

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

THE

# MARKETPLACE

PREFERRED HOTELS & RESORTS

2023

SPOTLIGHT CAMPAIGN: DESTINATION – EUROPE

End of Campaign Report

THE SPOTLIGHTS: DESTINATION EUROPE

# CAMPAIGN OVERVIEW



## OBJECTIVES

Drive Visibility to participating hotels from key feeder markets through a series of engaging and targeted communications showcasing unique aspects of **European Hotels & Resorts** giving a reason to the audience to visit.

## STRATEGY

Showcase the unique aspects of European Hotels & Resorts, focusing on 'Dreamy European Destinations'. Promoting the Preferred Suites offer, guests receiving up to 30% off BAR for Suites

## CAMPAIGN MESSAGE

Explore bustling capital cities by train or relax in quiet country retreats on your next trip to Europe with our Preferred Suites offer.

## TIMING

Campaign Dates: March 12, 2023 – June 12, 2023

## OFFER

Preferred Suite (MKTSD): Receive up to 30% off Best Available Rate for suite room types. Minimum 2-night stay

THE SPOTLIGHTS: DESTINATION EUROPE

# CAMPAIGN MESSAGE



## Suite Dreams Across Europe

Spacious Stays in Destinations from Ireland to Italy

Explore bustling capital cities by train or relax in quiet country retreats on your next trip to Europe with our Preferred Suites offer.

Enjoy savings of up to 30% on suite accommodations at more than a dozen dreamy European hotels and resorts.

# PARTICIPATING HOTELS



	PROPERTIES	LOCATION
1	Hotel Maximilian's	Augsburg, Germany
2	Grand Hotel Palace	Rome, Italy
3	Hotel Napoleon Paris	Paris, France
4	Hotel Sans Souci	Vienna, Austria
5	The Londoner	London, United Kingdom
6	The Mandeville Hotel	London, United Kingdom
7	Dromoland Castle Hotel	County Clare, Ireland
8	Hotel Waldhaus Sils	Sils Maria, Switzerland
9	Sopwell House	St Albans, United Kingdom
10	Hotel Monaco & Grand Canal in Venice	Venice, Italy
11	Hotel Bristol Palace	Genova, Italy
12	Bernini Palace Hotel	Florence, Italy
13	Grand Hotel Santa Lucia	Naples, Italy
14	Parco dei Principi Grand Hotel & Spa	Rome, Italy

# THE SPOTLIGHT EXPERIENCE – DESTINATION EUROPE

## MARKETING ACTIVATIONS

### ONLINE MERCHANDIZING

- Dedicated landing page
- Themed Blogs

### 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

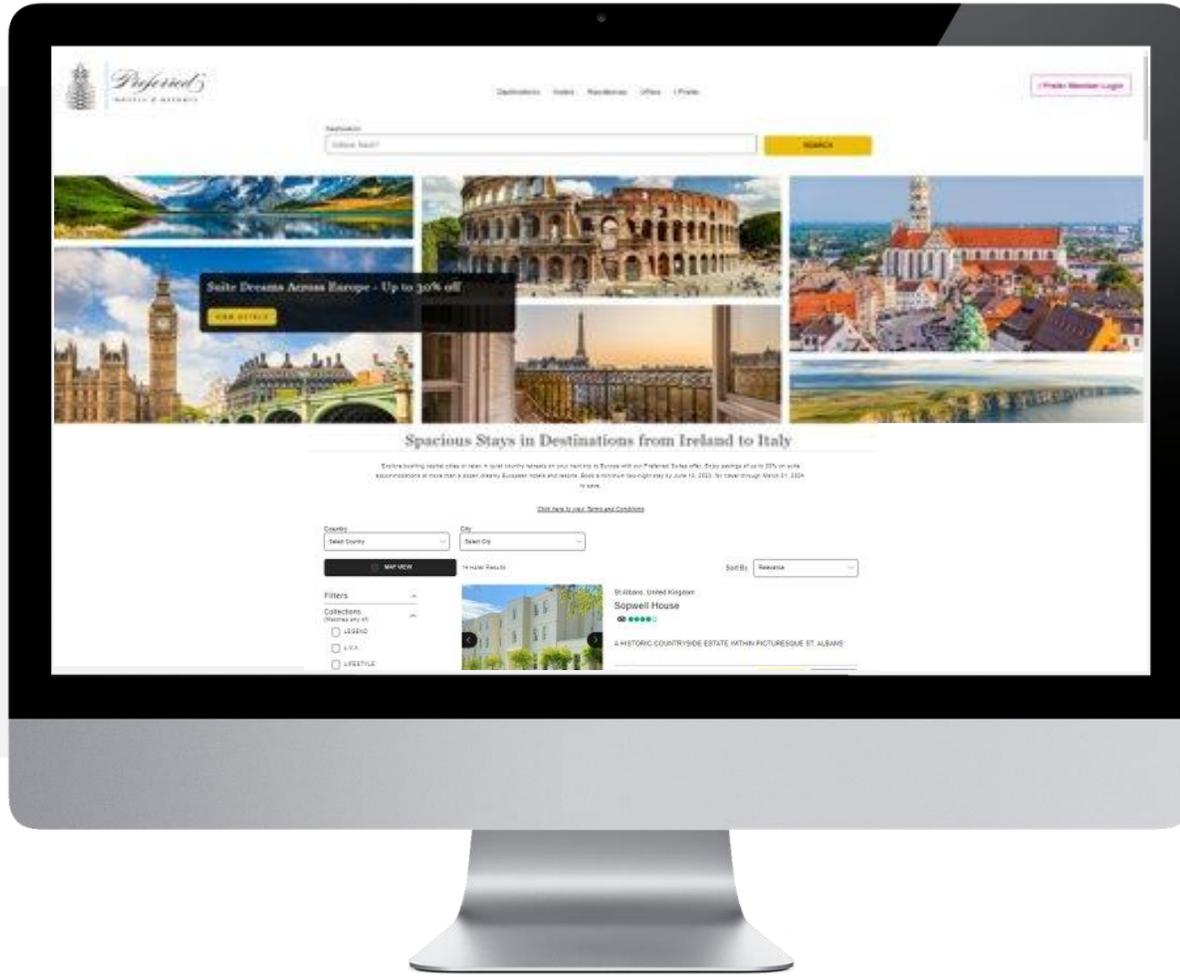


# DIGITAL TACTICS

THE SPOTLIGHTS: EXPERIENCE – DESTINATION EUROPE

# EXPOSURE

## ONLINE MERCHANDISING – DEDICATED LANDING PAGE

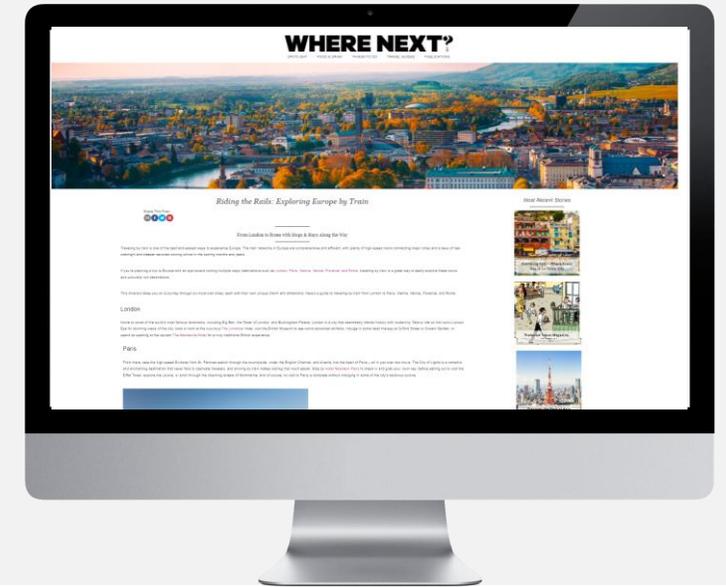
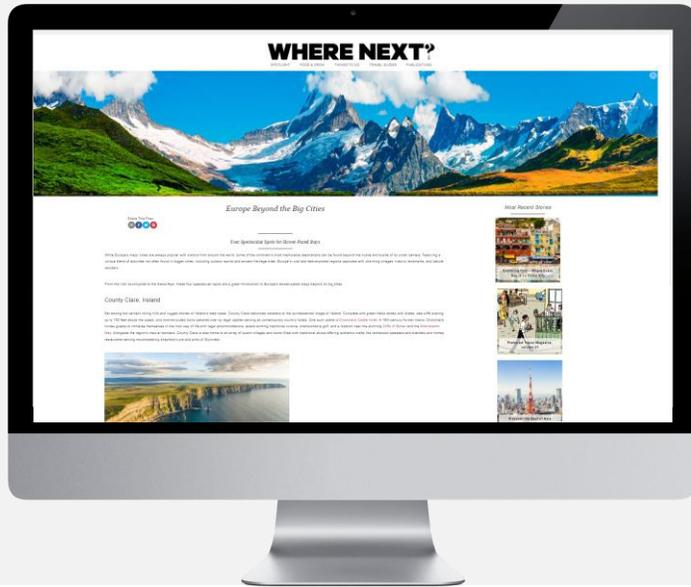


- Dedicated landing page featuring participating hotels
- Landing page live March 2023 – June 2023

# EXPOSURE

## ONLINE MERCHANDISING – TWO THEMED BLOG ARTICLES

- Dedicated Blog Articles
- Themes: Riding the Rails: Exploring Europe by Train & Europe Beyond the Big Cities
- Deployment: March 12<sup>th</sup>, 2023
- View the blog 'Riding the Rails: Exploring Europe by Train' [here](#).
- View the blog 'Europe Beyond the Big Cities' [here](#).



# EXPOSURE

## PAID DIGITAL MEDIA

### FACEBOOK

- Property Prospecting
- Property Retargeting
- Landing Page Retargeting

### GOOGLE DISPLAY

- In-Market Custom Intent Keywords & URLs
- 3rd-Party Audiences Searching for Trips to Europe
- Retargeting – Landing Page, Non-Purchasers

### GENERIC EUROPE ADS FOR UPPER FUNNEL ACTIVATIONS

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HOTELS & RESORTS

**Dreamy  
European  
Destinations**

Save up to  
30% on Suites

DISCOVER OUR HOTELS



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HOTELS & RESORTS

**Dreamy European  
Destinations**

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DISCOVER OUR HOTELS



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HOTELS & RESORTS

**Dreamy European  
Destinations**

Save up to 30% on Suites



# EXPOSURE

## PAID DIGITAL MEDIA – SOCIAL MEDIA ADS EXAMPLES

0:06 - Sponsored [Book Now](#)

0:06 - Sponsored [Book Now](#)

0:05 - Sponsored [Book Now](#)

0:05 - Sponsored [Book Now](#)

0:06 - Sponsored [Book Now](#)

preferredhotels.com  
**Bernini Palace Hotel**  
With a rich history dating back...

preferredhotels.com  
**Grand Hotel Santa Lucia**  
With breathtaking views across...

preferredhotels.com  
**Sopwell House**  
Housed in a striking four-star...

preferredhotels.com  
**The Mandeville Hotel**  
Located in the heart of London...

preferredhotels.com  
**Hotel Maximilian's**  
In the ancient and picturesque...

preferredhotels.com  
**Dromoland Castle Hotel**  
Dromoland Castle Hotel rises...

preferredhotels.com  
**Grand Hotel Palace**  
Located on one of the most...

preferredhotels.com  
**Hotel Bristol Palace**  
Located a mere few steps from...

preferredhotels.com  
**Hotel Napoleon**  
With all the elegance and...

preferredhotels.com  
**Hotel Monaco & Grand...**  
Lose yourself in the beauty and...

preferredhotels.com  
**Parco del Principi Grand...**  
For complete peace and...

preferredhotels.com  
**The Londoner**  
The Londoner takes center sta...

preferredhotels.com  
**Hotel Waldhaus Sils**  
Perched in the forest high abov...

preferredhotels.com  
**Hotel Sans Souci**  
With a collection of Allen Jone...

0:06 - Sponsored [Book Now](#)

preferredhotels.com  
**Preferred Hotels & Resorts**  
With a rich history dating back to the 15th century, Bernini Palace Hotel blends old world charm with contemporary accommodations and amenities in the medieval district of Florence.

preferredhotels.com  
**Preferred Hotels & Resorts**  
Housed in a striking four-star, Georgian country estate with a rich history that dates back to 1603, Sopwell House is a charming and graceful hotel nestled within the tranquil Hertfordshire countryside.

preferredhotels.com  
**Preferred Hotels & Resorts**  
For complete peace and relaxation in Rome, look no further than Parco del Principi Grand Hotel & Spa.

preferredhotels.com  
**Preferred Hotels & Resorts**  
Lose yourself in the beauty and romance of Venice at Hotel Monaco & Grand Canal, a dreamy four-star boutique hotel set within a restored 17th-century palace by the water.

preferredhotels.com  
**Preferred Hotels & Resorts**  
With all the elegance and splendor of a grand Parisian mansion, the five-star Hotel Napoleon, set in the fashionable 8th Arrondissement, feels magisterial and tastefully lavish.

preferredhotels.com  
**Preferred Hotels & Resorts**  
Save up to 30%

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**Preferred Hotels & Resorts**  
Save up to 30%

preferredhotels.com  
**Preferred Hotels & Resorts**  
In the ancient and picturesque town of Augsburg, Germany, Hotel Maximilian dates from 1722 and sits on the city's main street, Maximilianstrasse, where colorful Northern Renaissance and Rococo buildings nobly line the cobble thoroughfare.

preferredhotels.com  
**Preferred Hotels & Resorts**  
Located on one of the most glamorous boulevards in Rome, Grand Hotel Palace radiates Italian grandeur and style.

preferredhotels.com  
**Preferred Hotels & Resorts**  
The Londoner takes center stage in the heart of London's West End theater district.

preferredhotels.com  
**Preferred Hotels & Resorts**  
Perched high above the Alpine village of Sils-Maria, Hotel Waldhaus Sils has been run by the same family since it opened in 1908.

preferredhotels.com  
**Preferred Hotels & Resorts**  
Enjoy more luxury for less in Europe. Save up to 30% on suite accommodations in destinations ranging from Italy to Ireland when you book a stay of two nights or more by June 12, 2023, for travel through March 31, 2024.

preferredhotels.com  
**Hotel Maximilian's**  
Save up to 30%

preferredhotels.com  
**Grand Hotel Palace**  
Save up to 30%

preferredhotels.com  
**The Londoner**  
Save up to 30%

preferredhotels.com  
**Hotel Waldhaus Sils**  
Save up to 30%

preferredhotels.com  
**Spacious Stays from Ireland to Italy**  
Save up to 30%

# EXPOSURE

## EMAIL MARKETING

### EMAIL TO I PREFER MEMBERS

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

### TARGET AUDIENCE

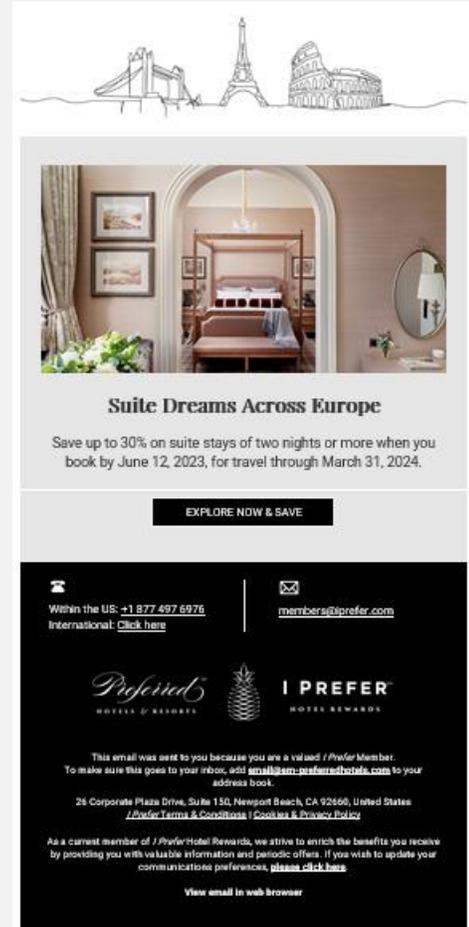
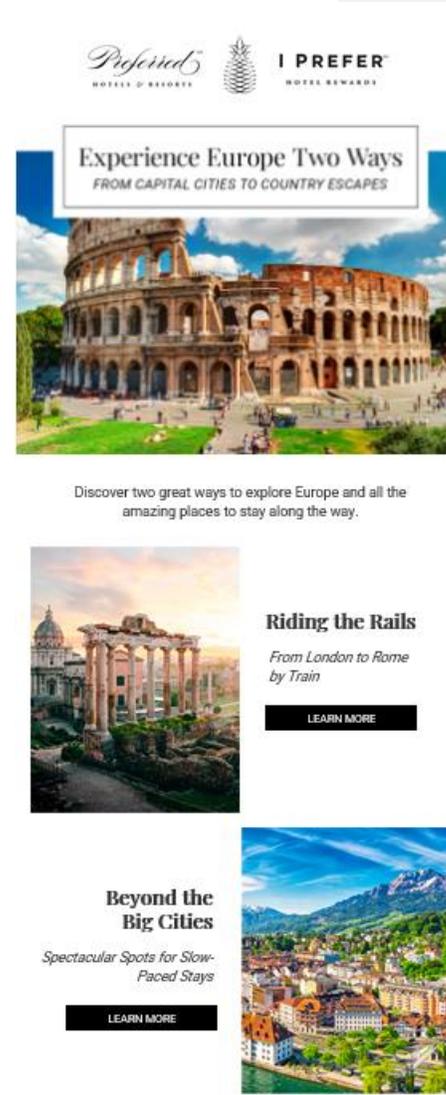
- Highly targeted audience of feeder markets for participating hotels

### EMAIL DETAIL:

- Deployment: March 12, 2023
- Subject line: Member, European Vacation Inspiration

### PERFORMANCE:

- Email Open Rate: 13.8%
- Email Clicked Rate: 2.3%



# SPOTLIGHT EXPERIENCE – DESTINATION EUROPE

## CAMPAIGN RESULTS

# CAMPAIGN REACH & RATE PLAN PRODUCTION



**43.6M**

Digital Display and  
Paid Social Media  
impressions

KPI <sup>1,2</sup>	REVENUE	BOOKINGS	ROOM NIGHTS
<b>RATE PLAN PRODUCTION</b>	\$205,552	96	331
PHG Channels <sup>3</sup> - Rate Plan Production	\$96,057	45	149
Hotel Channels <sup>4</sup> - Rate Plan Production	\$109,495	51	182
<b>HALO<sup>5</sup> PRODUCTION</b>	\$427,313	539	1,148

*1 – Results are based on gross figures inclusive of cancellations*

*2 – Results are based on MKTSD 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*