



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

# MARKETING SOLUTIONS

BY PREFERRED HOTELS & RESORTS<sup>SM</sup>

Global

2026 PROGRAM OVERVIEW





— Marketing Solutions

# Table of contents

<b>4 CORE SOLUTIONS.....</b>	<b>4</b>
<b>CO-OPERATIVE MARKETING PROGRAM.....</b>	<b>5</b>
• PROGRAM RESULTS.....	6
• CO-OPERATIVE MARKETING INCLUSIONS.....	7
• MARKETING & COMMUNICATION CHANNELS.....	8
• LEVERAGING AI.....	9
• GUEST JOURNEY.....	10
• PAID SEARCH.....	11
• EXPERIENCES & DESTINATIONS.....	12
• BRANDED PROGRAMS .....	13
• BANK PROGRAMS.....	14
• LAST MINUTE ESCAPES.....	15
<b>PAID MEDIA.....</b>	<b>16</b>
• B2C PAID MEDIA.....	17
• PPC PLUS UP.....	19
• B2B PAID MEDIA.....	20
<b>BRAND -WIDE PROMOTIONS.....</b>	<b>21</b>
• UNFORGETTABLE MOMENTS & CYBER SALE.....	22
<b>PARTNERSHIPS.....</b>	<b>23</b>
	24
<b>NEXT STEPS AND HOW TO PARTICIPATE.....</b>	<b>25</b>
<b>APPENDIX.....</b>	<b>26</b>



# MARKETING SOLUTIONS

BY PREFERRED HOTELS & RESORTS™

## AGENDA

1. Program Overview
  - a. Co-operative Marketing
  - b. Paid Media
  - c. Brand Merchandising & Partnerships
2. Registration Walk Through

Q&A

*Appendix*



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# 4 CORE SOLUTIONS



## Co-Operative Marketing Program

Drive awareness and bookings with high-impact campaigns at shared cost and strong ROI.



## Paid Media: B2C and B2B

Boost visibility through targeted digital ads, optimized to deliver direct bookings.



## Brand-Wide Promotions

Unforgettable Moments and Cyber Sale.

Realize the benefit of global promotions backed by high-powered omni-channel marketing.



## Global Partnerships

Access premium audiences through exclusive partnerships with top global brands.

Complimentary

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# CO-OPERATIVE MARKETING

— Drive awareness and bookings with high-impact campaigns at shared cost and strong ROI.

## Target Luxury Travelers

High-intent luxury travelers / *Prefer* Members and card-holders of AMEX, VISA and Mastercard

## Smart, Efficient Marketing

Fully managed, AI-optimized campaigns, executed by Preferred on your behalf

## Proven Results

On average hotels participating in 2024 received 600-1000 bookings

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— Co-Operative Marketing Program

# Program Results

Global Metrics from 2024 Program.

800+

BOOKINGS PER HOTEL  
ON AVERAGE\*



1 Billion

AD IMPRESSIONS  
GENERATED\*



\$360M+

IN ROOM REVENUE  
GENERATED\*



\$33%

HALO BOOKINGS  
GENERATED\*



• 2024 full year metrics from hotels on MKT rate plans, all channels combined.

\*\* 33% of all bookings generated through Preferred trackable Paid Media related activities in 2024 have resulted in a direct booking to a hotel direct website. Halo Marketing is when exposure to Preferred Hotels & Resorts advertising and digital efforts influences member hotel bookings via their direct sites. Users who have been exposed to Preferred Hotel's advertising activity, then made a booking on the hotel's website (trackable via Synxis booking engines only). Attribution Window: 30 Days from view / 7 Days from click.

— Co-Operative Marketing Program

# Co-Operative Program Inclusions



Paid Search



Destinations &  
Experiences  
Campaigns



Branded Rate Programs



Bank Programs



Last Minute Escapes

— Co-operative Marketing Inclusions

# Marketing and Communication Channels

## Digital Media

- Paid Search (PPC)
- Paid Display
- Paid Social
- Organic Search (SEO)
- Smarter Bidding with Google AI
- Strategic Targeting
- Core ID Targeting

## Email Marketing

- AI-Powered Email Personalization
- *I Prefer* Monthly Account Summary Features

## Online Merchandizing

- Optimized dedicated landing pages
- Expanded Web Presence
- Blog Articles
- Web Placements

## PR & Social Media

- Organic Social Media Posts & Stories
- Media Outreach (when applicable)

## Travel Trade

- Sales Newsletters
- Sales Flyers

## Partner Communications

- Bank Partner Channels
- Partner Email Marketing
- Digital and Social Media





— Co-Operative Marketing Program

# Leveraging AI

Executing through partners at the cutting-edge of AI-optimized marketing with access to global traveler data.

## 🕒 Smarter Bidding with Google AI

Using Google's Budget Bid Strategies (BBS), we automatically optimize bids in real time to reach and refer high-intent audiences.

## 🕒 AI-Powered Email Personalization

Through Epsilon's Real-Time Interactions (RTI), our emails dynamically update at open with personalized content based on traveler behavior, location, and preferences.

Preferred's strategic application of Budget Bid Strategies led to a 149% boost in conversion rates, even outside of peak travel seasons.





# GUEST JOURNEY

Marketing Journey Sample: Destination Mexico





— Co-operative Marketing Inclusions

# Paid Search

Through our relationship with Google, our paid search strategy complements your hotel's, increasing real estate and pushing OTAs down the page.

9x

HOTELS IN PPC GREW  
BRAND.COM REVENUE  
ON AVERAGE 9X FASTER  
THAN HOTELS NOT IN  
PPC.

>50%

OF USERS EXPOSED TO  
PREFERRED'S CAMPAIGNS  
ULTIMATELY BOOK  
DIRECTLY VIA THE  
HOTEL'S WEBSITE.





# EXPERIENCES & DESTINATIONS

## EXPERIENCES

- NEW!** • Important Events of the World
- Wellness
- Family Travel
- Culinary
- Beaches & Islands
- Ski & Mountain
- Pet Travel
- Boutique/ Hidden Gems
- Winter Sun
- All – Inclusive
- Resort Escapes
- Heart of the City
- Sustainability
- NEW!** • Michelin Star Restaurants

## DESTINATIONS (America and Europe)

- New York City
- Florida
- California
- New England
- The Southwest
- The Midwest & Chicago
- Canada
- The Caribbeans
- Hawaii
- Latin America
- Mexico
- Central America
- South America
- NEW!** • The American South
- American Rocky Mountains
- Europe
- Romantic Cities in Europe
- The Mediterranean
- Scandinavia
- The UK
- London
- Paris
- Italy
- Spain
- NEW!** • Costa del Sol and Balearic Islands
- NEW!** • Portugal
- NEW!** • Ireland
- NEW!** • Central Europe
- NEW!** • Greece





— Co-operative Marketing Inclusions

# BRANDED RATE PROGRAMS

- ↑ **I Prefer Member Rate\* (MKTIPM)**
  - Minimum 3% off LAR for I Prefer members
- ↑ **Stay More Save More (MKTSSA)**
  - 10% to 30% off BAR. Minimum 3-night stay
- ↑ **Advance Purchase (MKTADV)**
  - 10% to 30% off BAR Discretionary lead time applies. Non-refundable
- ↑ **Preferred Bed & Breakfast (MKTGBB)**
  - Daily breakfast for two Included
- Preferred Suite (MKTSD)**
  - 10% and 30% off BAR for suite room types. Minimum 2-night stay
- Preferred Extended Stay (MKTEXS)**
  - 10% to 30% off BAR. Discretionary minimum nights apply.
- Preferred Local (MKTVIP)**
  - BAR including a premium for the value-add. Minimum two-night stay

- ↑ Top Performing Offer

\*Required for program participation

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— Co-operative Marketing Inclusions

# BANK PROGRAMS

↑ **American Express Extra Night Offer (MKTAMX)**  
3rd, 4th or 5th night free when guests book and pay with an American Express Card

**American Express Preferred Family Offer (MKTAEPF)**  
10% off BAR + Complimentary meals for kids under 12


↑ **Mastercard Standard Offer (MKTMSC)**  
4 for 3 when guests book and pay with a Mastercard card

**Mastercard Premium Offer (MKTMPPE)**  
4 for 3 + 5,000 IP bonus points (sponsored by PHR), when guests book and pay with a Premium Mastercard card

↑ **Visa Worlds Offer (MKTVWO)**  
10% off BAR + daily Breakfast when guests book and pay with a Visa card


**Visa Comp Golf Offer (MKTVGO)**  
One round of golf complimentary with a two-night consecutive stay at Best Available Rate

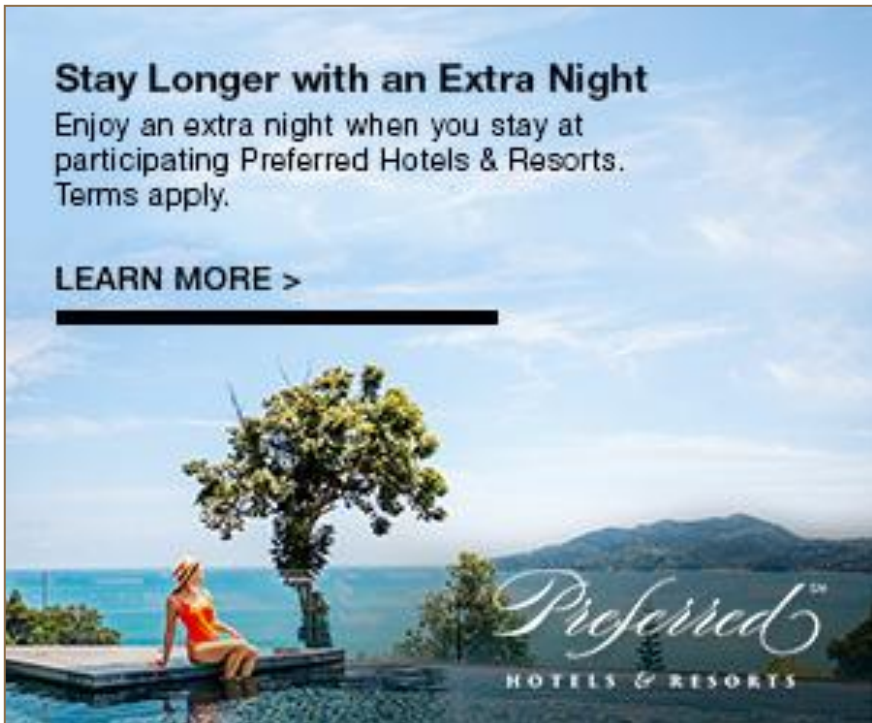
↑ Top Performing Offer



**Find Your Family's Happy Place**  
Terms apply.

[LEARN MORE >](#)





**Stay Longer with an Extra Night**  
Enjoy an extra night when you stay at participating Preferred Hotels & Resorts. Terms apply.


[LEARN MORE >](#)

**TRAVEL+LEISURE**

We found a special offer from one of our partners that we think is perfect for Travel+Leisure readers — check it out!

**Stay Longer with an Extra Night**  
Enjoy an extra night when you stay at participating Preferred Hotels & Resorts and book with your American Express® Card. Terms apply.

[LEARN MORE](#)




**Find Your Family's Happy Place**  
Save 10% off the room rate and enjoy complimentary meals for kids 12 and under when you stay at participating Preferred Hotels & Resorts and book with your American Express® Card. Terms apply.

[LEARN MORE](#)


**TRAVEL+LEISURE**

f t i



**Stay Longer with an Extra Night** Terms apply.

[LEARN MORE >](#)





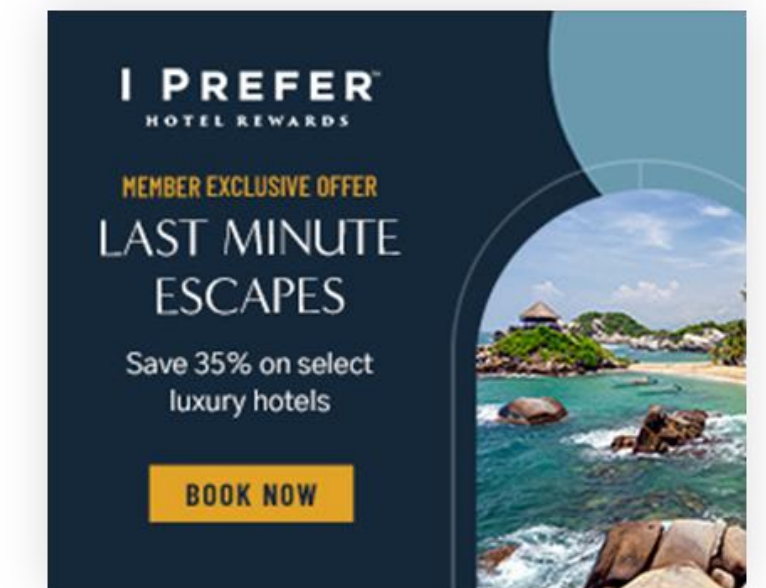
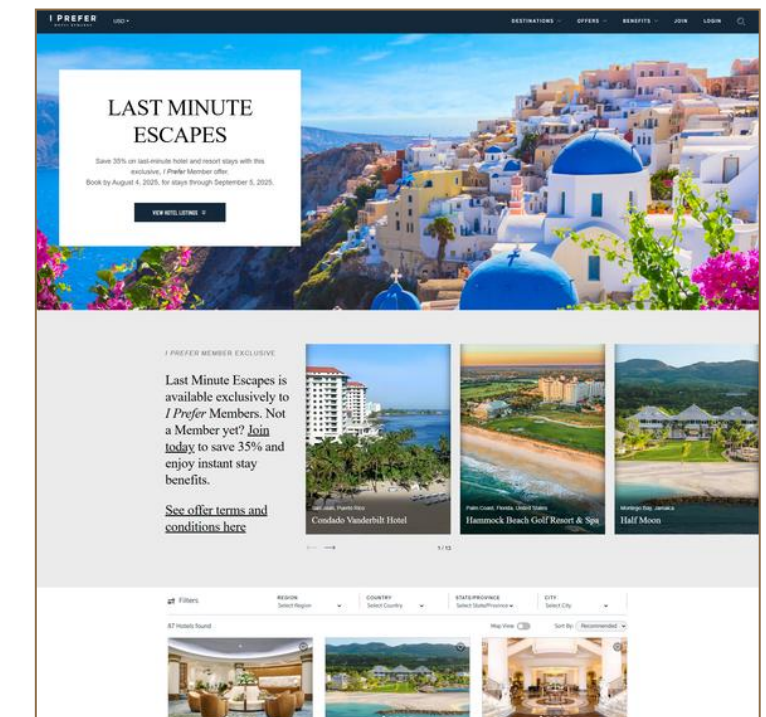
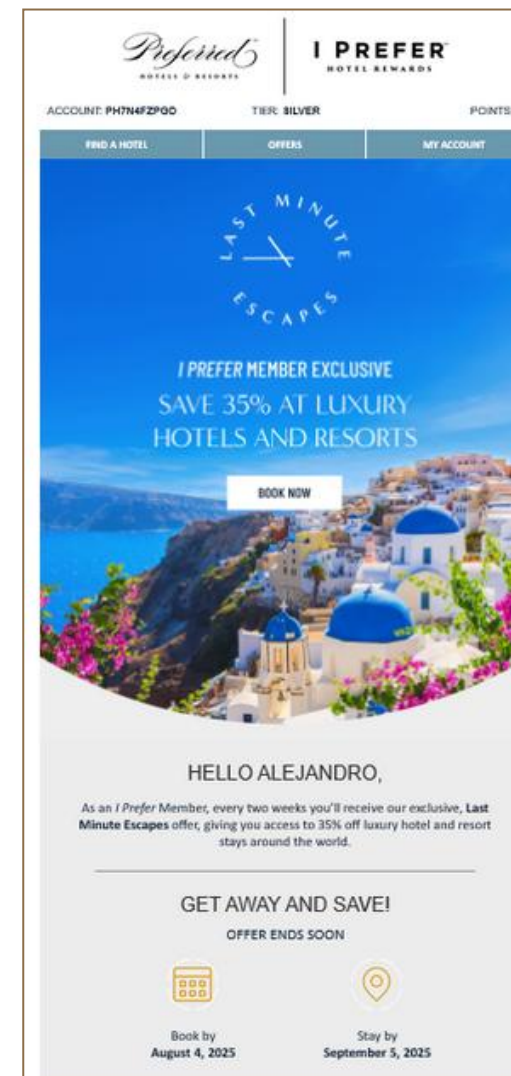
— Co-operative Marketing Inclusions

# LAST MINUTE ESCAPES

**UNLIMITED** Access to Last Minute Escapes. Our Flash Sale product to help quickly drive need period bookings.

- Sales run 2x a month
- Supported by email and digital ads

Delivers immediate impact with 14-day booking window and 45-day travel window.







— Marketing Solutions

## 4 CORE SOLUTIONS



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### Brand-Wide Promotions

Unforgettable Moments and Cyber Sale.

Realize the benefit of global promotions backed by high-powered omni-channel marketing.



### Global Partnerships

Access premium audiences through exclusive partnerships with top global brands.

Complimentary

— [REGISTER FOR MARKETING SOLUTIONS HERE](#) —



— Preferred Marketing Solutions

# PAID MEDIA

## B2C

BOOST VISIBITLY TO  
CONSUMERS

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## B2B

BOOST VISIBITLY TO  
TRAVEL PROFESIONALS

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— Paid Media

# PAID MEDIA: B2C

## Preferred Brand Publications

Boost awareness and engagement with a travel-focused audience across print and digital.



## New York Times Banner Ads

Gain global visibility and prestige with over 125M monthly unique visitors.



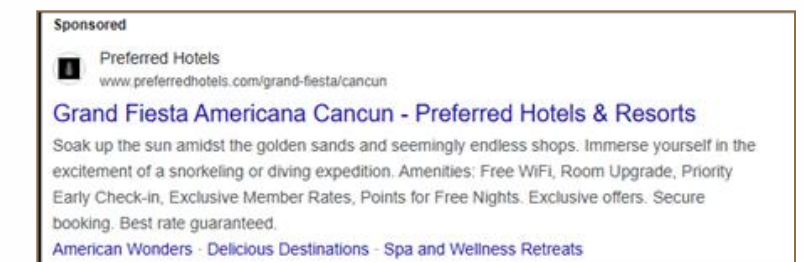
## NEW! Connected TV Advertising

Showcase your hotel on top streaming platforms, reaching 42M viewers with premium video ads.



## NEW! Paid Search (PPC) Plus Up

A dynamic PPC opportunity tailored to your budget and priorities





— Paid Media (B2C)

NEW!

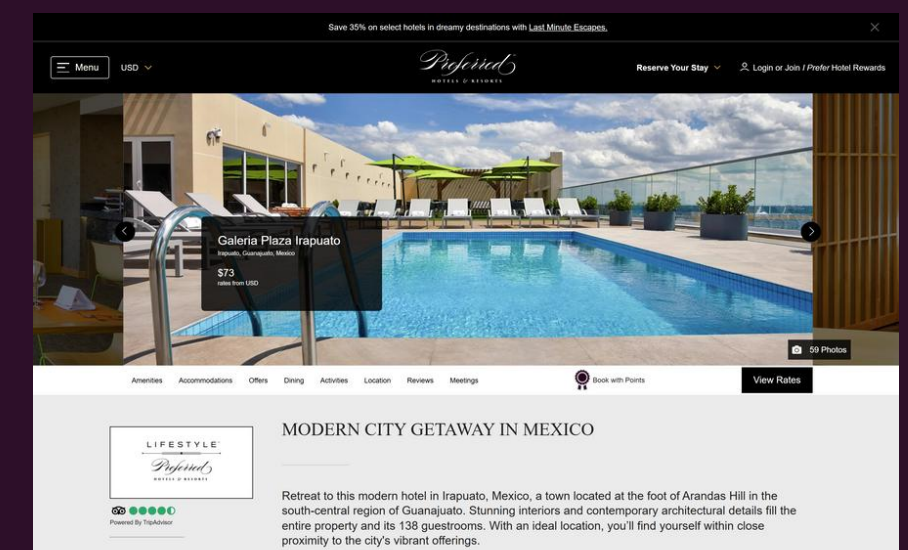
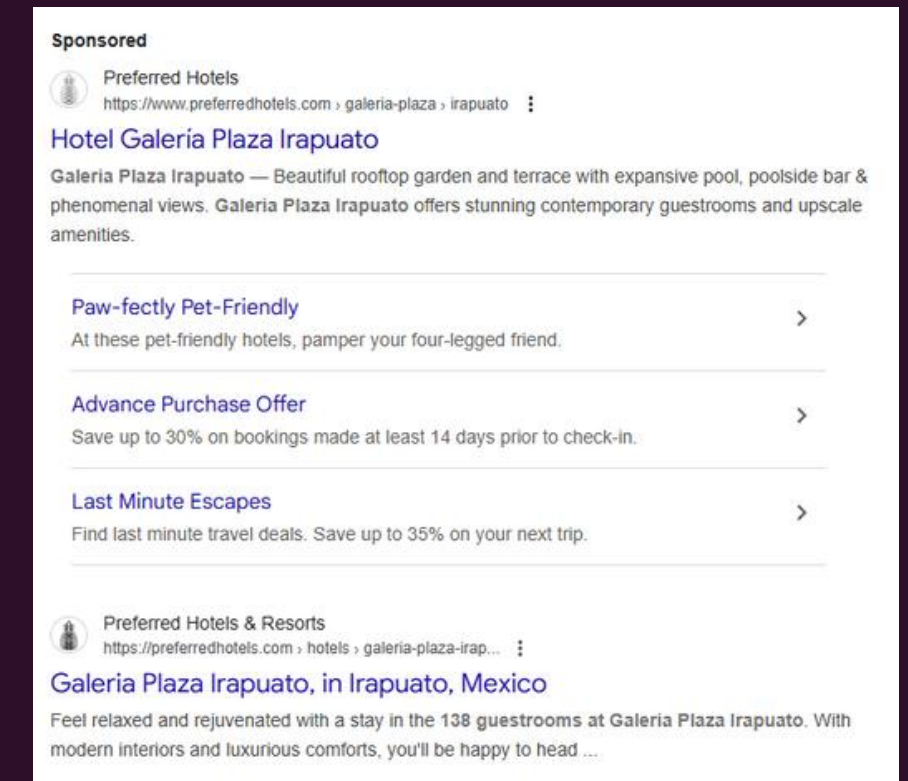
# PPC PLUS UP – B2C

Plus-Up investments are dynamic and tailored to each hotel. During the Marketing Solutions enrollment process, you can determine your budget based on custom recommendations.

Plus-Up tiers are optional and built to scale with your business goals, seasonality, and marketing priorities.

## How additional PPC spend helps:

- **Revenue Impact** – Shift bookings away from high-commission OTA traffic boosting your ability to capture direct bookings
- **Higher Auction Wins** – Google rewards stronger bids with premium placements
- **Extended Daily Coverage** – Budget lasts longer throughout the day
- **Expanded Keyword Reach** – Target long-tail, competitor, and high-intent terms





— Paid Media

# PAID MEDIA: B2B

## **NEW!** Consortia & Luxury Travel Advisor Marketing Package

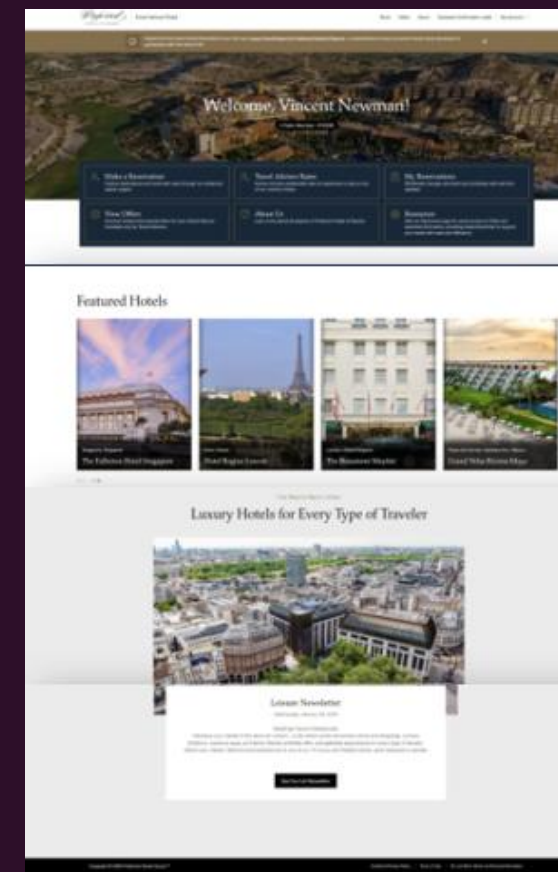
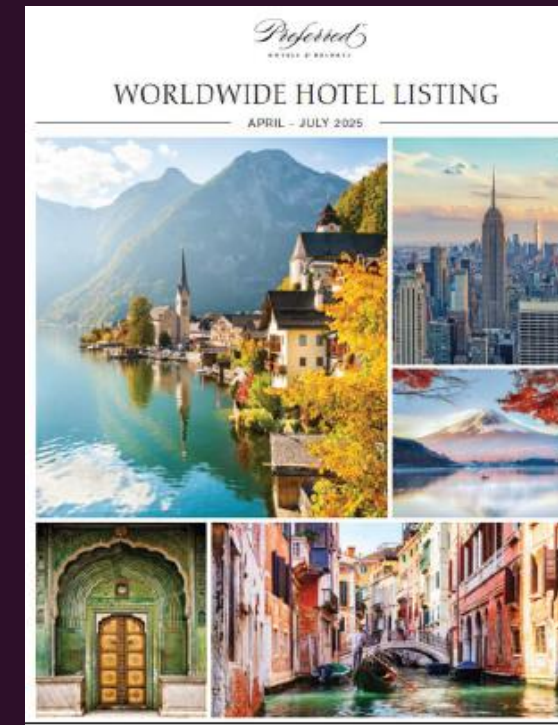
Tap into Preferred Hotels & Resorts' audience of 10,000 top-tier travel advisors.

## **NEW!** Meetings & Groups Marketing Package

Connect your hotel with over 12,000 planners specializing in meetings, incentive trips, conferences and exhibitions.

## Preferred Brand Publications

Elevate your hotel brand to qualified and engaged travel advisors by adding this cost-effective brand marketing component to your 2026 plan.







— Marketing Solutions

## 4 CORE SOLUTIONS



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Complimentary

### Brand-Wide Promotions

Unforgettable Moments and Cyber Sale.

Realize the benefit of global promotions backed by high-powered omni-channel marketing.



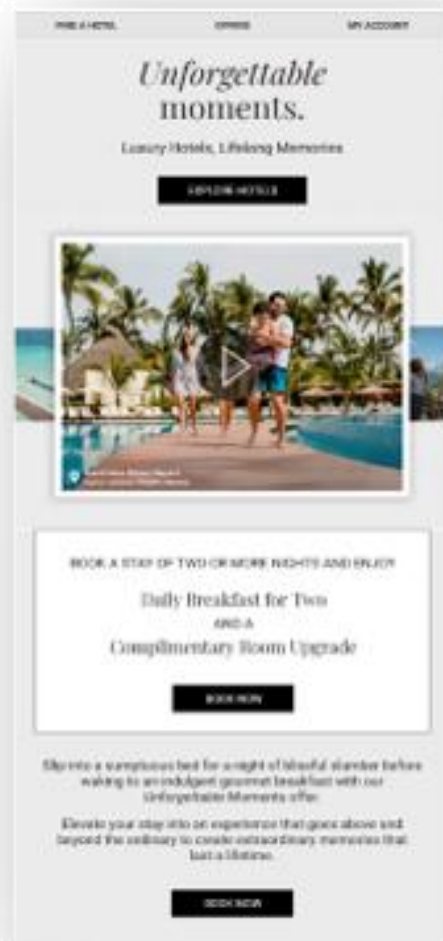
Complimentary

### Global Partnerships

Access premium audiences through exclusive partnerships with top global brands.

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— No Cost Options

# Brand-Wide Promotions

Complimentary Programs



## Unforgettable Moments - Value Add, No Rate Dilution

Daily breakfast for two plus a complimentary room upgrade (subject to availability). A high-value offer supported by a multi-channel marketing campaign- without diluting BAR.



## Cyber Sale - Capture Bookings during the year's highest shopping period

Short booking window allowing hotels to offer at least 35% off a 2-night stay, plus *I Prefer* Bonus Points (funded by Preferred Hotels & Resorts).

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# 4 CORE SOLUTIONS



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Drive awareness and bookings with high-impact campaigns at shared cost and strong ROI.



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# Partnerships

— Preferred Hotels & Resorts has aligned with multiple partners to help you reach new guests.



**37 Million**  
Members in the US

The offer: 3% or greater discount with  
*I Prefer* membership benefits.

Hotels receive the full *I Prefer*  
Member Rate for each qualifying stay



**61 Million**  
Members Worldwide

The offer: Dynamic rate of -15%  
off BAR. Rate is OPAQUE.

Reservations are pre-paid bookings,  
Hotel receives 85% of BAR reimbursed  
by PHR via monthly invoice credit.



**9 Million**  
Loyalty Members Worldwide

The offer: 20% off BAR for  
Aeroplan members.

Rate is loaded across all room types and  
is opaque, non-commissionable, and  
exclusive to the Loyalty Travel Channel.



# NEXT STEPS - HOW TO PARTICIPATE

- **Register now at [marketing.preferredhotels.com](https://marketing.preferredhotels.com) to:**
  - Access 2026 Marketing Solutions
  - Review program pricing and your hotel inclusions
  - Customize your participation
- **Register by October 17, 2025** to secure your full 2026 benefits.
  - If you opt into rate loading services: our team will load your selected rate and bank programs **within 60 days**.
- **January 1, 2026:** Marketing goes live.
  - Throughout the year: Update or adjust your program participation anytime at [preferredmarketingsolutions.com](https://preferredmarketingsolutions.com).

[REGISTER NOW](#)



— Preferred Marketing Solutions

# APPENDIX



# Real Stories. Real Results

## **The BoTree - London, United Kingdom**

“We joined the Preferred Marketing Program in July 2023, and the growth we've experienced since then has been very encouraging. As a new hotel, it was an integral part of our growth, helping us capture value from a highly engaged guest segment. This partnership has opened the door to new business and guest loyalty, both of which are big wins for us.”

Jeroen Suijker, Director of Sales

## **Grand Velas Riviera Maya, Playa del Carmen, México**

“The Co-Operative Marketing Program service from Preferred Hotels & Resorts has been essential in increasing our hotel's visibility in key markets. Through the marketing programs available on this platform, digital campaigns, and presence across key channels, we have successfully highlighted our strengths, enhanced our brand positioning, and seen steady growth in direct bookings.”

Denys Montes de Oca, Executive Corporate Director of Sales and Marketing

## **Farmhouse Inn – Sonoma, California, United States**

"Since we joined the Preferred Co-Operative Marketing Program, the impact has been both clear and compelling. Bookings through Preferred's channels surged by 129%, while revenue climbed 95% year over year. What really stands out is the fact that Preferred is now driving twice as many bookings as before — that's a major shift in our distribution landscape. On top of that, Preferred bookings grew by 84%, underscoring the program's ability to tap into a loyal, high-value audience. It's definitely broadened our reach."

• Mia Giobbi Thomas, Vice President of Sales & Marketing



# PREFERRED NET LINKS

— For more information in PreferredNet, please click direct on the title. 

## Co-operative Marketing

- [Co-op Marketing](#)

## B2C Paid Media

- [Paid Search](#)
- [Connected TV](#)
- [Brand Publications](#)
- [New York Times](#)
- [PPC Plus Up](#)

## B2B Paid Media

- [Brand Publications](#)
- [Leisure Sales Marketing](#)
- [90 Day Meetings & Group Marketing Package](#)

## Brand Merchandising

- [Brand Merchandising](#)

## Partnerships

- [Air Canada](#)
- [AARP](#)
- [Choice](#)



# MARKETING SCORECARD

YTD Revenue, bookings, room nights, ADR and ROI are reported monthly, and includes all bookings to Marketplace rate programs and offers. This is the basis for your ROI calculation.








Revenue driven from Marketplace initiatives generated directly to the hotel's website, including non-Marketplace rate program bookings (e.g. BAR) are reported as "Halo Bookings". Non-Marketplace rate program production is not reflected in the ROI.



# BRANDED PROGRAM DETAILS




— Drive bookings with exclusive offers and packages targeted to affluent travelers across multiple marketing channels.

Branded Program	Objective	Rate Detail
 I Prefer Member Rate*	Exclusive, member only discount. Drives direct bookings, saves OTA commissions.	Minimum 3% off LAR for I Prefer members
 Stay More Save More*	Encourages longer length-of-stay.	10% to 30% off BAR. Minimum 3-night stay
 Preferred Suite*	Encourages upsell to higher-rated room categories.	10% and 30% off BAR for suite room types. Minimum two-night stay
 Preferred Bed & Breakfast*	Provides value to guest without diluting rate.	Daily breakfast for two Included
 Advance Purchase*	Incentivizes early booking.	10% to 30% off BAR Discretionary lead time applies. Non-refundable
Preferred Extended Stay*	Provides for high-value, extended stay reservations. Minimum LOS determined by property.	10% to 30% off BAR. Discretionary minimum nights apply.
Preferred Local*	Package that can be customized by property to offer local amenity or experience.	BAR including a premium for the value-add (premium lower than consumer value) Minimum two-night stay



# BANK PARTNER PROGRAM DETAILS

— Reach cardholders of Bank Partners, targeted for luxury, golf and family travelers.

BANK PROGRAM	OBJECTIVE	RATE DETAIL
 <b>American Express Extra Night Offer*</b>	Reach an audience of American Express Card holders spending in luxury travel	3rd 4th or 5th night free for guests who book and pay with an American Express Card
<b>American Express Preferred Family Offer*</b>	Reach an audience of American Express Card holders looking for family travel experiences	10% off BAR + Complimentary meals for kids under 12
 <b>Mastercard Standard Offer*</b>	Reach an audience of Mastercard card holders spending in luxury travel	4 nights for the price of 3 for guests who book and pay with a Mastercard card
<b>Mastercard Premium Offer*</b>	Reach an audience of Premium Mastercard card holders spending in luxury travel. (World, World Black Edition, or World Elite Mastercard card holders)	4 nights for the price of 3 + 5,000 IP bonus points (sponsored by PHR), for guests who book and pay with a Premium Mastercard card
<b>Visa Worlds Offer*</b>	Reach an audience of Visa card holders spending in luxury travel	10% off BAR + daily Breakfast for guests who book and pay with a Visa card
 <b>Visa Comp Golf Offer*</b>	Reach an audience of Visa Card holders looking for Golf experiences	One round of golf complimentary at Best Available Rate. Minimum two-night stay.





# THANK YOU!

We look forward to your participation in the  
**2026 Marketing Solutions.**

For questions, please contact:  
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[MCapelli@preferredhotels.com](mailto:MCapelli@preferredhotels.com)