campaign landing page.
- Over 300,000 Facebook followers

### 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 – FAMILY TRAVEL

CAMPAIGN RESULTS

# CAMPAIGN REACH & RATE PLAN PRODUCTION



**45.6M**

Digital Display and  
Paid Social Media  
impressions



**13.5K**

Visits to dedicated  
landing page on  
PH.com

KPI <sup>1,2</sup>	REVENUE	BOOKINGS	ROOM NIGHTS
<b>RATE PLAN PRODUCTION</b>	\$1,743,512	782	3,394
PHG Channels <sup>3</sup> - Rate Plan Production	\$103,530	56	242
Hotel Channels <sup>4</sup> - Rate Plan Production	\$1,639,982	726	3,152
<b>HALO<sup>5</sup> PRODUCTION</b>	\$735,485	442	1,449

1 – Results are based on gross figures inclusive of cancellations

2 – Results are based on MKTSSA 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:

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