

# Q1-Q4 2023 INTEGRATED MARKETING & COMMUNICATIONS CALENDAR

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
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## CO-OPERATIVE MARKETING/THE MARKETPLACE - THEMARKETPLACE@PREFERREDHOTELS.COM

THE ESSENTIALS	THE ESSENTIALS - BRANDED RATE PROGRAMS*											
	Stay More. Save More Preferred Suites Preferred Bed & Breakfast			Preferred Extended Stay Preferred Advance Purchase Preferred Curations			Preferred Plus Preferred Extended Stay Best Available Rate			American Express Extra Night Offer American Express Preferred Family Offer Mastercard Standard Offer		
			Spring Travel Inspiration ✉️ 👍				Summer Fun* ✉️ 👍					Festive ✉️ 👍
EXPERIENCE SPOTLIGHT CAMPAIGNS	Spa & Wellness* ✈️ ✉️ 📱 📅 👍 🗣️ 📢							Food & Drink* ✈️ ✉️ 📱 📅 👍 🗣️ 📢				
		Family Travel* ✈️ ✉️ 📱 📅 👍 🗣️ 📢							Arts & Culture* ✈️ ✉️ 📱 📅 👍 🗣️ 📢			
				Beaches & Islands* ✈️ ✉️ 📱 📅 👍 🗣️ 📢								
					Celebrations* ✈️ ✉️ 📱 📅 👍 🗣️ 📢							
DESTINATION SPOTLIGHT CAMPAIGNS		Europe Destination* ✈️ ✉️ 📱 📅 👍 🗣️ 📢										
				Asia Destination* ✈️ ✉️ 📱 📅 👍 🗣️ 📢						Florida & Caribbean* ✈️ ✉️ 📱 📅 👍 🗣️ 📢		
					California Destination* ✈️ ✉️ 📱 📅 👍 🗣️ 📢						Canada* ✈️ ✉️ 📱 📅 👍 🗣️ 📢	
						Italy* ✈️ ✉️ 📱 📅 👍 🗣️ 📢					Mexico ✈️ ✉️ 📱 📅 👍 🗣️ 📢	
THE ACCELERATORS (LAST MINUTE ESCAPES)	2 X LME* ✉️ 📱 👍	2 X LME* ✉️ 📱 👍	2 X LME* ✉️ 📱 👍	2 X LME* ✉️ 📱 👍	2 X LME* ✉️ 📱 👍	2 X LME* ✉️ 📱 👍	2 X LME* ✉️ 📱 👍	2 X LME* ✉️ 📱 👍	2 X LME* ✉️ 📱 👍	2 X LME* ✉️ 📱 👍	1 X LME* ✉️ 📱 👍	2 X LME* ✉️ 📱 👍

Key to Marketing Channels									
DEDICATED LANDING PAGE	EMAIL	DIGITAL PAID MEDIA	BLOG POST	ORGANIC SOCIAL MEDIA	B2C ACTIVATIONS	B2B ACTIVATIONS	PR ACTIVATIONS	DISPLAY REMARKETING / ADVERTISING	PAID SEARCH

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## I PREFER ACTIVITIES - LOYALTY@IPREFER.COM

BONUS OFFERS				Booking Bonus - New Website - 25,000 bonus points Earth Day (BG) Itinerary and enroll bonus	Unforgettable Moments Bonus 20k points for stays through July					Unforgettable Moments Bonus 10k points for bookings in October for stays through 1/1/2024	Cyber Offer (TBD)	Member's Choice Announcement and Booking Bonus TBD
REDEMPTION OFFERS	2 x Key Access	2 x Key Access	Auction Event 2 x Key Access	Regional Reward Night 2 x Key Access	2 x Key Access	Auction Event 2 x Key Access RN/RN+ Awareness Trigger	2 x Key Access RN/RN+ Awareness Trigger	2 x Key Access RN/RN+ Awareness Trigger	2 x Key Access RN/RN+ Awareness Trigger	Auction Event 2 x Key Access RN/RN+ Awareness Trigger	Redemption Offer (TBD) 2 x Key Access RN/RN+ Awareness Trigger	
REGIONAL OFFERS				(Japan) 5k Points Bookings through June							10K point bonus WeChat -China bookings (TBD)	
MEMBER EMAILS/ DEDICATED LANDING PAGES		VIP Offers		VIP Offers		VIP Offers		VIP Offers		VIP Offers		VIP Offers
MEMBER COMMUNICATIONS				Account Summary	Account Summary	Account Summary	Account Summary	Account Summary Annual Satisfaction Survey	Account Summary	Account Summary Members Choice Award Voting	Account Summary	Account Summary
PARTNERSHIPS				Amex Statement Credit Offer			Amex Statement Credit Offer; AARP Launch	AARP Digital Activations; AMEX Digital Display Campaign	AARP Digital Activations; AMEX Digital Display Campaign; Mastercard Asia Acquisition	AARP Digital Activations; AMEX Digital Display Campaign; Mastercard Asia Acquisition; Union Pay Launch	AARP Digital Activations; AMEX Digital Display Campaign; Mastercard Asia Acquisition; Union Pay promotion	AARP Digital Activations; AMEX Digital Display Campaign; Mastercard Asia Acquisition; Union Pay promotion

## BRAND LEVEL MARKETING - THEMARKETPLACE@PREFERREDHOTELS.COM

GLOBAL PROMOTIONS	Independent Hotel Day					Preferred Pineapple Week						
	Where Next 23				Unforgettable Moments				Unforgettable Moments- Festive Message Including 10,000 IP Bonus Points for bookings in October			
								Legend Collection Marketing Campaign				
BRAND DIGITAL MARKETING	Evergreen PHR Brand Paid Search PHR Brand Display Advertising											
	PHR Brand Social Media Advertising PHR MetaSearch We Chat Mini Program Marketing											

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## PR ACTIVITIES - PUBLICRELATIONS@PREFERREDHOTELS.COM

### PR ACTIVITIES (IN ADDITION TO THE ACTIVITIES SUPPORTING MARKETING CAMPAIGNS)

*I Prefer*  
- Reintroduction

*I Prefer*  
- update release  
  
**Earth Day  
Family Travel**  
(BG focused)

**Celebrations +  
Beaches and  
Islands global  
pitch**  
- Theme TBD

**Unforgettable  
Moments**  
- Launch release  
- distributed June 5  
  
**Hidden Gems  
targeted pitch**  
(Select Media per  
region) pending hotel  
sign-ups

**Legend  
Campaign**  
- Development  
release for trade  
outreach

**Spotlight  
on Spain**  
- thought leadership  
and hotels (priority  
to The Marketplace  
hotels)

**News from the  
Legend Collection**  
- The Marketplace  
hotels prioritized  
  
**Florida and  
Caribbean**  
- The Marketplace  
Destination Spotlights  
(pending hotel signups)

**CNT Awards  
Global Release**  
  
**Unforgettable  
Moments –**  
Festive + Hotel Stories  
  
**Experience  
Legendary Hotels  
in The Nordics**

**Late Oct/ early  
Nov I Prefer  
Member's  
Choice  
Announcement**  
  
**Cyber Monday/  
Travel Tuesday  
global pitch**

*I Prefer* update  
release  
(pending hard news)  
  
**New Openings  
2024**

**St Patrick's  
Day**  
- Inbound Ireland  
focus

**Mexico travel  
global pitch**  
(dependent on  
sign-ups and CTA)  
  
**UK &  
US-focused**  
- King Charles'  
Coronation

**Preferred Pride  
global pitch  
(Americas  
EMEA focus)**

**International  
Pineapple  
Week**  
- distribution  
June 20

**T+L Awards  
global release**  
  
**July 4 Americas  
regional pitch**  
(pending hotel  
sign-ups and CTA)

**AARP Release  
  
CD Partnership  
announcement**

**Diwali  
celebrations**  
  
**Golden Week -  
China**

**Day of the Dead  
Celebrations;  
Mexico – The  
Marketplace  
Destination Spotlight**  
  
**Hotels of the  
Year 2023**

**Diwali  
Celebrations**  
  
**Singles Day:**  
Solo Travel Picks in  
2024 - November 11  
(Asia Focus - social)

**Luna New Year  
2024**  
- China and East Asia  
Markets

## ORGANIC SOCIAL ACTIVITIES - SOCIALMEDIA@PREFERREDHOTELS.COM

### GLOBAL SOCIAL MEDIA KEY DATES

**New Years  
Day**  
  
**Lunar New  
Year**  
(Jan 22, 2023)  
  
**Independent  
Hotel Day**  
(Jan 29, 2023)

**Valentine's  
Day Escapes**

**St Patrick's  
Day**  
**Japan Spring  
Holiday/ start  
of Cherry  
Blossom  
season/ Holi**

**Songkran Festival**  
(Thailand)  
**Earth Day**  
**Easter**  
**Heritage Day**  
**National Parks  
Week**  
**Golden week**  
(Japan)

**King Charles'  
Coronation**  
**Mother's Day**  
**Pride**  
**Father's Day**  
**Cinco De  
Mayo**  
**China Golden  
Week**

**School holidays**  
(SEA)  
**Pet Appreciation  
Week**  
**Pride Month**  
**Preferred  
Pineapple Week**

**Independence  
Day (US)**  
**4th July**  
**I Prefer focus**  
**Unforgettable  
moments  
launch**

**National Dog  
Day (Indonesia)**  
  
**World  
Elephant Day**  
(Safari)

**Diwali (India)**  
**Independence Day**  
(Vietnam)  
**Japan Silver Week**  
**World Rhino Day**  
**Mid Autumn Festival**  
(China, Singapore,  
Malaysia)  
**Oktoberfest Munich**  
(begins)  
**Rugby World Cup**

**National Golf  
Lovers Day**  
**International  
Coffee Day**  
**China Golden  
Week**  
**Halloween**  
**Emotional  
Wellness Month**

**Dia de Los Muertos**  
**Diwali (SEA)**  
**World Kindness Day**  
**National Take a  
Hike Day**  
**Cyber Monday/  
Travel Deal Tuesday**  
**China Singles Day /  
Solo Hotels**  
**Thanksgiving**

**Winter Holidays**  
**Winter solstice**  
(northern  
hemisphere)  
**Christmas Eve/  
Christmas,**  
**Hanukkah,**  
**New Year's Eve,**  
**New Year**

### GLOBAL SOCIAL MEDIA EVERGREEN

**2X Suite of  
the week**

**2X Suite of  
the week**

**2X Suite of  
the week**

**2X Suite of  
the week**

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the week**

### CHINESE SOCIAL MEDIA PLATFORMS

**Future Travel  
Chines New Year**  
(China F&B)  
  
**Independent  
Hotel Day**  
  
**UGC campaign  
ideas:**  
**Chinese New Year**

**Wedding  
& Celebration**  
**Spend your days on  
this special Valentine  
Day** (F&B/Romantic  
travel destination)  
  
**UGC campaign idea:**  
*I Prefer*  
(TBC with Marketing  
and depending on I  
Prefer issues)

**Spa & Wellness**  
-Best Spa &  
Wellness destination  
for your next stay

**World Earth Day**  
**Travel with Preferred**  
"Residences"  
(Collection series)  
  
**UGC campaign idea:**  
**Labour Day Travel**

**Labor Day Travel**  
**Destination  
Recommendation**  
(China)  
**Ecotourism**  
  
**Golf & Adventure**  
**Travel with Preferred**  
"Legend" (Collection  
series)  
  
**UGC campaign idea:**  
**Where Next?**  
(TBC with Marketing)"

**Golf & Adventure**  
**Spend Children's Day**  
with You Lovely Kids  
(China hotel member  
family package/unique  
family/children focused  
activities )  
  
**Which Pride Hotel**  
**You Prefer?** (Preferred  
LGBT Hotel)  
**International Pineapple**  
**Week**  
  
**Travel with Preferred**  
**UGC campaign idea:**  
**International Pineapple**  
**Week**

**Family Travel**  
(Urban escape)  
**Food & Wine**  
(Wineyard resort)  
**Mid-Autumn Festival**  
  
**Travel with Preferred**  
"Residences"  
(Collection series)  
  
**UGC campaign idea:**  
**Family Travel -Family**  
**focused adventures**  
**or excursions**

**Family Travel**  
(Urban escape)  
**Food & Wine**  
(Wineyard resort)  
**Mid-Autumn Festival**  
  
**Travel with Preferred**  
"Residences"  
(Collection series)  
  
**UGC campaign idea:**  
**International Dog Day**

**International Dog Day**  
(Pet-friendly)  
**Food & Wine**  
  
**Travel with Preferred**  
"Legend" (Collection  
series)  
  
**UGC campaign idea:**  
**Golden Week**

**Golden Week travel**  
**destination**  
**Art & Culture**  
**Michelin starred**  
**restaurant hotel**  
**related**  
  
**Design Hotel**  
**Travel with Preferred**  
  
**UGC campaign idea:**  
**China Singles Day**  
**promotion** (TBC with  
marketing, depending  
on the 11.11 offer)

**Mountain & Ski**  
(Switzerland, France,  
Italy, USA)  
  
**Spa&Wellness**  
(China, Japan, Sweden)  
  
**Meeting and event**  
**space**  
  
**UGC campaign idea:**  
**China Singles Day**  
**promotion** (TBC with  
marketing, depending  
on the 11.11 offer)

**Ski & Winter Fun**  
**Hotels**  
  
**Christmas Season**  
(China F&B)  
(China MICE)  
  
**Travel with Preferred**  
"Residences"  
  
**UGC campaign idea:**  
**Ski & winter travel**

## Key to Marketing Channels



DEDICATED  
LANDING PAGE



EMAIL



DIGITAL PAID  
MEDIA



BLOG POST



ORGANIC SOCIAL  
MEDIA



B2B  
ACTIVATIONS



B2B  
ACTIVATIONS



PR  
ACTIVATIONS



DISPLAY  
REMARKETING  
/ADVERTISING



PAID  
SEARCH

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<b>BRAND PUBLICATIONS - BRANDCREATIVE@PREFERREDHOTELS.COM</b>												
<b>PREFERRED TRAVEL MAGAZINE</b>				<b>Preferred Travel vol 21</b> Theme: Favorite destinations we love to return to again and again 3 neighborhoods in these favorite destinations: London, Tokyo, New York, Rome, Mexico City, Singapore, Copenhagen Markets Around the World Preferred Journeys: Venice to Como, California Coast Highway, New York to Washington, D.C. by Rail Summer Games Food Worth the Journey (U.S.-focus) Cherished Resorts					Preferred Travel vol 22			Preferred Travel vol 23
<b>DIRECTORIES</b>		Golf Directory	PH Directory (TPG)		Preferred Residences Directory		BG Directory Launch		Travel Planning Guide		Preferred Residences Directory	
<b>BRAND AD PLACEMENTS</b>			Departures Design&Style	T+L IT List / 500 List	CNT Hot List	Departures Escapes (DPS)	T+L		Departures Fashion	CNT RCA-Spread	Departures Luxury-Spread	AFAR - Where to go '24 Town & Country - Let's Celebrate '24
			CNT Slow Travel	AFAR Hospitality			WorldsBest Awards-Spread			AFAR - Epic Trips Town & Country - Culture		
						Town & Country Travel					CNT - Asia	
<b>WORLDWIDE HOTEL LISTING</b>	WWHL Digital Update	WWHL Digital Update	WWHL Digital Update	WWHL Print	WWHL Digital Update	WWHL Digital Update	WWHL Digital Update	WWHL Print	WWHL Digital Update	WWHL Digital Update	WWHL Digital Update	WWHL Print
<b>EXPERIENCE FOLIOS (PRINTED)</b>	Weddings & Celebrations	Spa & Wellness	Beaches & Islands	Family Pride					Food and Drink (might change name) Spa & Wellness			
<b>EXPERIENCE FOLIOS (DIGITAL)</b>	Weddings & Celebrations	Spa & Wellness Adventure	Beaches & Islands	Pets						SKI		

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