

Q1-Q4 2024 INTEGRATED MARKETING & COMMUNICATIONS CALENDAR

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

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|---|--|---|---|---|---|---|---|--|---|---|---|---|
| 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

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|  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 |
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BRAND LEVEL MARKETING - THEMARKETPLACE@PREFERREDHOTELS.COM

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| UNFORGETTABLE MOMENTS (GLOBAL BRAND-MERCHANDISING) | ALWAYS ON: | | | | | | | | | | | |
| | | | Unforgettable Moments Offer | | Unforgettable Moments - Bonus / Prefer | | Unforgettable Moments - Focus on Asia | | Unforgettable Moments - Focus on Europe | Unforgettable Moments - Bonus / Prefer Point Promotion | | Unforgettable Moments / All-inclusive Resorts Focus |
| | | | | | | Unforgettable Moments - Focus on Americas | | | | | | |

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| 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 | | | | | | | | |

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| 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 | | | | | | | | | | | |
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PR ACTIVITIES - PUBLICRELATIONSPHR@PREFERREDHOTELS.COM

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| 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

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| 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 |
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I PREFER ACTIVITIES - LOYALTY@IPREFER.COM

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| 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 | | | |
| 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 | | | |
| 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 VIP Offer Key Access China - Visa Free Entry (select countries) New Hotels | | Account Summary Spring Break Offer Reminder 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 | | Account Summary | | Account Summary | |

REGIONAL MEMBER COMMUNICATIONS

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| SOUTHEAST ASIA | Account Summary Blossom Season New Hotels | Account Summary | Account Summary | Account Summary | Account Summary | Account Summary | Account Summary Relaxing Resort Escapes New Hotels | Account Summary Destination Asia Autumn Japan Destinations to Discover: EQ Kuala Lumpur Majulah Singapura (The Fullerton Bay Hotel) New Hotels | Account Summary Unforgettable Moments - Asia Singapore Grand Prix (The Fullerton Hotel Singapore) Autumn Equinox Japan Golden Week - China New Hotels | Account Summary Unforgettable Moments - Asia Singapore Grand Prix (The Fullerton Hotel Singapore) Autumn Equinox Japan Golden Week - China New Hotels | Account Summary Singles Day/Cyber Friday Dwell - Singapore (One Farrer Hotel), Malaysia (EQ) Lunar New Year 2025 European Winter New Hotels | Account Summary South Korea/Japan Winter Wonderland Singles Day/Cyber Friday UK/France/Switzerland China/Hongkong/Taiwan (Lunar New Year/Spring 2025) New Hotels | Account Summary South Korea/Japan European Winter UK/France/Switzerland China/Hongkong/Taiwan (Lunar New Year/Spring 2025) New Hotels |
| JAPAN | Account Summary | Account Summary | Account Summary | Account Summary | Account Summary | Account Summary Destinations to Discover (NYC feature) New Hotels | Account Summary Unforgettable Moments - SEAPAC / Preter Reward program Destinations to Discover: The Fullerton Bay Singapore New Hotels | Account Summary Unforgettable Moments - SEAPAC Legend Historic Hotels Destinations to Discover: Two Japan Legend Hotels New Hotels | Account Summary Unforgettable Moments - Asia Destination Spotlight Japan Destinations to Discover: Two Japan Legend Hotels New Hotels | Account Summary Independent Hotel Day Promo Members Choice Award Bonus Point Offer Destination to Discover: Hotel in Hawaii (Writer Escape) New Hotels | Account Summary Legend Winter Wonderland Singles Day/Cyber Monday Promotion Destinations to Discover - Asia Hotel New Hotels | Account Summary Family Spring Travel VIP Offers Destinations to Discover: Hotel in California New Hotels | |

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ORGANIC SOCIAL ACTIVITIES - SOCIALMEDIA@PREFERREDHOTELS.COM

GLOBAL SOCIAL MEDIA KEY DATES

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|--|---|--|---|--|--|------------------|---|--|---|---|--|
| 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 | 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 Diwali 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 |
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GLOBAL SOCIAL MEDIA EVERGREEN

| | | | | | | | | | | | |
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| 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 | 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)

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| New Years Day Independent Hotel Day Mutual Visa free policy between China & Singapore Spa & Wellness Destination focus: California | Lunar New Year (Feb 10, 2024) 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 Condé Nast Traveler 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 Open Hotels; Return of Macau Destination Focus: Ski Destination & Macau |
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CHINA SOCIAL MEDIA CAMPAIGN

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| Spring Festival Escape - Last minute escape | "Wocation" 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 | Preferred Pet - campaign partnered with KOLs travelign with Pet and local pet brand | Preferred Pineapple Week campaign aligned with our2 | Legend - Art & Design | Mid Autumn Day & Golden Week Holiday | F&B focus (partnered with hotels in Asia, especially Greater | Double 11 aligned with marketing offer and I Prefer initiatives | Legend Winter Wonderland |
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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 | | Festivals and fetes | 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 |

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