



*Preferred*<sup>SM</sup>  
HOTELS & RESORTS

# Golden Getaways



Chinese (Lunar) New Year 2025  
Campaign Overview

# GOLDEN GETAWAYS

## A L U N A R C E L E B R A T I O N

Golden Getaways is Preferred Hotels & Resorts' China-consumer facing campaign for the Lunar New Year. It promotes a value-add, non-discounted offer and includes *I Prefer* bonus points (sponsored by Preferred). This campaign targets affluent Chinese travelers across multiple marketing channels. Key elements of this offer include:

- Best available rates
- Daily breakfast for two (2)
- Complimentary room upgrade (based on availability)
- 8,888 *I Prefer* bonus points (sponsored by Preferred)
- Minimum 2-night stay

This offer is based on the existing 'Unforgettable Moments' program with the addition of *I Prefer* bonus points. It is promoted for bookings made during the Chinese New Year period (between January 27, 2025 and February 10, 2025) for stays throughout 2025 at more than 300 participating hotels.



# GOLDEN GETAWAYS

## KEY VISUAL

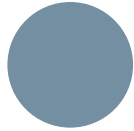
Key visual focused on elegance and gold elements and a snake to celebrate prosperity, transformation, and the Year of the Snake. Gold symbolizes wealth and good fortune, while the snake represents wisdom, renewal, and the transformative energy of this zodiac year.





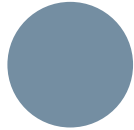
# GOLDEN GETAWAYS

## MEDIA PLAN



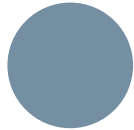
### Brand.com

- PreferredHotels.cn
  - Dedicated campaign landing page
  - Homepage banner
- Preferredhotels.com
  - Dedicated campaign landing page



### Ein Language mail Marketing to *I Prefer* members

- Simplified Chinese (China)
- English (Brunei, Indonesia, Malaysia, Singapore, Thailand, Vietnam, Taiwan, Hong Kong)
- Japanese (Japan, ~7,500 emails)



### Social Media Branded Channels

- WeChat
- Sina Weibo
- Little Red Book



# GOLDEN GETAWAYS

CHINESE LANDING PAGE



璞富腾酒店及度假村

订单查询

400 9911 219

I PREFER  
HOTEL REWARDS

English

登录/注册



关于我们

四大精选系列

目的地列表

特别优惠



欢庆农历新年，璞富腾酒店及度假村为您送上尊属优惠：于全球300多个旅游目的地可享额外积分奖励、免费早餐和客房免费升等。

## 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。璞富腾酒店及度假村推出 - “蛇行天下，逐梦前行” 8888 *I Prefer* 超级礼遇，献礼蛇年新春，助力您的2025全球出行。为此，我们甄选出全球超过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**及之前预订参与活动的酒店，且在**2025年12月31日**及之前完成入住，即可享受：

- 获赠 *I Prefer* 会员8,888奖励积分
- 每日双人早餐
- 免费房型升级服务

祝福您在新的一年里，拥有“蛇”我其谁的至尊下榻体验和难忘旅行瞬间，尽享心灵交织的美好时光。

不要错过，现在预订，为您与亲友锁定8888蛇年出行礼遇，让璞富腾酒店及度假村为您的蛇年旅程增添无限光彩！



I PREFER  
HOTEL REWARDS

# GOLDEN GETAWAYS

ENGLISH LANDING PAGE

I PREFER HOTEL REWARDS USD ▾ DESTINATIONS ▾ OFFERS ▾ BENEFITS ▾ JOIN LOGIN 🔍



## GOLDEN GETAWAYS - A LUNAR CELEBRATION

Embrace the spirit of renewal and prosperity this Lunar New Year with Golden Getaways – A Lunar Celebration. Experience more than 300 luxury hotels and resorts worldwide and make every moment unforgettable with our exclusive offer. Book your stay by February 10, 2025, and enjoy:

- 8,888 *I Prefer* bonus points
- Complimentary breakfast for two
- A complimentary room upgrade\*

This limited-time offer is valid for stays through December 31, 2025, ensuring you can celebrate the Year of the Snake with a perfect blend of indulgence, growth, and personal transformation.

\*subject to availability

Select Region ▾ Select Country ▾ Select State ▾ Select City ▾ FILTERS SHOW MAP

**FILTER BY AMENITIES:**

-  Eco-Friendly
-  Event Space
-  Family-Friendly
-  Fitness Center
-  Accessible
-  Non-Smoking Rooms
-  On-Site Parking
-  Pet-Friendly

262 Hotel Results  = Members' Choice Award Winner Recommended ▾



# GOLDEN GETAWAYS

I PREFER EMAIL MARKETING



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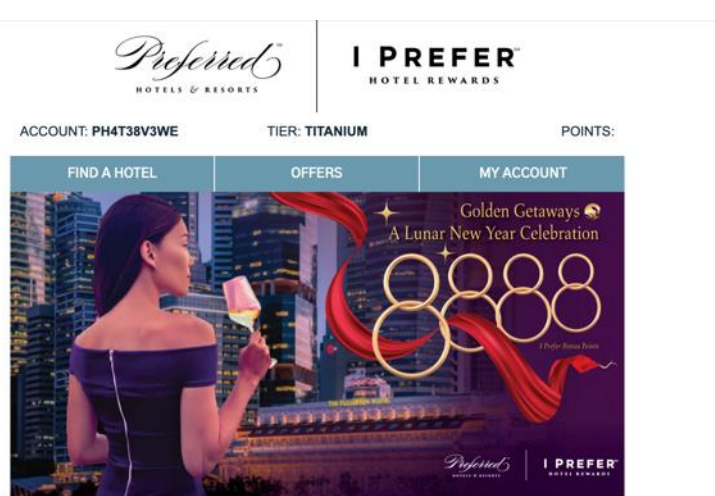
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马上预订



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Don't miss this golden opportunity to create memories that shine as brightly as the year ahead. Book now and let Preferred Hotels & Resorts elevate your Lunar New Year journey.

BOOK NOW

# GOLDEN GETAWAYS

## CHINA SOCIAL MEDIA CHANNELS



热门



璞富腾酒店及度假村

6小时前 来自 微博网页版

**#ThePreferredLife#** 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。璞富腾酒店及度假村推出 - “蛇行天下，逐梦前行” 8888 I Prefer 超级礼遇，献礼蛇年新春，助力您的2025全球出行。为此，我们甄选出全球超过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。戳链接锁定你的8888蛇年出行礼遇：[网页链接](#) 收起



转发

2


2





# THANK YOU

非常感谢



HAPPY  
CHINESE  
NEW YEAR  
YEAR OF THE SNAKE