

# Q1 2024 INTEGRATED MARKETING & COMMUNICATIONS CALENDAR

JANUARY

FEBRUARY

MARCH

CO-OPERATIVE MARKETING/THE MARKETPLACE - THEMARKETPLACE@PREFERREDHOTELS.COM

## START OF MARKETING MARKETPLACE 2024 PARTICIPATING HOTELS

<b>BRANDED PROGRAMS</b>	I Prefer Member Rate Stay More Save More Preferred Suite	Preferred Bed & Breakfast Advance Purchase Extended Stay	Preferred Local	
<b>BANK PROGRAMS</b>	American Express	Mastercard & Visa Bank Programs		

## EXPERIENCES, DESTINATIONS, SEASONAL CAMPAIGNS AND LAST MINUTE ESCAPES

<b>DESTINATION &amp; EXPERIENCE ALWAYS ON</b>			
<b>EXPERIENCE, DESTINATIONS &amp; SEASONAL PUSHES</b>	WINTER TRAVEL (SKI & MOUNTAIN & WINTER SUN) 	SPOTLIGHT EXPERIENCES - FOCUS ON: Family Travel, Culinary and Boutique 	THE TALE OF TWO CITIES: Paris & London 
	WELLNESS 	SPRING BREAK - TOP DESTINATIONS (Inc I Prefer Offer): Europe, Mexico, Florida, Caribbean, California and New York 	FLORIDA 
<b>LAST MINUTE ESCAPES</b>	2 X LME 	2 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	PARTNER ACTIVATIONS	DISPLAY REMARKETING /ADVERTISING	PAID SEARCH	SEO
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\* Add-on - price starting at \$450 † Property must be an active and engaged participant in the I Prefer Hotel Rewards loyalty program.

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	JANUARY	FEBRUARY	MARCH
<b>I PREFER ACTIVITIES - LOYALTY@IPREFER.COM</b>			
<b>BONUS OFFERS - Global IP</b>	Member's Choice Award Promotion (Points promo for hotels recognized as Members Choice winners)		
<b>BONUS OFFERS - Marketplace Support</b>		Spring Break - Member Bonus Offer	UM Bonus Offer
<b>BONUS OFFERS - Regional/Brand</b>		Lunar New Year Promo 8,888 bonus points 2-night stay on member rate w/corp code	
<b>BONUS OFFERS Evergreen</b>			New Hotels
<b>REDEMPTION OFFERS</b>	Key Access RN/RN+ Awareness Trigger	Key Access RN/RN+ Awareness Trigger	Key Access RN/RN+ Awareness Trigger
<b>IP - Marketplace Accelerators</b>		VIP Offers	
<b>MEMBER COMMS</b>	Account Summary Tier Name Change/T&Cs update	Account Summary	Account Summary
<b>PR ACTIVITIES - PUBLICRELATIONSPHR@PREFERREDHOTELS.COM</b>			
<b>PR ACTIVITIES</b> (In addition to the activities supporting Marketing Campaigns)	Q4 2023 New Member Announcement – global release	2024 Forbes Five Star Awards – global release	International Women's Day + Women's History Month – global pitch
	Independent Hotel Day – global release	Legendary Romantic Escapes – global round-up pitch	St. Patricks Day (inbound Ireland focus) – global round-up pitch
	Legendary Wellness Offerings – global round-up pitch	What's New for MICE Travel? – global pitch	Cherry Blossom Season – global pitch

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## BRAND LEVEL MARKETING - THEMARKETPLACE@PREFERREDHOTELS.COM

### UNFORGETTABLE MOMENTS (GLOBAL BRAND MERCHANDIZING)

ALWAYS ON:

Unforgettable Moments - Lunar New Year Promotion (China Market)

Unforgettable Moments - Bonus I Prefer Point Promotion

### LEGEND COLLECTION

ALWAYS ON:

Legend - Romantic Escapes  
Email + Digital Ads on Departure.com in March and April

### BRAND DIGITAL MEDIA

Evergreen  
PHR Brand Paid Search  
PHR Brand Display Advertising

PHR Brand Social Media Advertising  
PHR MetaSearch  
We Chat Mini Program Marketing



## ORGANIC SOCIAL ACTIVITIES - SOCIALMEDIA@PREFERREDHOTELS.COM

### GLOBAL SOCIAL MEDIA KEY DATES

New Years Day  
Independent Hotel Day (Jan 29, 2024)

Lunar New Year (Feb 10, 2024)  
Valentine's Day Escapes

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

### GLOBAL SOCIAL MEDIA EVERGREEN

User Generated Content and Influencer Content  
Local area guide (5-10 key places to explore in your hotel's area - MUST be significant city. MUST have strong imagery)

2X Suite of the week

2X Suite of the week

2X Suite of the week

### CHINESE SOCIAL MEDIA PLATFORMS (WECHAT, SINA WEIBO & RED)

New Years Day  
Independent Hotel Day

New Years Day  
Independent Hotel Day

New Years Day  
Independent Hotel Day

### CHINA SOCIAL MEDIA EVER GREEN (MAINLY FOCUS ONWECHAT)

Post brand videos of 3 - 4 member hotels on WeChat Video Account

User generated content and influence content partnered with 2 - 3 China key influencers aligned with key marketing campaign and monthly/seasonal key topics and major festivals.

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<b>PARTNER ACTIVATIONS - IN MARKET DATE</b>			
<b>MASTERCARD OFFERS</b>	<i>I Prefer</i> acquisition campaign - Asia	<i>I Prefer</i> acquisition campaign - Asia	<i>I Prefer</i> acquisition campaign - Asia
<b>UNION PAY OFFERS</b>	<i>I Prefer</i> Member rate Union Pay offering	<i>I Prefer</i> Member rate Union Pay offering	<i>I Prefer</i> Member rate Union Pay offering
<b>AIRLINES</b>	Air Canada Points exchange promotion	Air Canada Points exchange promotion	Air Canada Points exchange promotion
<b>MEMBER ORGANISATIONS</b>	AARP digital activations	AARP digital activations	AARP digital activations
<b>BRAND PUBLICATIONS - BRANDCREATIVE@PREFERREDHOTELS.COM</b>			
<b>PREFERRED TRAVEL MAGAZINE</b>	<p><b>Preferred Travel vol 21</b> (Dec 2023/Jan 2024) <b>PARIS!!</b> 20pp covering Paris, include "Why I love Paris" essay, "My Weekend" with notable Parisians, festivals &amp; fetes, Olympics, weekend markets, food &amp; drink 72 hours in .... Singapore, San Antonio, Helsinki! In the Neighborhood: Washington, D.C. Wharf District Switzerland Little Black Book: Mexico City Pioneer: Interview with Peter Ueberoth Art: Design Museums Food &amp; Drink: Mocktails Preferred Experience: Residences Travel Tails: City Dogs Where in the World: TBC</p>		Preferred Travel, vol 24 (April 2024)
<b>WORLDWIDE HOTEL LISTING</b>			WWHL (April 2024)

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