



*Preferred*SM
HOTELS & RESORTS

ASIA & PACIFIC MARKETING PLAN

2025 / HOGO & Marion Capelli



Asia Pacific Marketing & Communication Plan

EXECUTIVE SUMMARY

China & South East Asia Market Outlook & Opportunities

- Nearing 90% of pre-pandemic levels.
- Top Destinations: Thailand, Japan, South Korea, Malaysia, and Singapore (growing interest in Europe and North America).
- Consumer Trends: Luxury travel, digital-first planning, wellness experiences are key motivators for travelers.

Key Objectives:

- Strengthening Preferred Hotels & Resorts' Brand Presence
- Drive outbound travel from China into top destinations
- Drive inter-regional travel in APAC
- Strengthen the *I Prefer* Membership in APAC

Key Strategic Initiatives:

- Execute multiple marketing campaigns annually around peak travel seasons promoting a special offer.
- Utilize PR, Social media, influencer partnerships, and digital marketing activations to drive visibility, demand and bookings to hotels in the region.
- Expand UnionPay and partner initiatives
- Optimize the China website & Chinese booking experience

Introduction of HOGO

HOGO is a full-service digital marketing firm specializing in hospitality, tourism, and travel-related marketing. With offices in Macau and Japan, HOGO brings deep expertise in key APAC markets, allowing us to deliver highly effective, localized digital strategies.

KEY STRATEGIC FOCUS FOR 2025

- China Digital Strategy & Website Infrastructure
- China Market Strategy & Digital Advertising
- Southeast Asia Market Expansion
- Enhancing *I Prefer* Digital Engagement in APAC



CHINA OUTBOUND TRAVEL: MARKETING, PUBLIC RELATIONS & SOCIAL MEDIA



China Outbound Travel

UPDATE & MARKET OVERVIEW

Market Recovery & Growth

- Strong Rebound: Outbound travel continues to recover, nearing 90% of pre-pandemic levels.
- Visa & Flight Improvements: More visa-free agreements (e.g., Thailand, Malaysia, Singapore) & increased international flight capacity.
- Government Support: Policies encouraging outbound tourism, easing restrictions, and boosting international partnerships.

Top Destinations

- Asia-Pacific Dominates: Thailand, Malaysia, Japan, South Korea, and Singapore remain top choices due to proximity & ease of access.
- Long-Haul Interest Grows: Europe & North America see a steady rise, particularly among FIT and luxury travelers.

Traveler Preferences & Behavior

- High Demand for Luxury & Unique Experiences: Personalized travel, cultural immersion, and premium stays in focus.
- Digital-First Planning: WeChat, Xiaohongshu (Red Note), and Douyin shape destination choices.
- Sustainability & Wellness: Eco-conscious and wellness-driven trips gain traction.

Key Segments to Watch

- Young & Affluent Millennials/Gen Z: Seeking trendy, Instagrammable destinations.
- Silver Economy (Aging Travelers): Wealthy retirees traveling for leisure & medical tourism.
- MICE & Business Travel: Resurgence in corporate travel and international conferences.



China Outbound & Domestic Travel

Tactics & Channels

Drive bookings with an exclusive offer targeted to affluent travelers in China across multiple marketing channels.

- NEW** • **Audience:** Chinese Luxury Travelers
- Execute **5 new major campaigns annually**, strategically aligned with peak travel periods to maximize impact:
 - Lunar New Year 2025 – Executed
 - Labor Day – March
 - Summer Holiday – May & June
 - National Day / Golden Week – August
 - Winter Travel – Oct & November
 - Lunar New Year 2026 – December
- NEW** • **Offer Strategy:**
 - Advance Purchased (MKTADV): Discount-based, yield-able rate plan to promote in marketing campaigns
 - Regionalization of Last-Minute Escapes (**Marketplace Hotels only**)

Channels

-  Brand.cn (China website) – [Always on](#)
-  Email Marketing – [Pulse](#)
-  Monthly Regional / *Prefer* Regional Account Summary – [Pulse](#)
-  Organic Social Media (WeChat, Weibo, Rednote) – [Always on](#)
-  Sponsored influencer content to support key market campaigns – [Pulse](#)
-  Influencer stays (organic) - [Pulse](#)
-  Paid Social / Digital / Programmatic Ads – [Pulse](#)
-  Paid Search (SEM) - [Pulse](#)
-  Partner Marketing (UnionPay) – [Always on with seasonal pulses](#)

China Outbound Travel

TECHNOLOGY- ADVANCING DIGITAL CAPABILITIES

We are enhancing our digital infrastructure to better serve APAC travelers, with a focus on China. By optimizing technology, improving UX, and integrating loyalty solutions, we drive more direct bookings for our hotel partners.

China Website Booking Engine – Top Priority

Optimizing the China website's booking engine is our top digital priority, ensuring a seamless, localized reservation experience. Our agency and tech teams are focused on enabling booking channels and making them simple and easy to use.

Phased Enhancements for the China Website

We are taking a phased approach to improving the overall China website experience, including:

- **UX/UI Enhancements** – Improving design and navigation for a more intuitive and engaging user experience
- **Content & SEO Updates** – Optimizing content for relevance and visibility while adhering to China's SEO best practices
- **I Prefer Integration** – Expanding loyalty program reach by seamlessly integrating I Prefer into the website for easier engagement

WeChat Mini Program Optimization

We will enhance the WeChat Mini Program to boost content promotion, brand awareness, and engagement with Chinese travelers, leveraging optimization opportunities from our third-party provider.

- While still an important digital touchpoint, the Mini Program will remain secondary to the booking engine on the China website, as its full optimization requires integration with multiple agencies.



SOUTHEAST ASIA MARKETING










South-East Asia: Inter-Regional Marketing

Tactics & Channels

Drive bookings with an exclusive offer targeted to affluent travelers in Asia Pacific across multiple marketing channels.

- **Audience:** APAC Luxury Travelers
- **NEW** Execute **two regional brand campaigns annually** including
 - Summer holiday travel campaign – April & May
 - Winter holiday travel campaign – Sept & Oct
- **NEW** **Offer Strategy:**
 - Advance Purchased (MKTADV): Discount-based, yield-able rate plan to promote in marketing campaigns
 - Regionalization of Last-Minute Escapes (**Marketplace Hotels only**)

Channels

-  Brand.com (English website) – **Always on**
-  Paid Search (SEM) – **Always on**
-  Email Marketing – **Pulses**
-  Monthly *I Prefer* Account Summary – **Pulses**
-  Organic Social Media – **Pulse**
-  Group FAM Trip/ Influencer Stays (organic) – **Pulses**
-  Paid Social / Digital / Programmatic Ads – **Pulses**

South-East Asia: Global Marketing


Tactics & Channels

Drive demand, visibility and bookings to hotels in South-East Asia from an audience of global luxury travelers by inspiring costumers to explore our portfolio of unique properties in the region.


- **Audience:** Global Luxury Travelers
- **Marketplace Destination Campaigns (Marketplace Participating Hotels only)**
 - Asia Pacific - May
 - Southeast Asia - August
 - Destination Singapore + Malaysia – November
- **Unforgettable Moments – Global Merchandising Campaign**
 - Promotes an ownable, value-add, non-discounted rate program that highlights experience, builds the brand and does not dilute ADRs.
- **Legend Hotels Marketing**
 - Dedicated Marketing promoting Preferred Hotels & Resort’s Legend Collection

Channels


 Brand.com (English website) – [Always on](#)


 Paid Search (SEM) – [Always on](#)

 Email Marketing – [Pulses](#)

 Monthly *I Prefer* Account Summary – [Pulses](#)

 Organic Social Media – [Pulse](#)

 Group FAM Trip/ Influencer Stays (organic) – [Pulses](#)

 Paid Social / Digital / Programmatic Ads – [Pulses](#)

PR & SOCIAL MEDIA REGIONAL STRATEGY



THE REGIONAL TEAM



Stephanie Dowling
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Alexandra Toms
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Media Global

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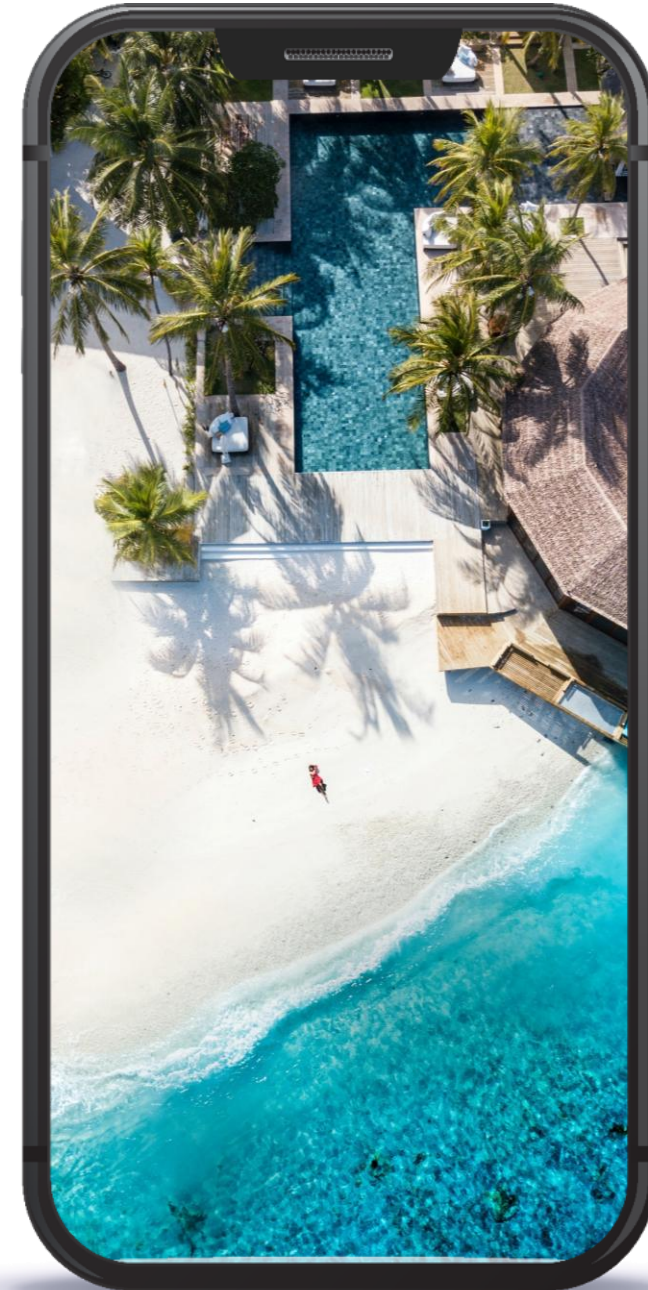
Yuriko Ito
Director,
Marketing & PR
Japan

Yito@preferredhotels.com



**New PR & Social Media Manager to be added as primary contact once recruited*

You can review our full 2025 global integrated PR & Social media strategy live on PreferredNet [here](#), and our full 2025 global social media strategy on PreferredNet [here](#).



Public Relations & Social Media

OBJECTIVES

The PR and social media team aims to:

- **Elevate brand awareness for Preferred Hotels & Resorts** across the region
- Strengthen brand identity through the **Believe in Travel brand ethos and iconic pineapple logo**
- **Build trust with high quality media outlets and influencers** through relationship maintenance, events, deskside, and media/influencer stays opportunities
- **Build top-of-mind brand awareness across social media** and share inspiring content on Global and China key platforms
- Align with global efforts to **promote global programs** including Pineapple Week, Preferred Pets, Preferred Golf
- **Continue promote *I Prefer Hotel Rewards*** as the ultimate loyalty program through PR efforts. Create *I Prefer* social media contents and run campaigns to drive traffic to both the global and the China website *I Prefer* page, encourage *I Prefer* enrollment, and stimulate bookings.
- Implement “**In the Region, For the Region**” approach to spotlight new and existing members, promote regional trends, and elevate regional thought leaders



Public Relations & Social Media

TACTICS

Key Tactics for Regional Engagement & To Support Member Hotels:

- **New member onboarding and ongoing member support:** As an extension of member hotel teams, the PR team offers continuous guidance in PR and social media. This support includes personalized advice, creative strategies, and hands-on assistance to help members highlight their unique offerings.
- **Distribute regional press releases** announcing member spotlights and news, personnel updates, trends, and significant growth milestones including development data.
- **Spotlight regional leadership**, including sales, revenue, business development leaders, and key member hoteliers (e.g., Area Managing Directors, General Managers) through thought leadership opportunities.
- **Organize brand events and co-op events in key media markets** to generate buzz and engage top-tier journalists and content creators.
- **Facilitate individual media visits** for prominent journalists and content creators, showcasing regional member hotels.
- **Apply and secure media recognitions and awards** for the brand in key regional markets. Provide strategic consultation on PR activities during business reviews with member hotels.
- **Spotlights on social Media:** All regional efforts to be spotlighted across social media channels with a B2B focus on LinkedIn and member emphasis across B2C channels.



REGIONAL EVENTS, CONFERENCES, & DESKSIDE TOURS

Actions Include:

- **Attend Industry Global Conferences & Events:** ILTM Singapore (June 30 – July 3), AHICE Far East in Tokyo (September 4-5), Hospitality Japan Conference (October 8 – 9), ITB Asia-Pacific Singapore (October 15 – 17)
- **Preferred Hotels & Resorts Global Conference:** May 13 – 16 – support with PR and social media activity including learning sessions, media attendance at the Gala dinner, and a content creator FAM trip
- **Attend Media Conference:** IMM in Singapore (October)
- **Media deskside tours and meetings:** take place in key markets including Hong Kong, Beijing, Sydney, Kular Lumpur, Singapore, Tokyo, Shanghai, and Guangzhou
- **Media Co-Op Events** in Paris, April (Legend Collection Hotels), London, June (all hotels), New York, June (Legend and new openings), Beijing, September (Legend Collection Hotels), Mexico City, December (all hotels)



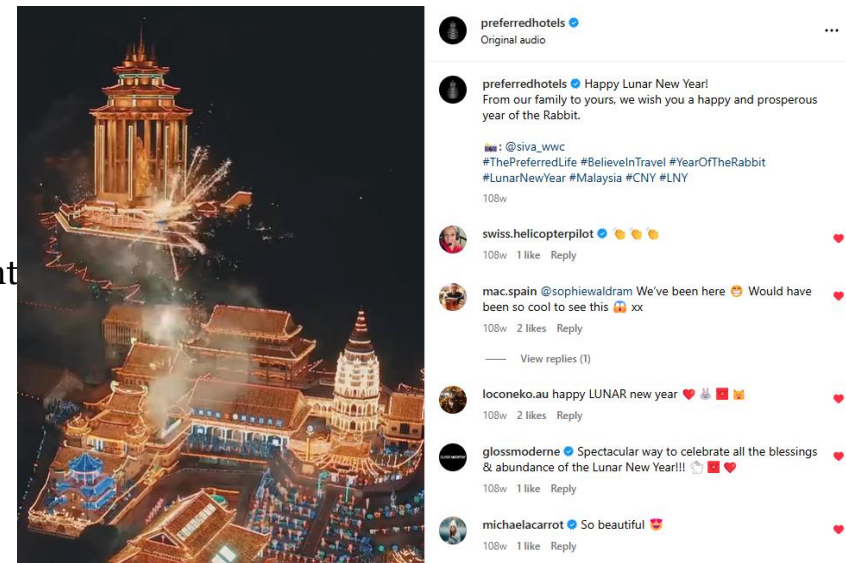
GLOBAL SPOTLIGHTS – PR & SOCIAL MEDIA

- **Key Brand Global News with Regional Emphasis:**

- Quarterly new member announcements
- New Legend Collection members
- New openings
- Trends
- Personnel announcements and events (LinkedIn)
- Awards
- Support of marketing campaigns
- Partnerships and I Prefer
- Pineapple Week
- Preferred Pride
- Preferred Pets

- **Evergreen Content Themes with Regional Emphasis:**

- Best of travel (destinations, experiences, views, cultural excursions)
- Weddings (honeymoons, engagements, babymoons)
- Spa & wellness (wellness offerings, unique treatments, pools)
- Beaches
- Golf
- Design & architecture
- Adventure
- Family travel
- Food & wine (restaurants, vineyards, experiences, wine cellars, Michelin Star restaurant)
- Art & culture (installations, art collections, exhibitions)
- Unique offerings (boats, super cars, water spots, libraries)
- Ecotourism



REGIONAL IMPORTANT DATES 2025

ASPAC spotlights on global channels:

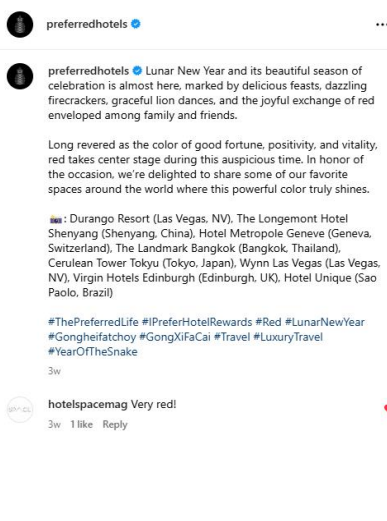
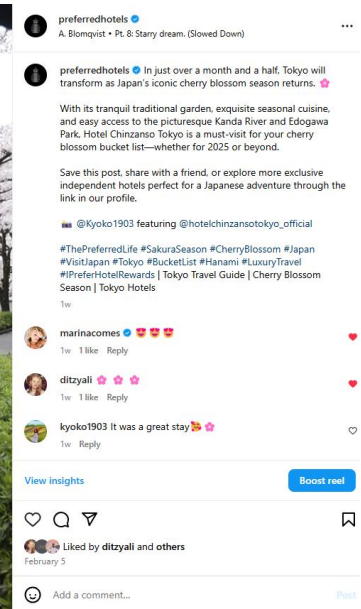
**Additional dates to be added on an ongoing basis*

- Lunar New Year, year of the snake - January
- Cherry Blossom Season (Japan) - March - April
- Songkran Festival (Thailand) - April
- Singapore Garden Festival (October)
- F1 Singapore Grand Prix (October 3-5)

Spotlight on China channels:

Across WeChat, Sina Weibo and Little Redbook the team will run social media campaigns throughout the year to support brand awareness elevation, key marketing campaigns, China outbound market strategy.

- Chinese New Year 8888 offer- January
- Labor Day Holiday - April & May
- Preferred Pineapple Week - June
- Summer Vocation/Unforgettable Moment - July & August
- Golden Week Holiday – August, September, October
- Double 11 - October, November
- Winter Escape/Legend Festive - December, January 2026



MARKETING & COMMUNICATION CALENDAR



MARKETING & COMMUNICATION CALENDAR



	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
BRAND LEVEL - CHINA REGIONAL MARKETING (IN LANGUAGE)												
Seasonal Regional Marketing Chinese Audience		Lunar New Year Audience: China 📧 📺 📱 📺	Labor Day Audience: China 📧 📺 📱 📺			Summer Holiday Audience: China 📧 📺 📱 📺			Nation Day Audience: China 📧 📺 📱 📺		Winter Travel Audience: China 📧 📺 📱 📺	Lunar New Year Audience: China 📧 📺 📱 📺
Monthly Regional Account Summary/Newsletter Chinese Audience					1X per month		1X per month		1X per month		1X per month	
BRAND LEVEL - SOUTH EAST ASIA REGIONAL MARKETING												
Seasonal Regional Marketing South East Asia Audience				Summer Holiday Audience: South East Asia 📧 📺 📱 📺						Winter Travel Audience: South East Asia 📧 📺 📱 📺		
Monthly Regional Account Summary/Newsletter South East Asia Audience				1X per month		1X per month		1X per month		1X per month		
ORGANIC SOCIAL MEDIA - CHINA REGIONAL												
Chinese Social Media Platforms Key Dates, Seasonal Trends Topic (WeChat, Sina Weibo & RED NOTE)	Travel Trends/Top Travel Destinations 2025		New Member Hotels in Shanghai	Beach, Island, Wellness	International Children's Day	Preferred Pineapple Week HK & Macau (Return of HK) Family & Kids	Family Travel & Summer Fun		Culinary - new seasonal menu for autumn		Legend - Ski & Winter Spa Experience	Ski & Winter Spa Experience Legend - Festival Season New Opened Hotels
	Nian Ye Fan (CNY EVE DINNER)		St Patrick's Day	Mountains, Wilderness	City Walk	International Children's Day Culinary - Summer Menu	Summer Camp, University Travel		Autumn Foliage	Outdoor - Self Drivetraveling Wedding & Romance Escape Comde Next Traveler Golden List	Africa - Wellness Travel to a warm destination; Thanksgiving day Double 11	New Openings 2026 Macau & Hong Kong (Return of Macau) Destination Focus: Ski Destination
	Chinese New Year		Spring Blossom season	Outdoor Experiences Labor Day Holiday	Legend Collection - summer		Legend - Beach & Island		Wedding & Romance Escape	Legend - Urban Phenomenon Halloween		
	New Openings		Beaches & Islands Women's Travel	NMA Q1	World Whisky Day	Breathtaking Pool Views	Summer Camp, University Travel		Legend - Historical Mid-Autumn Festival	NMA Q3		
							NMA Q2		Golden Week Holiday			
China social media campaign (User generated content and influence content partnered with 2-3 China key influencers aligned with key marketing campaign and monthly/seasonal key topics and major festivals.)	Chinese New Year 8888 Points		Spring Getaway Labor Day Holiday	Labor Day Holiday	City Walk, Legend Collection	Preferred Pineapple Week Summer Holiday	Summer Holiday	National Holiday Golden Week Holiday Offer			Legend Festive/Winter Escape	
Co OPERATIVE MARKETING / THE MARKETPLACE												
RATE PROGRAMS - I Prefer Member rate, Stay More Save More, Preferred Suite, Preferred Bed & Breakfast, Advance Purchase, Extended Stay, Preferred Local. Union Pay, American Express, Mastercard & Visa Bank Programs												
Branded Rate Programs Always-on Marketing Global Audience	Always - on Marketing / Audience: Global 📧 📺 📱 📺											
Branded Rate Programs Always-on Marketing Global Audience	Always - on Marketing / Audience: Global 📧 📺 📱 📺											
DESTINATIONS & EXPERIENCE MARKETING												
Destination Marketing Always-on Marketing Global Audience	Always - on Marketing / Audience: Global 📧 📺 📱 📺											
Destinations Pushes Global Audience							Destination Asia Pacific Audience: Global 📧 📺 📱 📺		Destination South East Asia Audience: Global 📧 📺 📱 📺			Destination Singapore & Malaysia Audience: Global 📧 📺 📱 📺
Experience Pushes Global Audience	Experience Wellness Audience: Global 📧 📺 📱 📺		Experience Beaches & Islands, Resort Escapes and Residences Audience: Global 📧 📺 📱 📺	Experience Family Travel, All-Inclusive and Pets and Pet Travel Audience: Global 📧 📺 📱 📺		Experience Wellness, Resort Escapes and Pet Travel Audience: Global 📧 📺 📱 📺			Experience Culinary, Heart of the City and Boutique Audience: Global 📧 📺 📱 📺		Experience Winter Sun, Family Travel and Wellness Audience: Global 📧 📺 📱 📺	
Last Minute Escapes Every 2 weeks, 2 versions - Global Audience: inc all participating hotels Globally - Regional Audience: inc APAC hotels only China	2 LME Per Month Audience: Global + APAC Version 📧 📺 📱 📺	2 LME Per Month Audience: Global + APAC Version 📧 📺 📱 📺	2 LME Per Month Audience: Global + APAC Version 📧 📺 📱 📺	2 LME Per Month Audience: Global + APAC Version 📧 📺 📱 📺	2 LME Per Month Audience: Global + APAC Version 📧 📺 📱 📺	2 LME Per Month Audience: Global + APAC Version 📧 📺 📱 📺	2 LME Per Month Audience: Global + APAC Version 📧 📺 📱 📺	2 LME Per Month Audience: Global + APAC Version 📧 📺 📱 📺	2 LME Per Month Audience: Global + APAC Version 📧 📺 📱 📺	2 LME Per Month Audience: Global + APAC Version 📧 📺 📱 📺	2 LME Per Month Audience: Global + APAC Version 📧 📺 📱 📺	2 LME Per Month Audience: Global + APAC Version 📧 📺 📱 📺

Meaning of icon



PARTNERSHIPS



2025 GROWTH AND SUCCESS

PARTNERSHIPS THAT MAKE A DIFFERENCE



SCALABLE &
REGIONAL



I PREFER
GROWTH AND
MEMBER VALUE



ACCESS NEW
CUSTOMERS &
LOW-COST
MARKETING



Drives
INCREMENTAL
HOTEL REVENUE

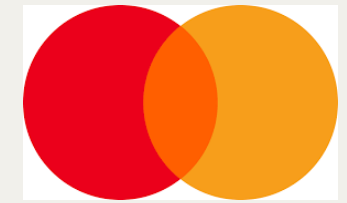


FREE HOTEL
PARTICIPATION

REACH NEW MARKETS & DRIVE ACQUISITION & REVENUE



I PREFER ENROLMENT MASTERCARD ASPAC



priceless specials


+ Add your Mastercard card to personalize your experience.

INTERESTS PRODUCT BENEFITS

Global

I Prefer Hotel Rewards

A loyalty program for one-of-a-kind hotels around the world.



Redeem Now
To redeem now, please first select your card to check eligibility.
[Select Card](#)
Valid until 2025-06-30

I Prefer Hotel Rewards from Preferred Travel Group, extends points for multiple redemption options and other complimentary benefits to members upon eligible stays at more than 600 participating hotels and resorts in over 80 countries. Members instantly receive stay benefits based on their tier status, including free WiFi, early check-in, late check-out, and complimentary room upgrades. Members will earn points on eligible room nights, which can then be redeemed for free nights and experiences at properties worldwide.

- 🔑 Mastercard Priceless Specials Campaign
- 🔑 Over 10,000 *I Prefer* enrolments
- 🔑 Targeting over 10M card members across ASPAC
- 🔑 1,000+ room nights booked from new members

GROWING THE DATABASE

I PREFER ACQUISITION



TARGETING SOUTH ASIA MEMBERS

LAUNCHED OCT 2024

POINTS & MARKETING FUNDED BY PHR & CATHAY

REACH QUALIFIED FREQUENT FLYERS

CATHAY PACIFIC

Dear Mr Ghosh
Membership No : 102 XXXX 771

Your Match Made in Travel - I Prefer Silver Status Awaits

22 January 2025

At Cathay, we're dedicated to enhancing your membership experience at every stage of your journey, whether you're flying with us, booking accommodations, or discovering new destinations. We are thrilled to announce that, due to your enthusiastic response, we've extended our promotion with Preferred Hotels & Resorts' guest benefit program, *I Prefer* Hotel Rewards.

I Prefer opens the door to exclusive privileges and exceptional hospitality at over 600 of the world's finest hotels.

As a valued Cathay Green member, for a limited time only*, you'll enjoy a welcome bonus of 500 points which can be redeemed towards future Preferred Hotels & Resorts stays. As a Silver *I Prefer* member you will also receive benefits such as enhanced room upgrades, exclusive member rates, early check-in, late check-out and earn points on eligible stays.

Join *I Prefer* today to receive your fast track offer and discover a world of travel opportunities.

*Offer expires on 17th February 2025.

For members who are already enrolled in *I Prefer* but want to take advantage of the status grant, visit [iprefer.com/contact-us](#) and quote the Cathay Pacific promotion.

[Click here to view our Terms and Conditions.](#)

[Join I Prefer now](#)

CATHAY PACIFIC

Dear Ms Sathish
Membership No : 182 XXXX 704

Your Match Made in Travel - I Prefer Gold Status Awaits

22 January 2025

At Cathay, we're dedicated to enhancing your membership experience at every stage of your journey, whether you're flying with us, booking accommodations, or discovering new destinations. We are thrilled to announce that, due to your enthusiastic response, we've extended our promotion with Preferred Hotels & Resorts' guest benefit program, *I Prefer* Hotel Rewards.

I Prefer opens the door to exclusive privileges and exceptional hospitality at over 600 of the world's finest hotels.

As a valued Cathay Gold member, for a limited time only*, you'll enjoy a fast track to *I Prefer* Gold status and a welcome bonus of 500 points which can be redeemed towards future Preferred Hotels & Resorts stays. As a Gold *I Prefer* member you will also receive benefits such as enhanced room upgrades, exclusive member rates, early check-in, late check-out, earn points on eligible stays and a welcome amenity.

Join *I Prefer* today to receive your fast track offer and discover a world of travel opportunities.

*Offer expires on 17th February 2025.

For members who are already enrolled in *I Prefer* but want to take advantage of the status grant, visit [iprefer.com/contact-us](#) and quote the Cathay Pacific promotion.

[Click here to view our Terms and Conditions.](#)

[Join I Prefer now](#)

CATHAY PACIFIC

Dear Mr Bangafoe
Membership No : 182 XXXX 456

Your Match Made in Travel - I Prefer Gold Status Awaits

22 January 2025

At Cathay, we're dedicated to enhancing your membership experience at every stage of your journey, whether you're flying with us, booking accommodations, or discovering new destinations. We are thrilled to announce that, due to your enthusiastic response, we've extended our promotion with Preferred Hotels & Resorts' guest benefit program, *I Prefer* Hotel Rewards.

I Prefer opens the door to exclusive privileges and exceptional hospitality at over 600 of the world's finest hotels.

As a valued Cathay Silver member, for a limited time only*, you'll enjoy a fast track to *I Prefer* Gold status and a welcome bonus of 500 points which can be redeemed towards future Preferred Hotels & Resorts stays. As a Gold *I Prefer* member you will also receive benefits such as enhanced room upgrades, exclusive member rates, early check-in, late check-out, earn points on eligible stays and a welcome amenity.

Join *I Prefer* today to receive your fast track offer and discover a world of travel opportunities.

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For members who are already enrolled in *I Prefer* but want to take advantage of the status grant, visit [iprefer.com/contact-us](#) and quote the Cathay Pacific promotion.

[Click here to view our Terms and Conditions.](#)

[Join I Prefer now](#)

CATHAY PACIFIC

Dear Mr Mehta
Membership No : 107 XXXX 494

Your Match Made in Travel - I Prefer Titanium Status Awaits

22 January 2025

At Cathay, we're dedicated to enhancing your membership experience at every stage of your journey, whether you're flying with us, booking accommodations, or discovering new destinations. We are thrilled to announce that, due to your enthusiastic response, we've extended our promotion with Preferred Hotels & Resorts' guest benefit program, *I Prefer* Hotel Rewards.

I Prefer opens the door to exclusive privileges and exceptional hospitality at over 600 of the world's finest hotels.

As a valued Cathay Diamond member, for a limited time only*, you'll enjoy a fast track to *I Prefer* Titanium status and a welcome bonus of 500 points which can be redeemed towards future Preferred Hotels & Resorts stays. As a Titanium *I Prefer* member you will also receive benefits such as enhanced room upgrades, early check-in, late check-out, exclusive member rates, a welcome amenity and a food and beverage offer.

Join *I Prefer* today to receive your fast track offer and discover a world of travel opportunities.

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For members who are already enrolled in *I Prefer* but want to take advantage of the status grant, visit [iprefer.com/contact-us](#) and quote the Cathay Pacific promotion.

[Click here to view our Terms and Conditions.](#)

[Join I Prefer now](#)

PARTNERSHIPS DRIVE REVENUE

AMEX STATEMENT CREDIT '24

AMERICAN
EXPRESS

💎 Spend \$500, Get \$100

💎 Free for hotels:
AMEX/PHR funded

💎 Reach new customers:
6.6M impressions delivered

💎 Drives incremental revenue:
\$25M Spend in '24

💎 No operational req for hotels:
We manage it all



The Wall Street Hotel - New York

APPENDIX

CNY CAMPAIGN



Preferred
HOTELS & RESORTS

I PREFER
HOTEL REWARDS

ACCOUNT: PHOTSEVINE TIER: TITANIUM POINTS:

全球最佳 注册权益 积分账户

蛇行天下 逐梦前行

2025年春节的钟声即将敲响，万家灯火即将为蛇年的到来而点亮，瑰富腾酒店及度假村推出 - "蛇行天下，逐梦前行" 8888 IPrefer超级礼遇，献礼蛇年新春，助力您的2025全球出行。

为此，我们甄选全球超过300家卓越非凡的酒店与度假村，为您呈现独一无二的住宿体验，让入住的每一刻都成为难忘的美好回忆。

此限时优惠，需在2025年2月10日之前预订参与活动的酒店，且在2025年12月31日之前完成入住，即可享受：

- 获赠IPrefer会员8,888积分
- 每日双人早餐
- 免费房型升级权益

祝福您在新的一年里，拥有"蛇"行其道的至尊下榻体验和难忘的旅行瞬间，尽享身心更宽阔的美好时光。

不要错过，现在预订，为您与家人锁定8888蛇年出行礼遇，让瑰富腾酒店及度假村为您的蛇年旅程增添无限光彩！

马上预订