



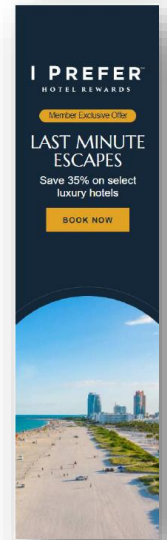
I want to travel soon..



Inspiration

Social Media

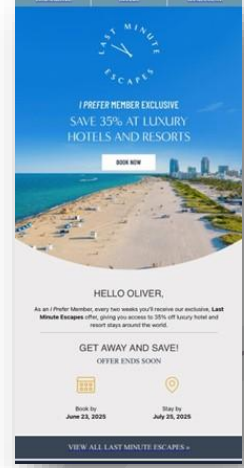
Sparks interest with eye-catching social media ads.



Research

Display Media

Staying top of mind with relevant display ads during online research.



Consideration

Email Marketing

Dedicated destination email(s) to keep last minute escape opportunities in focus.



Intent

Email Marketing

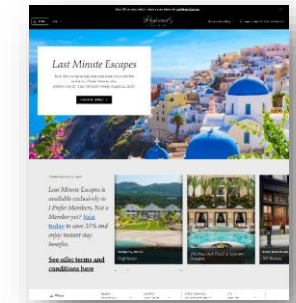
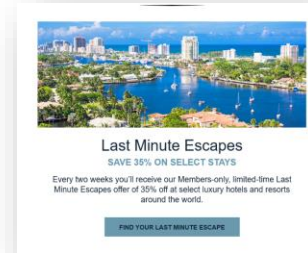
Personalized email content featuring specific hotels based on member interest.



Intent

Email Marketing

Email content featuring Last Minute Escapes promoted in the I Prefer member newsletter.



Intent

PreferredHotels.com & IPrefer.com

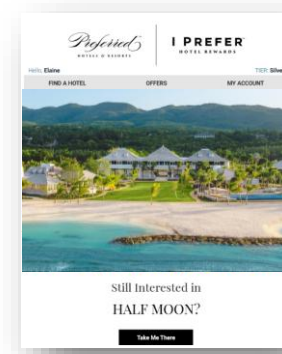
Showcases all participating hotels on our dedicated landing page.

Email Retargeting

Personalized email retargeting those who showed interest based on their site activity.



Intent



Conversion

Retargeting

Retarget users with hotel ads based on their site activity.



Marketing Journey Sample: Last Minute Escapes*

* Marketing activities may vary based on campaign messaging and participating hotels.