



I want to travel to Italy ...



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 Italy in focus.



Intent

Email Marketing
Personalized email content featuring specific hotels based on member interest.



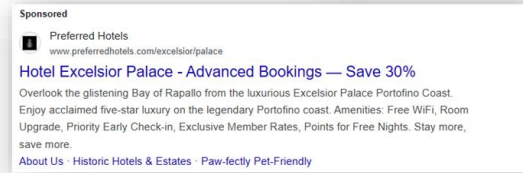
Intent

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



Intent

Paid Search
Targets users searching for specific hotels with paid search ads.



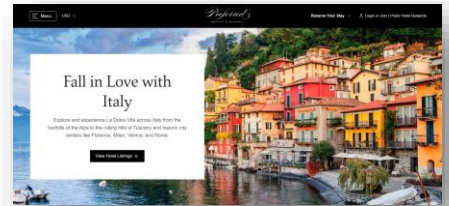
Conversion

Banner Retargeting
Retarget users with hotel ads based on their site activity.



Intent

PreferredHotels.com
Showcases all participating Italy hotels on our dedicated landing page.



Destination Marketing Journey Sample: Italy*



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



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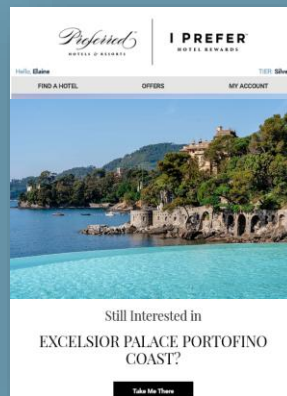
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Intent

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Targets users searching for specific hotels with paid search ads.



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Conversion

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Destination Marketing Journey Sample: Italy*

I PREFER
HOTEL REWARDS

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I want to travel with my family ...



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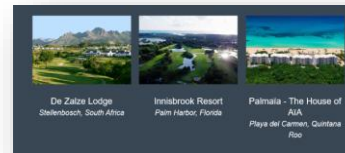
Consideration

Email Marketing
Dedicated destination email(s) to keep family travel in focus.



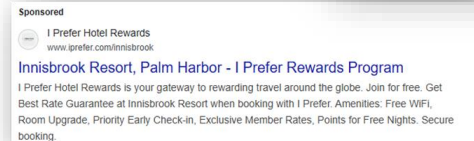
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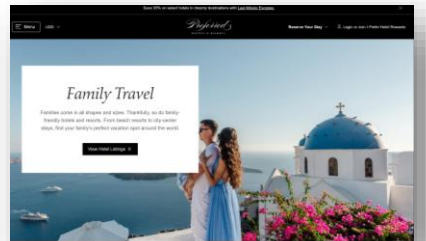
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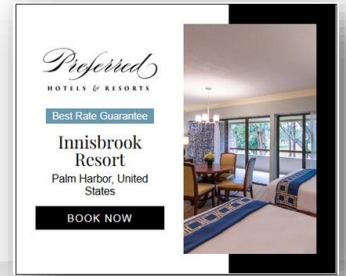
Intent

PreferredHotels.com
Showcases all participating hotels on our dedicated landing page.



Conversion

Banner Retargeting
Retarget users with hotel ads based on their site activity.



Destination Marketing Journey Sample: Family*



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I want to travel to with family ...



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Sparks interest with eye-catching social media ads.



Research

Display Media
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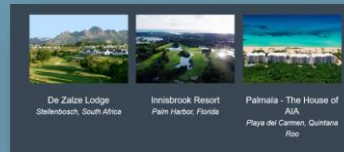
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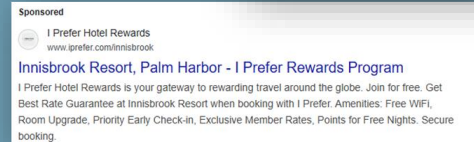
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Email Marketing
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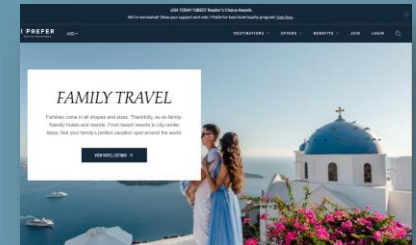
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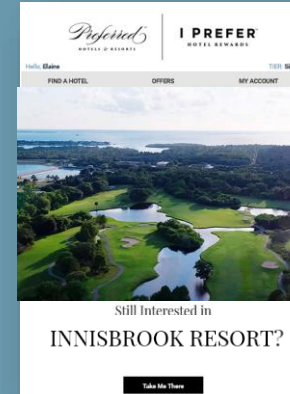
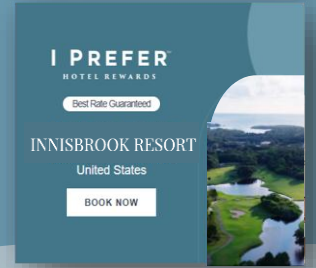
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Destination Marketing Journey Sample: Family*



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