

Q1-Q4 2024 INTEGRATED MARKETING & COMMUNICATIONS CALENDAR

JANUARY FEBRUARY MARCH APRIL MAY JUNE JULY AUGUST SEPTEMBER OCTOBER NOVEMBER DECEMBER

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

RATE PROGRAMS: I PREFER MEMBER RATE, STAY MORE SAVE MORE, PREFERRED SUITE, PREFERRED BED & BREAKFAST, ADVANCE PURCHASE, EXTENDED STAY, PREFERRED LOCAL AMERICAN EXPRESS, MASTERCARD & VISA BANK PROGRAMS

BRANDED PROGRAMS



BANK PROGRAMS



EXPERIENCES, DESTINATIONS, SEASONAL CAMPAIGNS AND LAST MINUTE ESCAPES

DESTINATION & EXPERIENCE ALWAYS - ON

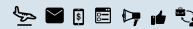


EXPERIENCE, DESTINATIONS & SEASONAL PUSHES

WELLNESS



SPRING BREAK OFFER (Double IP Bonus Points)
TOP DESTINATIONS: Mexico, Florida, Caribbean, California, New York, Europe



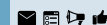
DESTINATION - CALIFORNIA



DESTINATION - CANADA



ESCAPE THE HEAT
The Nordics, Cape Town, Canada



DESTINATION - NEW YORK CITY



SPOTLIGHT EXPERIENCES
Focused on Culinary, Boutique and Pet Travel



DESTINATION - THE AMERICAN SOUTHWEST



SPOTLIGHT EXPERIENCES
Focused on: Winter Sun, Family Travel and Wellness



DESTINATION - LATIN AMERICA



SKI & MOUNTAIN



SPOTLIGHT EXPERIENCES
Focused on Family Travel, Culinary & Boutique



SPOTLIGHT EXPERIENCES
Focused on Beaches & Islands, Wellness and Family



DESTINATION EUROPE & LEGEND EUROPE



DESTINATION - THE NORDICS



DESTINATION - GERMANY, SWITZERLAND AND AUSTRIA



DESTINATION - JAPAN



AUTUMN FOLIAGE
Focused on Midwest & Chicago, New England, Japan, Quebec State, Bavaria (Munich & Augsburg)



DESTINATION - SOUTHERN EUROPE



DESTINATION MEXICO & LEGEND MEXICO



DESTINATION - FLORIDA



DESTINATION - CITIES IN NORTH AMERICA
New York, Washington, Chicago, Los Angeles, New Orleans, Nashville, Charleston, Boston, San Francisco, Toronto, Montreal, Ottawa



SPOTLIGHT EXPERIENCES
Focused on Resort Escapes, Family Travel, Weddings & Celebrations



DESTINATION - ASIA & LEGEND ASIA
Japan, Thailand, Singapore, India and more...



DESTINATION - THE MIDWEST & CHICAGO



DESTINATION - AFRICA



DESTINATIONS - PARIS & LONDON



DESTINATION - ITALY



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*



1 X LME*



2 X LME*



2 X LME*



Key to Marketing Channels



EMAIL



DIGITAL PAID MEDIA



BLOG POST



ORGANIC SOCIAL MEDIA



B2C ACTIVATIONS



B2B ACTIVATIONS



PR ACTIVATIONS



PARTNER ACTIVATIONS



DISPLAY REMARKETING /ADVERTISING



PAID SEARCH



SEO








FEATURED IN THE IP ACCOUNT SUMMARY

Q1-Q4 2024 INTEGRATED MARKETING & COMMUNICATIONS CALENDAR




















JANUARY FEBRUARY MARCH APRIL MAY JUNE JULY AUGUST SEPTEMBER OCTOBER NOVEMBER DECEMBER

BRAND LEVEL MARKETING - THEMARKETPLACE@PREFERREDHOTELS.COM

UNFORGETTABLE MOMENTS (GLOBAL BRAND-MERCHANDISING)

ALWAYS ON:    											
			Unforgettable Moments Offer 			Unforgettable Moments - Bonus / Prefer Point Promotion  		Unforgettable Moments - Focus on Asia 		Unforgettable Moments - Focus on Europe 	Unforgettable Moments - Bonus / Prefer Point Promotion  
						Unforgettable Moments - Focus on Americas 					

LEGEND COLLECTION

ALWAYS ON:   															
Legend - Romantic Escapes    				Legend - Arts & Design    				Legend - Historic Heritage    				Legend - Winter Wonderland    			
Digital Ads on Departure.com in March and April															

BRAND DIGITAL MEDIA

ALWAYS ON: PHR Brand Paid Search, PHR Brand Display Advertising, PHR Brand Social Media Advertising, PHR MetaSearch, We Chat Mini Program Marketing   											
---	--	--	--	--	--	--	--	--	--	--	--

PR ACTIVITIES - PUBLICRELATIONSPHR@PREFERREDHOTELS.COM

PR ACTIVITIES (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 release	Q1 2024 New Member Announcement - global release	20 Years of Ueberroth Family Ownership - global release	Preferred Pineapple Week - global release	Q2 2024 New Member Announcement - global release	Multigenerational family travel (Residences focus) - global release	Legendary all-inclusives - global release	Q3 2024 New Member Announcement - global release	I Prefer Members' Choice Awards 2024 - global release	New Independent Hotel Openings 2025 - global release
Spa & Wellness Experiences - global pitch	Legendary Romantic Escapes - global round-up pitch	Legend Collection Reaches 100 Members - global release	What's New for MICE Travel? - global pitch	Secondary destinations, Legend Collection focus - global pitch	Preferred Pride 2024 - global release	Travel + Leisure World's Best Awards 2024 - global release	Legendary Pet Travel - global pitch	Legendary kids-clubs - global pitch	Condé Nast Traveler Reader's Choice Awards 2024 - global release	Cyber Monday and Travel Tuesday - global pitch	2025 Travel Trends - Spotlight on Senior Leadership Insights - global pitch

BRAND AND MEDIA CO-OP EVENTS

IMM New York (Jan 25)	IMM London (Feb 19 - 21)	IMM Paris (March 13)	Sao Paulo Media Co-Op Event (April 4)	Legend + New Openings NYC Media Luncheon (May 30)	London Media Co-Op Event (June 26)				Madrid Media Co-Op Event (October 2)		ILTM Cannes (December 2-5)
-----------------------	--------------------------	----------------------	---------------------------------------	---	------------------------------------	--	--	--	--------------------------------------	--	----------------------------

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	FEATURED IN THE IP ACCOUNT SUMMARY

* Add-on - price starting at \$450 †Property must be an active and engaged participant in the I Prefer Hotel Rewards loyalty program.

Q1-Q4 2024 INTEGRATED MARKETING & COMMUNICATIONS CALENDAR

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
---------	----------	-------	-------	-----	------	------	--------	-----------	---------	----------	----------

I PREFER ACTIVITIES - LOYALTY@IPREFER.COM											
BONUS OFFERS - GLOBAL IP	Member's Choice Award Promotion (Points promo for hotels recognized as Members Choice winners)								Members' Choice Past Winners Offer - TBD		
BONUS OFFERS - MARKETPLACE SUPPORT		Spring Break - Member Bonus 2x Points on member rate with IPSPRING24 corp code (3-night min)			UM Bonus - TBD				UM Bonus TBD		
BONUS OFFERS - REGIONAL/BRAND	Lunar New Year Promo 8,888 bonus points 2-night stay on member rate w/corp code			Beyond Green Earth Day Promo 20k bonus points for bookings 48 hours around Earth Day (stays through June). 2-night min							
BONUS OFFERS EVERGREEN			New Hotels	New Hotels	New Hotels	New Hotels	New Hotels	New Hotels	New Hotels	New Hotels	New Hotels
REDEMPTION OFFERS	Key Access Trigger RN/RN+ Awareness Trigger	Key Access Trigger RN/RN+ Awareness Trigger	Key Access Trigger RN/RN+ Awareness Trigger	Key Access Trigger RN/RN+ Awareness Trigger	Key Access Trigger RN/RN+ Awareness Trigger	Key Access Trigger RN/RN+ Awareness Trigger	Key Access Trigger RN/RN+ Awareness Trigger	Key Access Trigger RN/RN+ Awareness Trigger	Key Access Trigger RN/RN+ Awareness Trigger	Key Access Trigger RN/RN+ Awareness Trigger	Key Access Trigger RN/RN+ Awareness Trigger
IP - MARKETPLACE ACCELERATORS		VIP Offers		VIP Offer (New)		VIP Offer (New)		VIP Offer (New)		VIP Offer (New)	VIP Offer (New)
MEMBER COMMUNICATIONS	Account Summary Tier Name Change/T&Cs update	Account Summary Spring Break Offer Italy BG 40k point offer Reward Travel - RN/RN+ (Dunamic) Japan - Cherry Blossom Season New Hotels	Account Summary Spring Break Offer Italy BG 40k point offer VIP Offer Key Access China - Visa Free Entry (select countries) New Hotels	Account Summary Spring Break Offer Italy Feature Preferred Golf Offer Preferred Travel Digital Magazine BG - & Beyond Offer Earth Day Offer Teaser New Hotels	Account Summary UM Offer Reward Travel Residences TBD TBD New Hotels	Account Summary UM Offer Reminder TBD TBD New Hotels	Account Summary	Account Summary	Account Summary	Account Summary	Account Summary

ORGANIC SOCIAL ACTIVITIES - SOCIALMEDIA@PREFERREDHOTELS.COM												
GLOBAL SOCIAL MEDIA KEY DATES	New Years Day Independent Hotel Day <small>(Jan 29, 2024)</small>	Lunar New Year <small>(Feb 10, 2024)</small> Valentine's Day Escapes	St Patrick's Day Japan Spring Holiday start of Cherry Blossom season Holi	Spring Break Easter Travel Preferred Pet roadtrip revisit	National Pet Week Memorial Day Legend Collection Focus	Preferred Pineapple Week Preferred Pride/ Inclusive travel	4th July Holiday	Ferragosto (High Summer) International Dog Day	Labor Day (End of Summer)/ Mid-Autumn Festival Back to School Legend Collection focus	Halloween Dwali Autumn/ China Golden Week Legend Collection focus	Thanksgiving (Family/ Residences) Festive Holidays Single's Day (11/11)/Solo Travel	Festive Holidays New destinations for 2025 Lunar New Year approaches
	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)											
GLOBAL SOCIAL MEDIA EVERGREEN	2X Suite of the week	2X Suite of the week	2X Suite of the week	2X Suite of the week	2X Suite of the week	2X Suite of the week	2X Suite of the week	2X Suite of the week	2X Suite of the week	2X Suite of the week	2X Suite of the week	2X Suite of the week
CHINESE SOCIAL MEDIA PLATFORMS												
KEY DATES, SEASONAL TRENDS TOPIC (WECHAT, SINA WEIBO & RED)	New Years Day Independent Hotel Day Mutual Visa free policy between China & Singapore Spa & Wellness Destination focus: California	Lunar New Year <small>(Feb 10, 2024)</small> Valentine's Day Escapes Old Money Aesthetic Destination focus: Singapore	"St Patrick's Day Spring Blossom season Women's Travel Destination focus: Japan	Spring Beach, Island, Wellness Labor Day Holiday Destination focus: Greater China & North America Urban Destination	National Pet Week International Children's Day City Walk - Shanghai, Hong Kong, Singapore, Kyoto etc Destination Focus: UK, London	Preferred Pineapple Week HK's Return on 1st July Bank Card Program Unforgettable Moment - I Prefer Bonus Point Offer Destination Focus: Europe, HK & Macau	Family Travel & Summer Fun; Hidden Gem; Destination of the month - The Nordics	Family Travel & Summer Fun; Pool & Bar Chinese Valentine's Day (Qixi) Pet focus - International Dog Day Destination Focus: New York City, Mid West & Chicago	Culinary - new seasonal menu for autumn; Autumn Foliage; Outdoor dining spaces of hotel including room balcony; restaurant Alfresco dining experience; Bar etc. Mid-Autumn Festival - mooncake; Unforgettable Moments (CN) Destination focus: Greater China & Africa	Culinary - Awarded Executive Chef Outdoor - Self Drive/cycling Historical Hotels Wedding & Honeymoon Candle Night Travels Golden List Halloween China Golden Week Destination Focus: Asia	Ski & Winter Spa Experience; I Prefer Members' Choice; Travel to a warm destination; Thanksgiving day Double 11 Destination Focus: Southeast Asia & Australia	Ski & Winter Spa Experience; Festival Season Celebration; Lunar New Year approaches; New Opened Hotels; Return of Macau Destination Focus: Ski Destination & Macau
	Spring Festival Escape - Last minute escape	"Vocation" Working Vocation, extend your spring festival holiday Back to work? Book your next business vocation	Campaign to support Unforgettable Moments - Bonus I Prefer Bonus Point Offer	Labor Day Holiday targeting hotels in Greater China, especially Taiwan (Tbc), Hong Kong, Macau	Preferred Pet - campaign partnered with KOLs traveling with Pet and local pet brand	Preferred Pineapple Week campaign aligned with our 2 co-op media events.	Legend - Art & Design	Mid Autumn Day & Golden Week Holiday	F&B focus (partnered with hotels in Asia, especially Greater China)	Double 11 aligned with marketing offer and I Prefer initiatives	Legend Winter Wonderland	

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	FEATURED IN THE IP ACCOUNT SUMMARY

* Add-on - price starting at \$450

†Property must be an active and engaged participant in the I Prefer Hotel Rewards loyalty program.

Q1-Q4 2024 INTEGRATED MARKETING & COMMUNICATIONS CALENDAR

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
---------	----------	-------	-------	-----	------	------	--------	-----------	---------	----------	----------

BRAND PUBLICATIONS - BRANDCREATIVE@PREFERREDHOTELS.COM

PREFERRED TRAVEL MAGAZINE

COVER	PARIS			ITALY				INDIA				
INSIDER IDEAS	Carnivale, jazz festivals Writer: Sarah Notton			In Your Bag - latest gadgets, ABBA, Sarasota, Puerto Vallarta, Newport Beach int'l sand castle competitions				Swiss Country Music Festival				
MAIN DESTINATION ESSAY	Paris			Italy				India: Rajasthan, Delhi, Jaipur				
MAIN DESTINATION OTHER FEATURE	Paris first timers Writer/s: Torri Mundell and Abby			Italy first timer: Brittney Garland Grappa, Nonino family								
MAIN DESTINATION (ARTS & MY WEEKEND)	Small galleries, ateliers etc			Made in Italy - glass blowing, lace making, mask making etc Milan				Delhi or Jaipur (TBD)				
MAIN DESTINATION FOOD AND DRINK	Patisserie			Pasta				Curries - global				
72 HOURS IN ...	Singapore, San Antonio, Helsinki			Cape Cod, Las Vegas, Edinburgh				Barcelona, Puerto Rico, Aspen				
IN THE NEIGHBOURHOOD	Washington DC The Wharf			Hong Kong				Munich				
SECOND & THIRD DESTINATION FEATURE	Switzerland Idea: Croatia (Hotel Bellevue, Mali Losinj)			Japan				Kuala Lumpur				
LITTLE BLACK BOOK	Mexico City			Lisbon				Napa/Sonoma				
MAIN ARTS FEATURE/ CULTURE	Design museums around the world			Book shops				David Hockney				
FOOD/DRINK FEATURE				Copenhagen / NOMA				Cozy Cocktails				
PREFERRED EXPERIENCES	Residences			Seasonal hotels				Solo (but not alone!) Travel				
TRAVEL TAILS	City dogs			City dogs (int'l)				Travel Gear For Pets ('What's in your bag?')				
WHERE IN THE WORLD	Brush Creek			Andara Resort				TBD				
WORLDWIDE HOTEL LISTING				WWHL (April 2024)				WWHL (Aug 2024)				WWHL (Dec 2024)
EXPERIENCE FOLIOS (PRINTED/DIGITAL)		Spa + Wellness	Family	Pets	Adventure	Boutique	Celebrations	Preferred Golf	Ski	Weddings	Beaches & Islands	

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	FEATURED IN THE IP ACCOUNT SUMMARY

* Add-on - price starting at \$450

†Property must be an active and engaged participant in the *I Prefer* Hotel Rewards loyalty program.