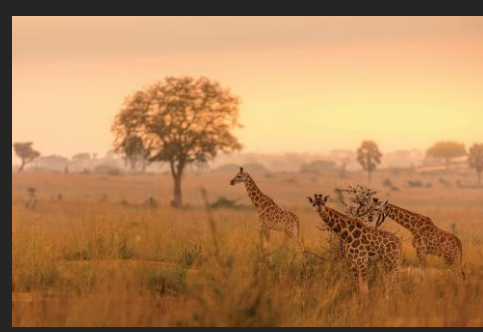




*Preferred*SM
HOTELS & RESORTS

All-Inclusive Marketing

The Marketplace 2025



TMP 2025

MARKETING

CURRENT INCLUSIONS

All TMP related campaigns: Destinations & Experiences + Accelerators

- 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)
-
- Dedicated Brand All Inclusive page **NEW**
 - Digital media buy
-
- **Recommended MKT Rates:**
 - BAR - MKTEXC
 - IP Member Rate – MKTIPM (*Minimum Discount 3%*)
 - Preferred Local (Experience offered by the hotel – Add-On) – MKTVIP
 - Preferred Suites (*Discount at best convenience*) – MKTSD
 - Advance Purchase (*Discount based on anticipation, at best convenience*) – MKTADV
 - Preferred Pride (If applicable) – MKTPRD
 - Preferred Platinum program (*If applicable*)



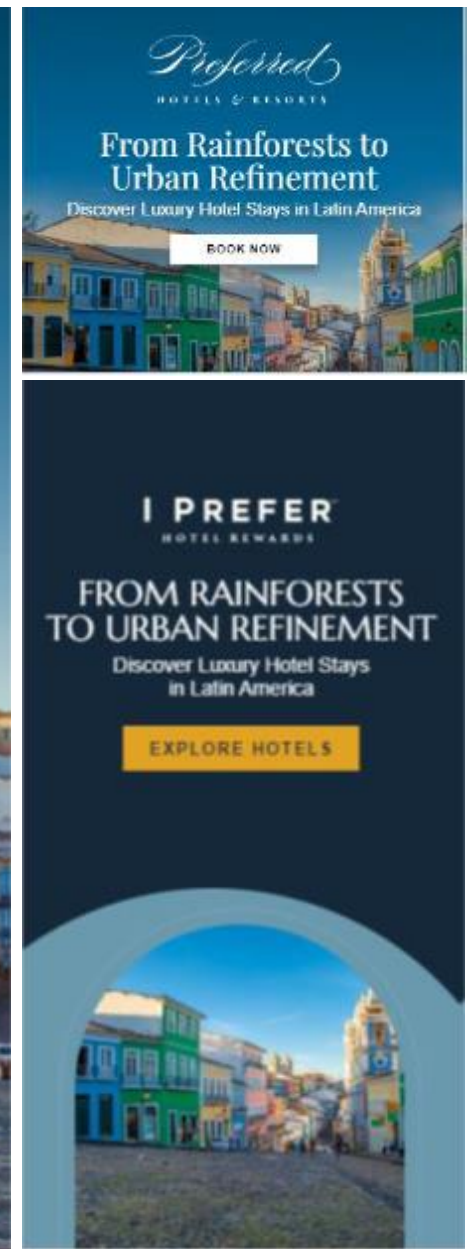
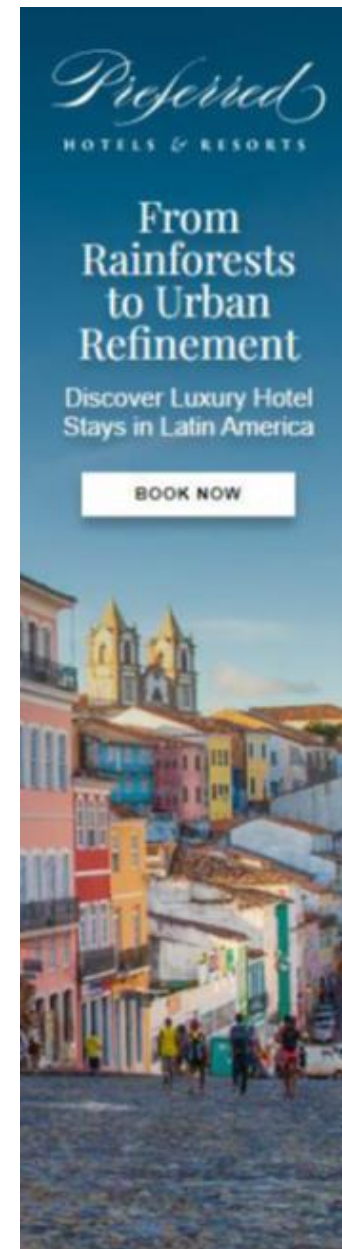
All-Inclusive Exclusive Campaigns

MARKETING

Designed to cater to the growing demand for seamless luxury travel experiences. These campaigns are created to offer everything from world-class accommodations and gourmet dining to curated activities and personalized services, ensuring travelers enjoy a hassle-free stay in the most sought-after destinations.

INCLUSIONS

- All TMP related campaigns: Destinations + Experiences + Seasonal + Accelerators
 - New York City
 - Florida
 - California
 - New England
 - The Southwest **NEW**
 - The Midwest & Chicago
 - Canada
 - The Caribbeans **NEW**
 - Hawaii **NEW**
- Dedicated Brand All-Inclusive page **NEW**
- Digital media buy
- 4 dedicated All-Inclusive themed Spotlight campaigns per year
 - 3 additional **NEW**
- 4 dedicated slots at Member Account Summary per year (US/CAN, LATAM, JAPAN) **NEW**
- Travel Trade email marketing (Leisure & Groups) **NEW**
- Branded sales flyer **NEW**
- 2 Blog placement **NEW**
- Incremental PR + SM **NEW**



All-Inclusive Exclusive Campaigns

MARKETING

