

# Q1-Q2 2025 INTEGRATED MARKETING & COMMUNICATIONS CALENDAR
































	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	
<b>CO-OPERATIVE MARKETING/THE MARKETPLACE - THEMARKETPLACE@PREFERREDHOTELS.COM</b>							
<b>RATE PROGRAMS: I PREFER MEMBER RATE, STAY MORE SAVE MORE, PREFERRED SUITE, PREFERRED BED &amp; BREAKFAST, ADVANCE PURCHASE, EXTENDED STAY, PREFERRED LOCAL, AMERICAN EXPRESS, MASTERCARD &amp; VISA BANK PROGRAMS</b>							
<b>BRANDED PROGRAMS</b>	✈️ 🔄 📱 📧						
<b>BANK PROGRAMS</b>	✈️ 📱 📧						
<b>EXPERIENCES, DESTINATIONS, SEASONAL CAMPAIGNS AND LAST MINUTE ESCAPES</b>							
<b>DESTINATION &amp; EXPERIENCE ALWAYS - ON</b>	✈️ 🔄 📱 📧						
<b>EXPERIENCE, DESTINATIONS &amp; SEASONAL PUSHES</b>	<b>WELLNESS, SKI &amp; MOUNTAIN</b> ✈️ 📧 📱 📧 📧	<b>SPRING GETAWAY OFFER (Double IP Bonus Points)</b> TOP DESTINATIONS: Mexico, Florida, Caribbean, California, New York, Europe ✈️ 📧 📱 📧 📧			<b>DESTINATION - THE MEDITERRANEAN</b> ✈️ 📧 📱 📧	<b>EXPERIENCE - Wellness, Resort Escapes, Pet Travel</b> ✈️ 📧 📱 📧	
		<b>ALL INCLUSIVE</b> ✈️ 📧 📱 📧	<b>SPOTLIGHT</b> Beaches & Islands, Resort Escapes, Residences ✈️ 📧 📱 📧	<b>SPOTLIGHT</b> Family Travel, All-Inclusive, Pets ✈️ 📧 📱 📧	<b>DESTINATION - CANADA</b> ✈️ 📧 📱 📧	<b>DESTINATION - SCANDINAVIA</b> ✈️ 📧 📱 📧	
	<b>DESTINATION - HAWAII</b> ✈️ 📧 📱 📧	<b>DESTINATION - SPAIN &amp; PORTUGAL</b> ✈️ 📧 📱 📧		<b>HISTORICAL CITIES IN LATAM</b> ✈️ 📧 📱 📧	<b>DESTINATION - ITALY</b> ✈️ 📧 📱 📧	<b>DESTINATIONS - MIDWEST &amp; CHICAGO</b> ✈️ 📧 📱 📧	
	<b>DESTINATION - JAPAN CHERRY BLOSSOM</b> ✈️ 📧 📱 📧	<b>DESTINATION - FLORIDA</b> ✈️ 📧 📱 📧	<b>DESTINATION - THE AMERICAN SOUTHWEST</b> ✈️ 📧 📱 📧		<b>DESTINATION - GERMANY, SWITZERLAND AND AUSTRIA</b> ✈️ 📧 📱 📧	<b>DESTINATION - NYC</b> ✈️ 📧 📱 📧	
	<b>DESTINATION - LONDON</b> ✈️ 📧 📱 📧	<b>DESTINATION - CARNIVAL DESTINATIONS OF LATAM</b> ✈️ 📧 📱 📧	<b>DESTINATION - PARIS</b> ✈️ 📧 📱 📧	<b>SUMMER OFFER (IP BONUS POINTS)</b> ✈️ 📧 📱 📧	<b>ALL INCLUSIVE</b> ✈️ 📧 📱 📧	<b>DESTINATION - CALIFORNIA</b> ✈️ 📧 📱 📧	
	<b>LAST MINUTE ESCAPES</b>	<b>2 X LME</b> 📱 📧 📧	<b>2 X LME</b> 📱 📧 📧	<b>2 X LME</b> 📱 📧 📧	<b>2 X LME</b> 📱 📧 📧	<b>2 X LME</b> 📱 📧 📧	<b>2 X LME</b> 📱 📧 📧

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

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

# Q1-Q2 2025 INTEGRATED MARKETING & COMMUNICATIONS CALENDAR

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
<b>BRAND LEVEL MARKETING - THEMARKETPLACE@PREFERREDHOTELS.COM</b>						
<b>UNFORGETTABLE MOMENTS (GLOBAL BRAND-MERCHANDISING)</b>	ALWAYS ON:    					
			Unforgettable Moments Offer 		Unforgettable Moments - Spring Bonus / I Prefer Point Promotion  	
						Unforgettable Moments - Focus on Americas 
<b>LEGEND COLLECTION</b>	ALWAYS ON:    					
	Legend - Romantic Escapes    			Legend - Summer    		
	Digital Ads on Departure.com in March and April					
<b>RESIDENCES</b>	Family Travel    			Summer Stays    		
<b>BRAND PARTNERSHIPS POINTS REDEMPTION</b>	Choice Priveleges Points Redemption CITI Points Redemption Aeroplan Points Redemption					
<b>BRAND PARTNERSHIPS MEMBER ACQUISITION</b>	"Mastercard Global acquisition AMEX Centurion&Platinum acquisition"					
<b>BRAND PARTNERSHIPS AMEX</b>		Digital: Departures and T&L 	"AMEX Statement Credit offer Digital campaign: Departures and T&L" 		AMEX Travel online activations 	
<b>BRAND DIGITAL MEDIA</b>	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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<b>I PREFER ACTIVITIES - LOYALTY@IPREFER.COM</b>						
<b>BONUS OFFERS - GLOBAL IP</b>	Members' Choice Awards - Bonus Offer (tbd)					
<b>BONUS OFFERS - MARKETPLACE SUPPORT</b>		Spring Break Offer (tbd)				
<b>BONUS OFFERS - REGIONAL/BRAND</b>	Lunar New Year Promo			Beyond Green Earth Day Promo (tbd)		Pineapple Week Offer (tbd)
	UFM Regional Offers (tbd)					
<b>BONUS OFFERS EVERGREEN</b>	Newest Additions (2,500 points for stays at our newest hotels) Quarterly Update			Newest Additions (2,500 points for stays at our newest hotels) Quarterly Update		
<b>REDEMPTION OFFERS</b>	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
<b>IP - MARKETPLACE ACCELERATORS</b>				VIP Offers 15% off BAR + 2x Points		VIP Offers 3x Points
<b>MEMBER COMMUNICATIONS (ROW)</b>	Account Summary Newest Additions Quarterly Offer LME Feature 2024 Awards & Recognition (tbd) MCA Offer (tbd) V-Day Offer (tbd) Health & Wellness	Account Summary SXT Feature Spring Break Initiative Reward Travel Reminder	Account Summary March Bonus Promo Partnerships focus Preferred Magazine feature	Account Summary	Account Summary	Account Summary
<b>REGIONAL MEMBER COMMUNICATIONS</b>						
<b>SOUTHEAST ASIA</b>	Account Summary	Account Summary	Account Summary	Account Summary	Account Summary	Account Summary
<b>JAPAN</b>	Account Summary	Account Summary	Account Summary	Account Summary	Account Summary	Account Summary
<b>EUROPE</b>	Account Summary	Account Summary	Account Summary	Account Summary	Account Summary	Account Summary
<b>MEXICO</b>	Account Summary	Account Summary	Account Summary	Account Summary	Account Summary	Account Summary

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<b>PR ACTIVITIES - PUBLICRELATIONSPHR@PREFERREDHOTELS.COM</b>						
<b>PR ACTIVITIES</b> (IN ADDITION TO THE ACTIVITIES SUPPORTING MARKETING CAMPAIGNS)	Q4 2024 New Member Announcement London Hotels Spotlight Spa & Wellness Independent Hotel Day	2025 Forbes Five Star Awards	International Women's Day + Women's History Month	Q1 2025 New Member Announcement	2025 Awards of Excellence & GIFTTS Pineapple Awards Winners	Preferred Pineapple Week  Preferred Pride
<b>BRAND AND MEDIA CO-OP EVENTS</b>		South Africa brand event India brand event				NYC Legend + New Openings Media Luncheon (June 11) London Media Co-Op Event (June 24)
<b>ORGANIC SOCIAL ACTIVITIES - SOCIALMEDIA@PREFERREDHOTELS.COM</b>						
<b>GLOBAL SOCIAL MEDIA KEY DATES</b>	New Years Day Independent Hotel Day (Jan 29, 2025) Wellness	Lunar New Year  Valentine's Day/romantic escapes	St Patrick's Day Spring Blossom season Holi	Spring Break  Easter Travel	World Whisky Day / World Bee Day Memorial Day	Preferred Pineapple Week Preferred Pride/ Inclusive travel
<b>GLOBAL SOCIAL MEDIA EVERGREEN</b>	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)			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
<b>CHINESE SOCIAL MEDIA PLATFORMS</b>						
<b>KEY DATES, SEASONAL TRENDS TOPIC (WECHAT, SINA WEIBO &amp; RED)</b>	New Years Day Independent Hotel Day Mutual Visa free policy between China & Singapore Spa & Wellness	Lunar New Year Valentine's Day Escapes	St Patrick's Day Spring Blossom season Women's Travel	Spring Beach, Island, Wellness Labor Day Holiday	National Pet Week International Children's Day City Walk - Shanghai, Hong Kong, Singapore, Kyoto etc	Preferred Pineapple Week HK's Return on 1st July Bank Card Program
<b>CHINA SOCIAL MEDIA CAMPAIGN</b>	Spring Festival Escape - Last minute escape			Labor Day Holiday targeting hotels in Greater China, especially Taiwan (tbc), Hong Kong, Macau	Preferred Pet - campaign partnered with KOLs travelign with Pet and local pet brand	Preferred Pineapple Week campaign aligned with our 2 co-op media events.

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<b>BRAND PUBLICATIONS - BRANDCREATIVE@PREFERREDHOTELS.COM</b>						
<b>PREFERRED TRAVEL MAGAZINE</b>						
<b>COVER</b>	<b>LONDON</b>			<b>MEXICO</b>		
INSIDER IDEAS						
MAIN DESTINATION ESSAY	London			Mexico		
MAIN DESTINATION OTHER FEATURE	London Neighborhoods, Sherlock Holmes			Mexico City, Beach resorts		
MAIN DESTINATION (ARTS & MY WEEKEND)	Street art			Frida Kahlo		
MAIN DESTINATION FOOD AND DRINK	London's Pubs			Tequila		
72 HOURS IN ...	Oslo, Washington DC, Marrakesh			Taipei, Stockholm, Atlanta		
IN THE NEIGHBOURHOOD	Singapore			Bogota		
SECOND & THIRD DESTINATION FEATURE	Florida			US Atlantic Coast		
LITTLE BLACK BOOK	St Tropez			Mallorca		
MAIN ARTS FEATURE/ CULTURE						
FOOD/DRINK FEATURE						
PREFERRED EXPERIENCES						
TRAVEL TAILS						
WHERE IN THE WORLD						
WORLDWIDE HOTEL LISTING				WWHL (April 2025)		

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