



THE
MARKETPLACE
PREFERRED HOTELS & RESORTS — **2025**

Preferred[™]
HOTELS & RESORTS

PREFERRED'S CO-OPERATIVE MARKETING PROGRAM

Build awareness, drive demand, and generate bookings for your hotel
...at highly efficient cost with strong ROI.



TARGETING A GLOBAL LUXURY AUDIENCE

- Online shoppers for luxury travel
- *I Prefer* database, skewing to affluent travelers
- **AMERICAN EXPRESS, MASTERCARD** and **VISA** cardholders
- Partner audiences of global travelers



HIGH RETURN AT LOW COST

- **Collective marketing** power creates scale for online media, email marketing and partner marketing
- Favorable negotiated rates/established relationships/shared resources



GUARANTEED RESULTS

- 10:1 Return-on-Investment Guarantee when you enroll by October 18, 2024*

**Terms and conditions apply. See appendix 3*



DEMAND GENERATION MARKETING THAT DRIVES RESULTS



1 BILLION+ IMPRESSIONS

Annual marketing impressions¹



\$400 MILLION REVENUE

Projected to participating hotels on Marketplace rate programs²



\$42 MILLION HOTEL DIRECT

DIRECT revenue booked on hotel websites from Marketplace marketing



ROI > 20:1

Achieved by 75% of participating hotels in 2023



91% OF HOTELS

Exceeded 10:1 ROI in 2023



1,200 AVG BKGS/HOTEL

Projected for 2024, based on 1st half results

1. 2024 total program impressions through digital media, social media and email marketing
2. 2024 projected full year revenue to participating hotels on MKT rate plans, all channels combined.
3. Halo is defined all bookings on hotel website as a direct result of PHR marketing tactics
4. ROI is calculated based on hotel's investment and production on all "MKT" rate plans. All channels combined.



PRICING AND TIMING

PRICING: Price to hotel is based on property room count and region. Please visit PreferredNet to see your property's pricing and inclusions

NEXT STEPS:

- **NOW:** Your pricing and inclusions are available on Preferred Net under 'My Account' > 'My Marketing' > 'My Marketplace.'
- **MID SEPTEMBER:** Marketplace 2025 registration site goes live – <https://marketplace.preferredhotels.com/> - where you can opt into Co-operative Marketing and select or deselect specific program participation.
- **OCTOBER 18, 2024:** Last date to receive 5% discount, the ROI guarantee and ensure the property is activated by January 1, 2025.
- **AFTER OCTOBER 18, 2024:** Property will be activated within 90 days of sign up.
- **JANUARY 1, 2025:** Marketing goes live.
- **THROUGHOUT 2025:** Add or remove specific program participations by revisiting <https://marketplace.preferredhotels.com/>.



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Co-Operative Marketing Program Overview

Page 6-21: What's Included

- Branded Rate Programs
- Bank Partner Programs
- Experiences Marketing
- Destination Marketing
- Last Minute Escapes
- Seasonal Promotions
- Pay Per Click
- New York Times Digital Advertising (OPTIONAL)

Page 22-23: Pricing and Inclusions

Page 24: Appendix (Calendar, Rate Plan Details, Reporting, T&Cs)

IMPORTANT TIMING

Mid-Sept:
Registration Site Live

Register by Oct 18, 2024
for:

- 5% Discount
- 10:1 ROI Guarantee*

*Terms & Conditions apply





PREFERRED'S CO-OPERATIVE MARKETING PROGRAM

WHAT'S INCLUDED

CO-OPERATIVE MARKETING

ALL-INCLUSIVE and ALWAYS-ON



ONE PRICE delivers comprehensive, opt-in
ALWAYS-ON and SEASONAL MARKETING OPPORTUNITIES:

Always-On Marketing

- Preferred Branded Programs (e.g. Stay More, Save More; Suites, etc.)
- Bank Partner Programs (AMEX, Visa, Mastercard)
- All Relevant Experience marketing
- All Relevant Destination marketing
- Property Google Ads - PPC (optional)
- *Unlimited* Last-minute Escapes (every 2 weeks)

Seasonal Opportunities

- Spring Break
- Summer Travel
- Single's Day (China)
- Cyber Monday
- Festive (Global Holidays)

GO-TO-MARKET STRATEGY: MARKETING AND COMMUNICATION CHANNELS

DIGITAL MEDIA

- Paid Display
- Paid Social
- Paid Search (PPC)
- Organic Search (SEO)
- Strategic Targeting
- Core ID Targeting

ONLINE MERCHANDISING

- Redesigned & optimized landing pages
- Expanded Web Presence
- Blog Articles
- Web Placements

I PREFER MEMBER CHANNELS

- Dedicated Email Marketing
- I Prefer Monthly Account Summary Features

PR & SOCIAL MEDIA

- Organic Social Media Posts & Stories
- Media Outreach (when applicable)

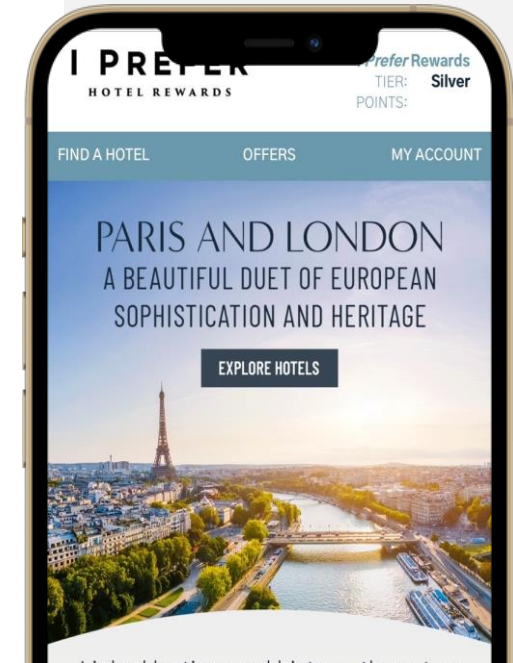
TRAVEL TRADE

- Sales Newsletters
- Sales Flyers

PARTNER COMMUNICATIONS

- Bank Partner Channels
- Partner Email Marketing
- Digital and Social Media

View Marketing Calendar for 2025 in Appendix 1







Linked by time and history, these two
captivating destinations offer a
unique opportunity to explore together
the rich history and culture of a
journey of a lifetime.



INCLUDED:

EXCLUSIVE BRANDED PROGRAMS

Drive bookings with exclusive offers and packages targeted to affluent travelers across multiple marketing channels.

-  **I Prefer Member Rate** (MKTIPM)**
Minimum 3% off LAR for I Prefer members
-  **Stay More Save More*(MKTSSA)**
10% to 30% off BAR. Minimum 3-night stay
-  **Preferred Suite* (MKTSD)**
10% and 30% off BAR for suite room types. Minimum 2-night stay
-  **Preferred Bed & Breakfast* (MKTGBB)**
Daily breakfast for two Included
- Advance Purchase* (MKTADV)**
10% to 30% off BAR Discretionary lead time applies. Non-refundable
- Preferred Extended Stay* (MKTEXS)**
10% to 30% off BAR. Discretionary minimum nights apply.
- Preferred Local* (MKTVIP)**
BAR including a premium for the value-add (premium lower than consumer value)
Minimum two-night stay

View branded rate programs detail in Appendix 1

*Mandatory for ROI guarantee *Eligible for ROI Guarantee



Top Performing Programs



INCLUDED:

EXCLUSIVE BRANDED PROGRAMS: MARKETING

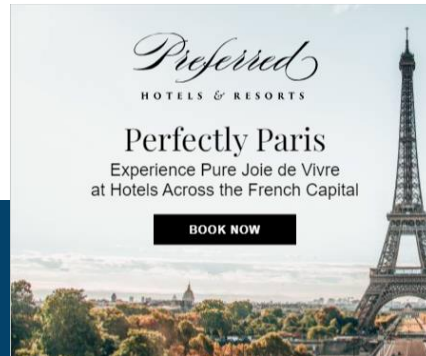
Display Media *Behavioral Prospecting*

i.e. In-market travelers
with known destination (e.g. Paris)

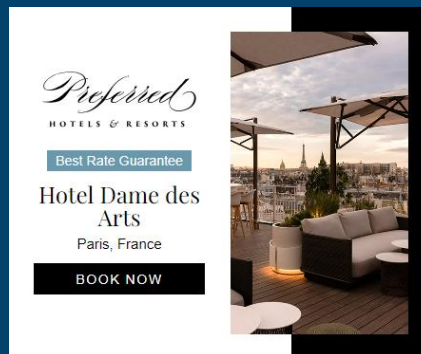


Display Media *Retargeting*

Web visitors who have
not yet made a purchase



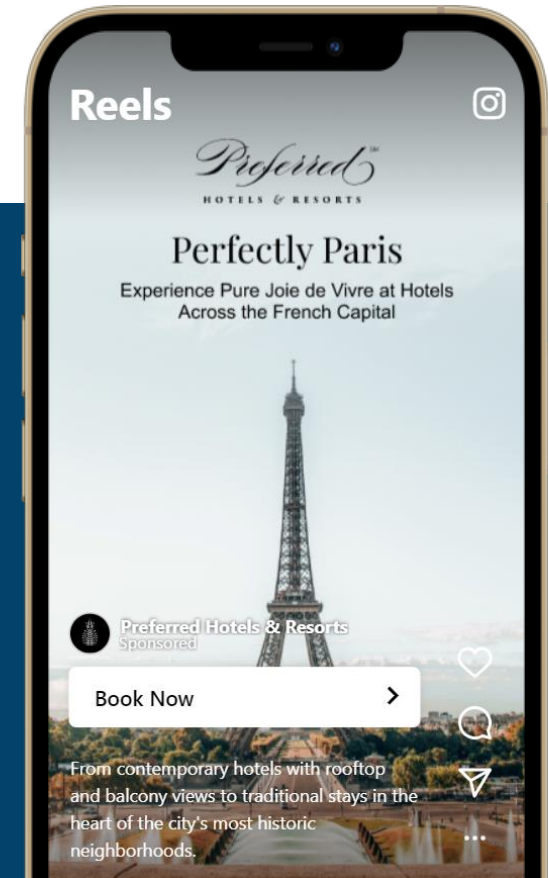
Abandoned Destination Search



Abandoned Hotel Search

Social Media Advertising

Ads on Facebook and Instagram



INCLUDED:

EXCLUSIVE BANK PARTNER PROGRAMS

Reach cardholders of Bank Partners, targeted for luxury, golf and family travelers.



American Express Extra Night Offer* (MKTAMX)

3rd, 4th or 5th night free when guests book and pay with an American Express Card

American Express Preferred Family Offer* (MKTAEPF)

10% off BAR + Complimentary meals for kids under 12



Mastercard Standard Offer* (MKTMSC)

4 for 3 when guests book and pay with a Mastercard card

Mastercard Premium Offer* (MKTMPE)

4 for 3 + 5,000 IP bonus points (sponsored by PHR), when guests book and pay with a Premium Mastercard card



Visa Worlds Offer* (MKTVWO)

10% off BAR + daily Breakfast when guests book and pay with a Visa card

Visa Comp Golf Offer* (MKTVGO)

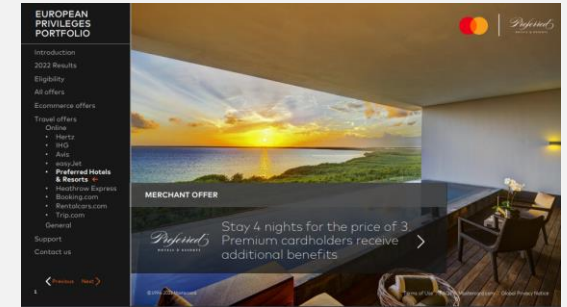
One round of golf complimentary with a two-night consecutive stay at Best Available Rate

View branded rate programs detail in Appendix

* Mandatory for ROI guarantee * Eligible for ROI Guarantee



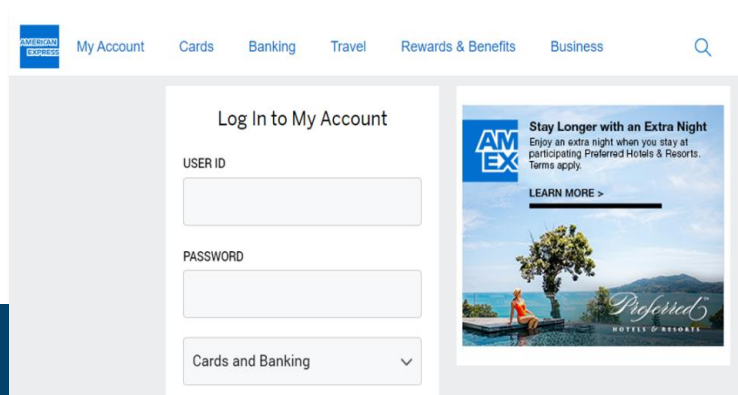
Top Performing Programs



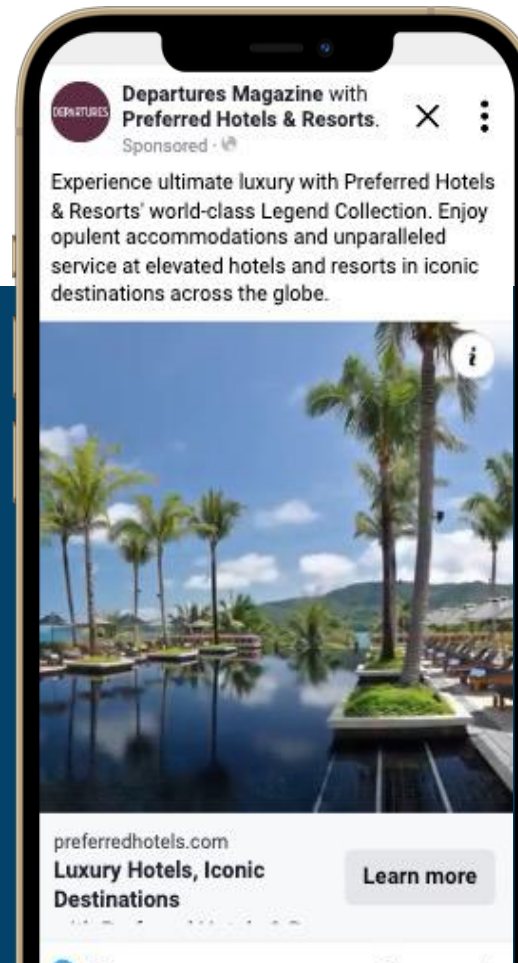
INCLUDED:

EXCLUSIVE BANK PARTNER PROGRAMS: MARKETING

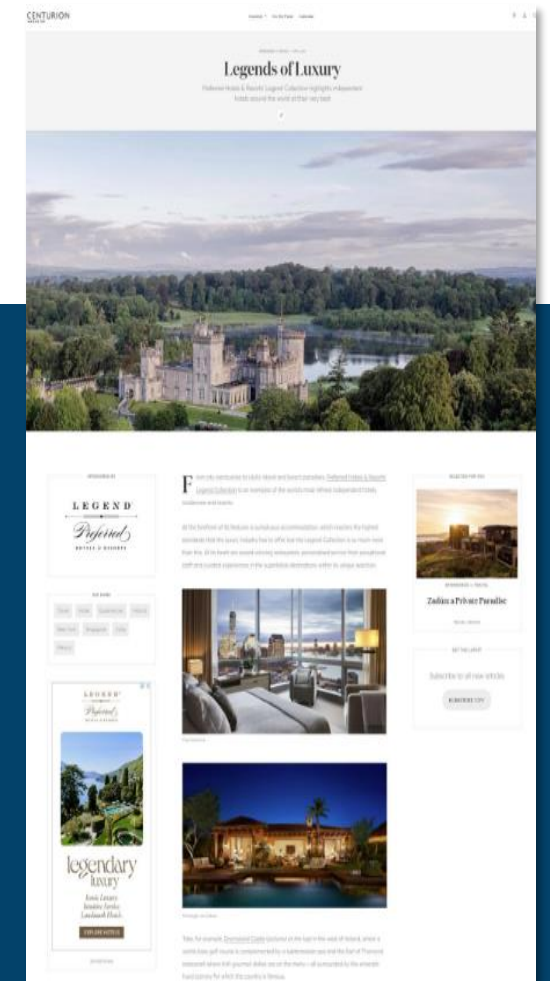
Partner Websites & Apps



Digital & Social Media



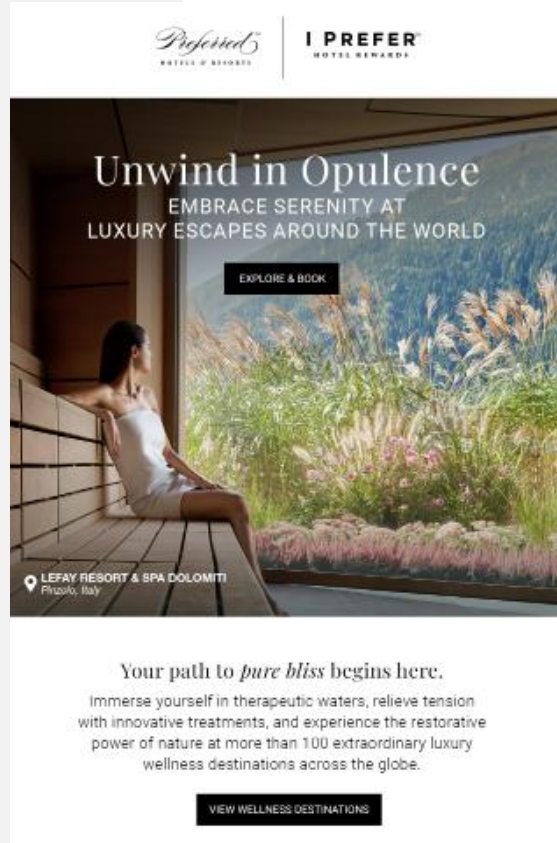
Email Marketing



INCLUDED:

EXPERIENCES MARKETING

Showcasing our properties that offer bespoke travel-types and experiences. All qualifying properties automatically included.

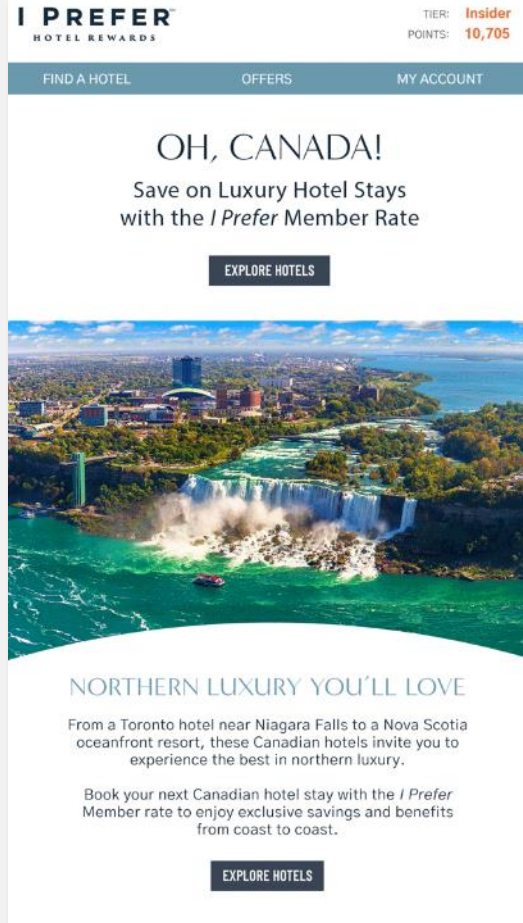


SAMPLE EXPERIENCES CAMPAIGNS*:

- Wellness
- Family Travel
- Culinary
- Beaches & Islands
- Ski & Mountain
- Pet Travel
- Boutique/ Hidden gems
- Winter Sun **NEW**
- All - Inclusive **NEW**
- Resort Escapes **NEW**
- Heart of the City **NEW**
- Sustainability (Only for BG dual branded hotels) **NEW**

*Property must meet specified requirements for delivery of the experience.

**Campaigns subject to change based on participating hotels.



INCLUDED:

DESTINATION MARKETING

Showcasing hotels in high-demand destinations. Qualifying properties automatically included.

SAMPLE DESTINATION CAMPAIGNS*:

- New York City
- Florida
- California
- New England
- The Southwest **NEW**
- The Midwest & Chicago
- Canada
- The Caribbeans **NEW**
- Hawaii **NEW**

**Campaigns subject to change based on participating hotels*

INCLUDED:

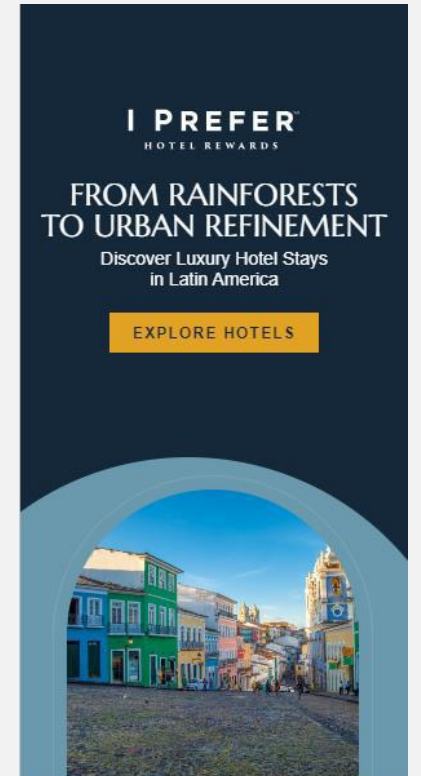
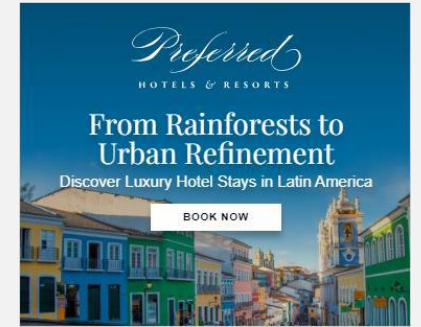
DESTINATION MARKETING

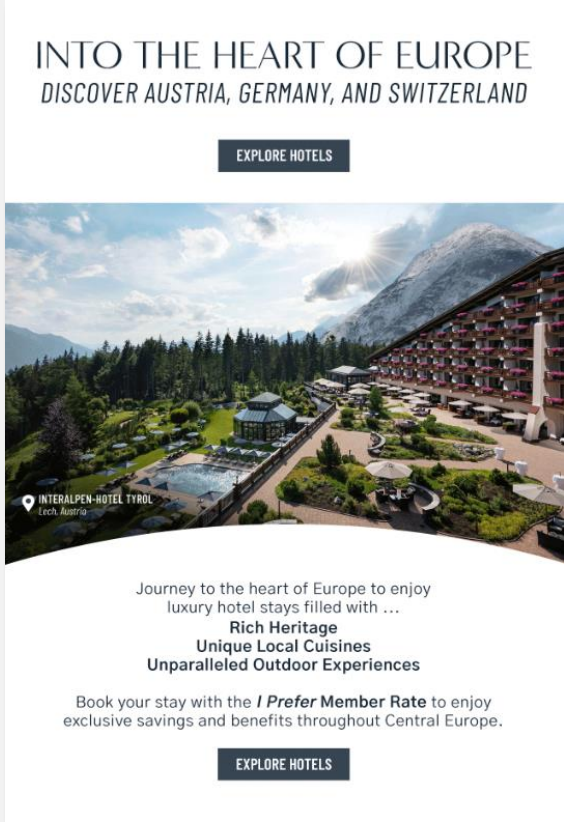
Showcasing hotels in high-demand destinations. Qualifying properties automatically included.

SAMPLE DESTINATION CAMPAIGNS*:

- Latin America
- Mexico
- Mexico - Dia de los Muertos **NEW**
- Carnival Destinations in Latin America **NEW**
- Historical Cities in Latin America **NEW**
- Coastal Towns in Latin America **NEW**

**Campaigns subject to change based on participating hotels*





INCLUDED:

DESTINATION MARKETING

Showcasing hotels in high-demand destinations. Qualifying properties automatically included.

SAMPLE DESTINATION CAMPAIGNS*:

- Europe Wide
- Romantic Cities **NEW**
- London
- Paris
- Italy
- The UK & Ireland **NEW**
- Spain & Portugal
- The Mediterranean **NEW**
- Scandinavia
- Germany, Switzerland & Austria
- Africa
- South Africa **NEW**

**Campaigns subject to change based on participating hotels*

INCLUDED:

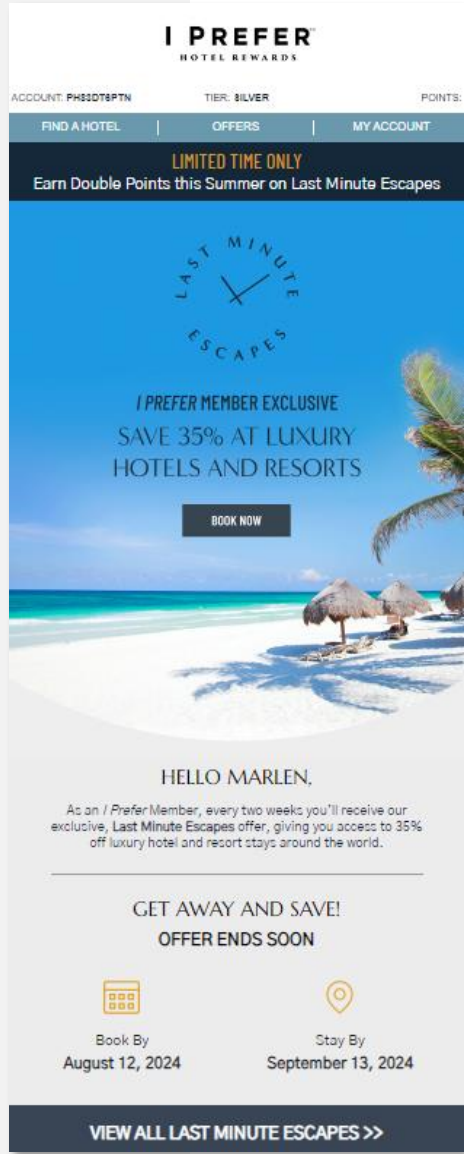
DESTINATION MARKETING

Showcasing hotels in high-demand destinations. Qualifying properties automatically included.

SAMPLE DESTINATION CAMPAIGNS*:

- Asia & Pacific
- Japan - Cherry Blossom **NEW**
- Japan - Fall **NEW**
- South- East Asia
- Singapore & Kuala Lumpur **NEW**

**Campaigns subject to change based on participating hotels*



INCLUDED:

UNLIMITED LAST-MINUTE ESCAPES

Quickly generate room nights when you need them most. Short-lead time, non-cancellable, non-refundable bookings. Unlimited LMEs included in Marketplace fee. *Don't miss one of our top performing offers!*

SALES RUN EVERY TWO WEEKS:

- Dedicated Landing Page
- Email Marketing to *I Prefer* Member Database
- Paid Media
- Social Media Coverage
- Arrivals Within 45 Days - Non-refundable
- 26 opportunities a year



INCLUDED:

SEASONAL PROMOTIONS

Capture demand and drive conversion during key travel seasons and marketing events.

Festive Travel

Celebrating festive destinations for holiday focused escapes

Singles Day (China)

China's "Shopping Season" Targeting Luxury Travelers in China

Summer Travel

Capturing summer travel demand

Cyber Monday

Our Biggest Sale of the year

AND MORE...

Potential for additional campaigns throughout the year



追光而遇·沐光而行·悦己者自成山海。在您下一次旅行中去解锁快乐密码吧·漫步繁华都市前往伦敦或者巴黎享受血拼的乐趣·流连于香港或者东京街头美食带来的舌尖盛宴·在泰国或者马尔代夫与阳光与大海为伴·徜徉在新加坡或者澳门精彩纷呈的娱乐不夜天。2023年11月17日前以I Prefer会员价预订·并在2024年3月31日前入住两晚或以上·即可获得高达11,000会员奖励积分。

立即预订



I PREFER HOTEL REWARDS TIER: INSIDER POINTS: 10,705

FIND A HOTEL OFFERS MY ACCOUNT

EXCLUSIVE EARLY ACCESS

CYBER SALE
FREE NIGHT
+ 30,000 BONUS POINTS

BOOK TODAY

As an I Prefer Member, we invite you to enjoy exclusive early access to our best offer of the year.

Book a stay of two nights or more and enjoy a free night, plus 30,000 I Prefer bonus points.

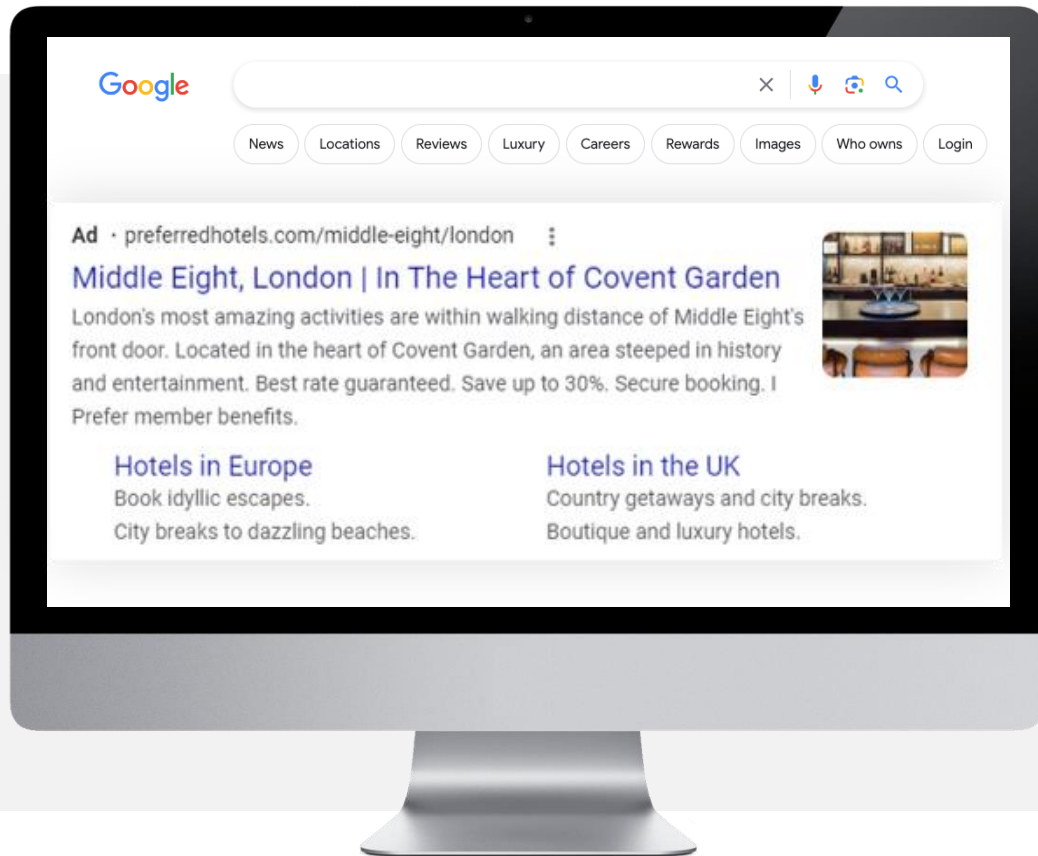
BOOK NOW

Book now through November 27, 2023, for stays through March 31, 2024.

INCLUDED:

PROPERTY PAID SEARCH (PPC) ADVERTISING - OPTIONAL

Google paid search advertising (PPC) to capture bookings to PHR or direct channels so you don't lose the customer to an OTA or competitor



48%
of PPC Bookings
Convert on your own
Hotel Website

- Included in your Marketplace cost
- Bidding on your hotel name and related keywords (driving to brand.com)
- Complements your own PPC strategy (driving to hotel website) with guardrails in place to ensure there is no impact on your bidding or position placement
- Saves the OTA margin and keeps you from losing the booking to a competitor.



OPTIONAL:

NEW/OPTIONAL: THE NEW YORK TIMES DIGITAL ADVERTISING

Elevate your hotel's visibility with premium digital banner ads on The New York Times website. Reach a discerning audience with high-impact placements throughout the year.

200,000 Impressions

Anticipated Impression on the NYT website

8 Week Run

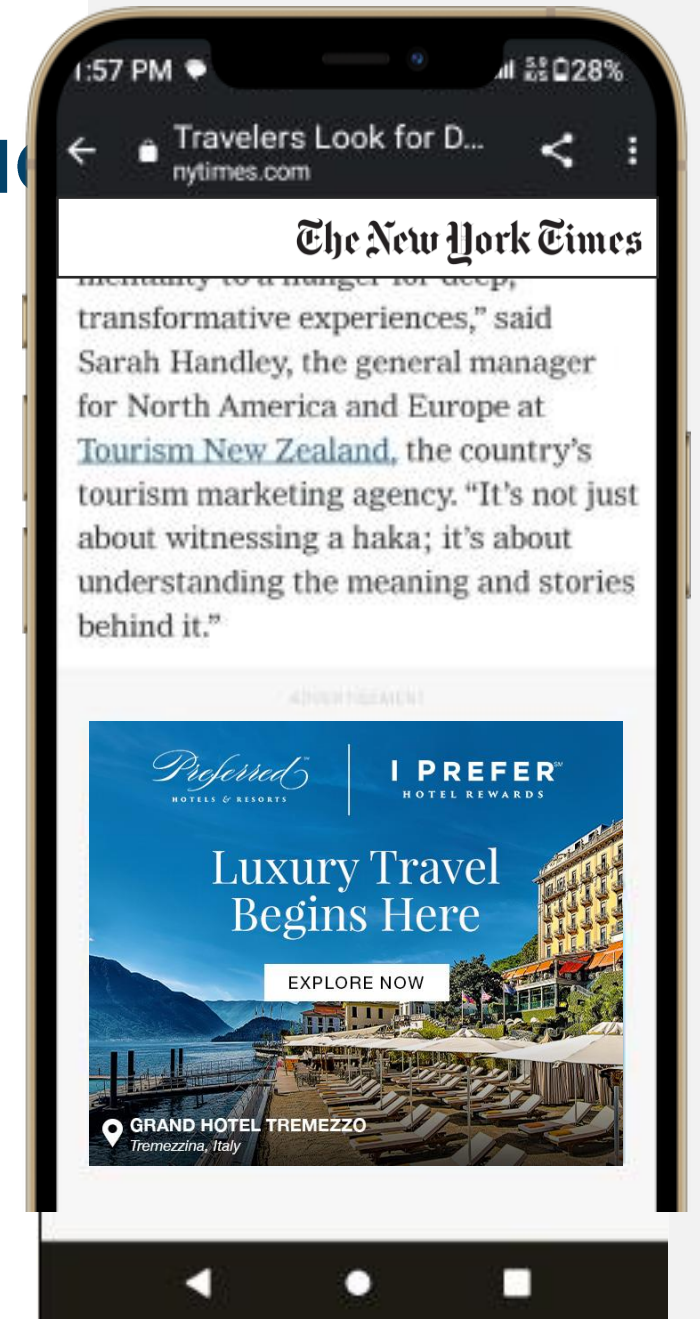
Ad run time (approximately)

\$2,800 Cost

Additional cost to participate
(not included in co-operative marketing)

**Limited slots available, once these are sold out no more can be offered.*

**Hotels cannot use I Prefer points or The Marketplace credit to fund this purchase*





PREFERRED HOTELS CO-OPERATIVE MARKETING PROGRAM

PRICING AND INCLUSIONS

CO-OPERATIVE MARKETING 2025 PRICING

Pricing is based on room count and region, now available on Pnet.

Click [here](#) or go to My Account > My Marketing > My Marketplace > Select the below:

MY MARKETPLACE 2025

Hotels can use their *I Prefer* points towards The Marketplace fee

[SEE YOUR PROPERTY PRICING HERE](#)



APPENDIX

MARKETING CALENDAR - Adapted based on Market Conditions & Trends

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
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	Dedicated Landing pages SEO Optimized Digital media, paid search Targeted I Prefer email features											
BANK PROGRAMS	Dedicated Offer Landing Pages on PHR.com & Bank websites Digital media Email Marketing											
EXPERIENCES, DESTINATIONS, SEASONAL CAMPAIGNS AND LAST MINUTE ESCAPES												
DESTINATION & EXPERIENCE ALWAYS - ON	Landing pages SEO Optimized Paid Search											
DESTINATION & EXPERIENCE Email Marketing	Wellness Ski & Montain	Family Travel All - Inclusive Beaches & Islands	Beaches & Islandsx Sustainability Boutique/Hidden Gems	Family Travel Resort Escapes All-Inclusive	The Med	Wellness Resort Escapes Pet Travel	Europe	Southeast Asia	Culinary Heart of the City Boutique/Hidden Gems	Africa	Winter Sun Ski & Moutain	Coastal Towns in LATAM
	Romantic Cities of Europe	Spain & Portugal	Spring Break	Mexico	Canada	Scandinavia	New England	Japan - Fall	Singapore & Kuala Lumpur	Historical Cities in LATAM	South Africa	
	Hawaii	Carnival Destinations of LATAM	Paris	London	Italy	The Southwest	Asia & Pacific	The UK& Ireland	Mexico : Dia de los Muertos themed		The Caribbean	
	Japan - Sherry Blossom	Florida	Latin Amrica	SUMMER OFFER (IP Offer)	Germany Switzerland and Austria	NYC					CYBER SALE (IP Offer) CHINA SINGLE'S DAY	
			Midwest & Chicago			California					FESTIVE	
DESTINATION & EXPERIENCE PAID MEDIA PUSHES Display Media Paid Social media	Romantic Cities of Europe		Mexico			Southeast Asia			South Africa			
	Hawaii		London			Japan - Fall			The Caribbean			
	Japan - Sherry Blossom		The Med			Singapore & Kuala Lumpur			Coastal Towns in LATAM			
	Carnival Destinations of LATAM		Canada			Historical Cities in LATAM			Ski & Mountain			
	Family Travel		Italy			Dia de los Muertos in Mexico			Winter Sun			
	All- Inclusive		Germany, Switzerland and Austria			Culinary						
	Spain & Portugal		Scandinavia			Heart of the City						
	Boutique/Hidden gems		The Southwest			Africa						
	Beaches & Island		NYC						CYBER SALE (IP Offer) CHINA SINGLE'S DAY			
	SPRING BREAK OFFER (IP Offer)		California						FESTIVE			
			SUMMER OFFER (IP Offer)									
	Paris		Wellness									
	Florida		New England									
	Midwest & Chicago		Pet Travel									
	Latin America		Resort Escapes									

GO-TO-MARKET STRATEGY: MARKETING CHANNEL HIGHLIGHTS

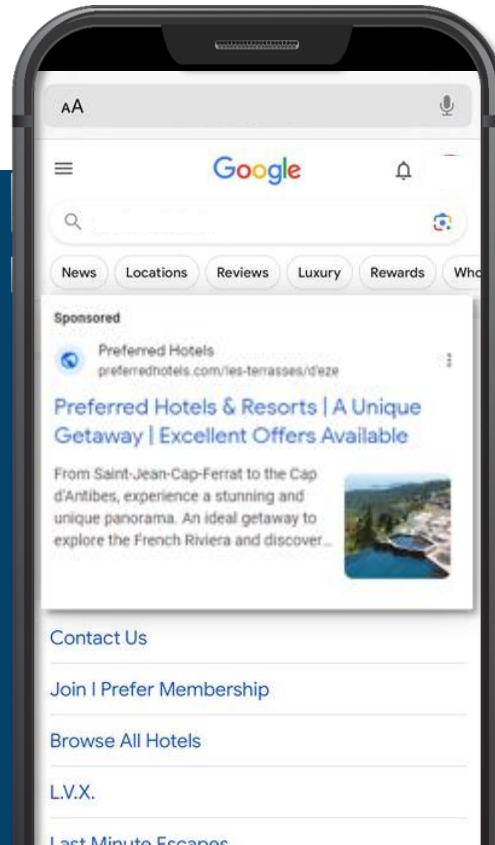
Email Marketing

I Prefer member database



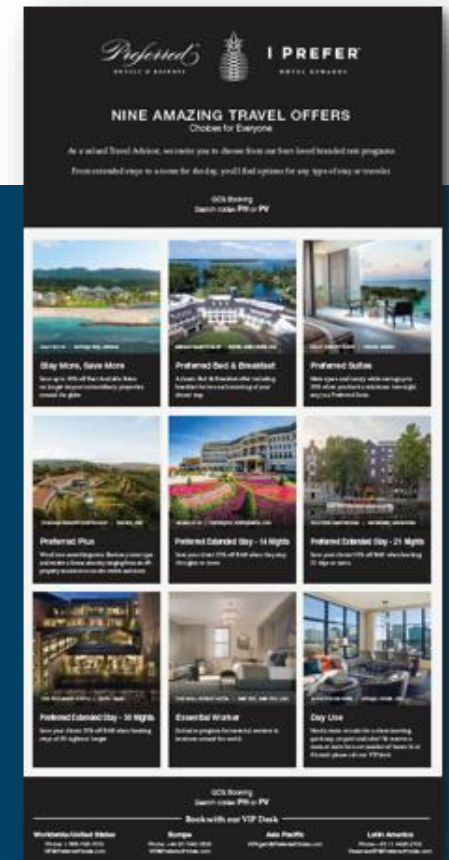
Paid Search (PPC)

Exposure in the #1 channel travelers use to research and plan



Travel Trade Communication

Sales Newsletters, Dedicated Emails & Sales flyers

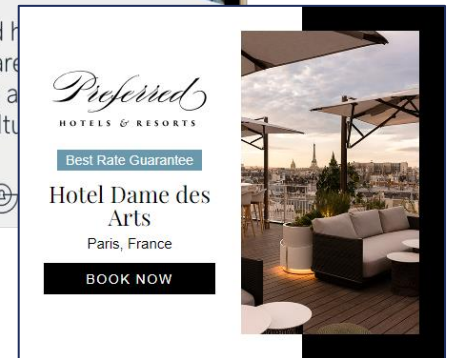
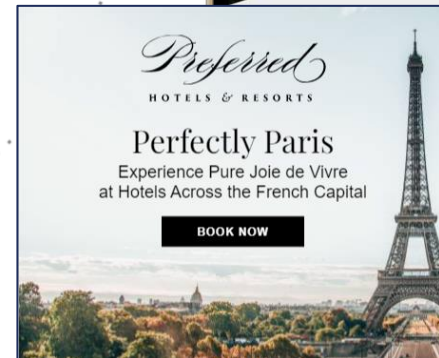
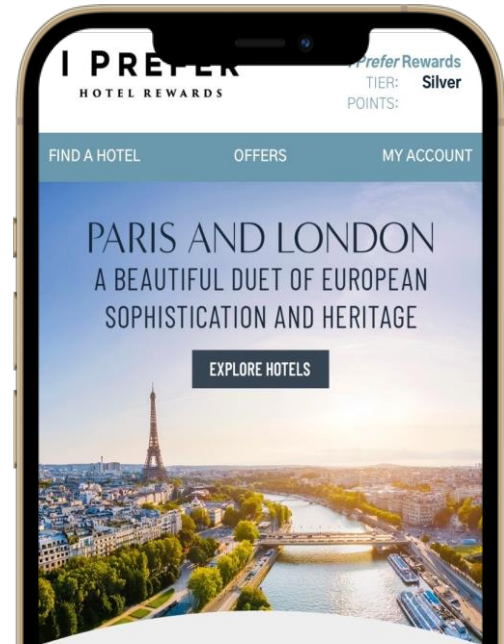
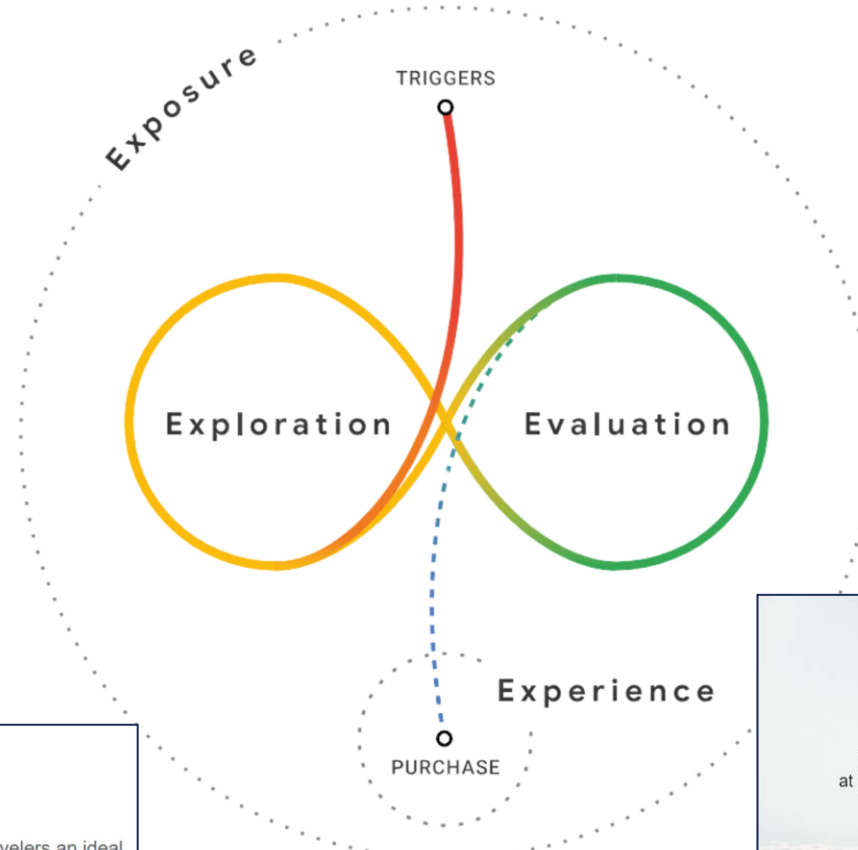


GO-TO-MARKET STRATEGY: CHANNEL HIGHLIGHTS: EPSILON PROPRIETARY MEDIA PLATFORM

Driving bookings to Preferredhotels.com and your hotel's website using 1st party data









Preferred Hotels & Resorts
<https://preferredhotels.com/hotels/hotel-dame-des-arts>
Hôtel Dame des Arts, in Paris, France
Set in the 6th Arrondissement on the Left Bank, Hôtel Dame des Arts offers travelers an ideal location in the center of the city. Just feet from the Seine and a ...

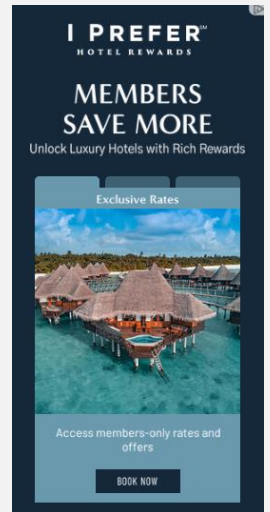
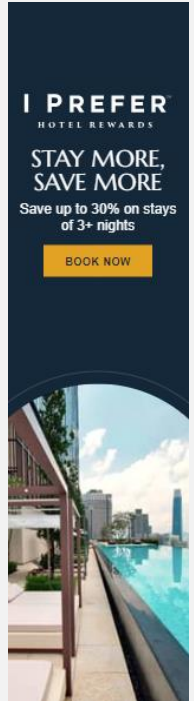


EXCLUSIVE BRANDED PROGRAMS DETAIL

Drive bookings with exclusive offers and packages targeted to affluent travelers across multiple marketing channels.

BRANDED PROGRAM	OBJECTIVE	RATE DETAIL
 <i>I Prefer Member Rate*</i>	Exclusive, member only discount. Drives direct bookings, saves OTA commissions.	Minimum 3% off LAR for <i>I Prefer</i> members
 Stay More Save More*	Encourages longer length-of-stay.	10% to 30% off BAR. Minimum 3-night stay
 Preferred Suite*	Encourages upsell to higher-rated room categories.	10% and 30% off BAR for suite room types. Minimum two-night stay
 Preferred Bed & Breakfast*	Provides value to guest without diluting rate.	Daily breakfast for two Included
Advance Purchase*	Incentivizes early booking.	10% to 30% off BAR Discretionary lead time applies. Non-refundable
Preferred Extended Stay*	Provides for high-value, extended stay reservations. Minimum LOS determined by property.	10% to 30% off BAR. Discretionary minimum nights apply.
 Preferred Local*	Package that can be customized by property to offer local amenity or experience.	BAR including a premium for the value-add (premium lower than consumer value) Minimum two-night stay
 <i>Top Performing Programs</i>		




* Eligible for ALL-IN ROI Guarantee




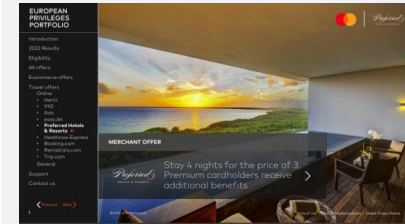
EXCLUSIVE BANK PARTNER PROGRAMS

DETAIL

Reach cardholders of Bank Partners, targeted for luxury, golf and family travelers.

BANK PROGRAM	OBJECTIVE	RATE DETAIL
 American Express Extra Night Offer*	Reach an audience of American Express Card holders spending in luxury travel	3 rd 4 th or 5 th night free for guests who book and pay with an American Express Card
American Express Preferred Family Offer*	Reach an audience of American Express Card holders looking for family travel experiences	10% off BAR + Complimentary meals for kids under 12
 Mastercard Standard Offer*	Reach an audience of Mastercard card holders spending in luxury travel	4 nights for the price of 3 for guests who book and pay with a Mastercard card
Mastercard Premium Offer*	Reach an audience of Premium Mastercard card holders spending in luxury travel. (World, World Black Edition, or World Elite Mastercard card holders)	4 nights for the price of 3 + 5,000 IP bonus points (sponsored by PHR), for guests who book and pay with a Premium Mastercard card
 Visa Worlds Offer*	Reach an audience of Visa card holders spending in luxury travel	10% off BAR + daily Breakfast for guests who book and pay with a Visa card
Visa Comp Golf Offer*	Reach an audience of Visa Card holders looking for Golf experiences	One round of golf complimentary at Best Available Rate. Minimum two-night stay.

 *Top Performing Programs* * Eligible for ALL-IN ROI Guarantee



2025 RATE PROGRAM LOADING

For those who opt to have Preferred loads rates (into Synxis) on your behalf for the 2025 program. Please note:

Rate Programs are loaded with no END date, meaning the system will allow bookings as far out as you allow. This way, you can take bookings as far into the future as fits your strategy.

You can apply restrictions as needed.



YOUR RESULTS: MONTHLY PROPERTY REPORTING

YTD Revenue, bookings, room nights, ADR and ROI are reported monthly, and includes all bookings to Marketplace rate programs and offers. This is the basis for your ROI calculation.



Revenue driven from Marketplace initiatives generated directly to the hotel's website, including non-Marketplace rate program bookings (e.g. BAR) are reported as "Halo Bookings". Non-Marketplace rate program production is not reflected in the ROI.

CO-OPERATIVE MARKETING PROGRAM – TERMS & CONDITIONS

Return on Investment Guarantee Terms

Hotel will be provided with two official warnings when in breach of Return on Investment Guarantee terms before the guarantee is negated. If not corrected, hotel will remain active in program but will no longer qualify for the Return on Investment Guarantee. If an eligible hotel does not achieve a 10:1 return on investment, Preferred Hotels & Resorts will credit the hotel's master account by January 2025 to be included in the marketing programs free of charge for the following year.

- Must participate in The *I Prefer* Member Rate and a minimum of (4) additional qualifying brand or bank programs.
- 10:1 ROI will apply to the total cost of the program for the year 2025
- Must have registered for The Marketplace program by October 18, 2024
- Rates must be loaded by December 15, 2024.
- Rates must be loaded on all channels including the GDS, all Preferred Hotels & Resorts' brand websites, and your own booking engine.
- Must have the Preferred Synxis booking engine
- All rates must be publicly available and should not be marked as confidential.
- Rates must be available 75% of the year.
- Hotel must maintain rate parity across all channels and offers should be non-competing.
- If hotel fails 3 rate audits throughout the campaign period, the hotel will be removed from the ROI guarantee.
- Hotels with CRS closures will be removed from the guarantee.
- Best Available Rate is not included in the guarantee.
- *I Prefer* Member rate and all production from Brand Merchandising rate plan production is included in the guarantee.
- Pro-rated program fees will not be eligible for an ROI under any circumstances.

For the avoidance of doubt, PTG may create, implement, amend, modify, terminate and/or replace any program offered to Hotel at any time and from time to time, and nothing contained herein shall obligate PTG to continue any particular program.



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Thank You