

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
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EXPERIENCES, DESTINATIONS, SEASONAL CAMPAIGNS AND LAST MINUTE ESCAPES

DESTINATION & TRAVEL INTERESTS ALWAYS - ON						
DESTINATION DIGITAL MEDIA SEASONAL PUSHES	HAWAII		FLORIDA		SCANDINAVIA	
	COSTA DEL SOL AND BALEARIC ISLANDS		PARIS		ROCKY MOUNTAIN	
	THE SOUTHWEST		GREECE		THE MIDWEST & CHICAGO	
	EUROPE			PORTUGAL	NEW YORK CITY	
	JAPAN - CHERRY BLOSSOM		LATIN AMERICA		CALIFORNIA	
		SPAIN		JAPAN SUMMER STAYS		
				LONDON		
				MEXICO		
					THE MEDITERRANEAN	
					SWITZERLAND AND AUSTRIA	
					CANADA	
					ITALY	
TRAVEL INTERESTS DIGITAL MEDIA SEASONAL PUSHES	FAMILY TRAVEL		HIDDEN GEMS / BOUTIQUE			
			RESORT ESCAPES			
	ALL-INCLUSIVE		SUSTAINABILITY / ECO FRIENDLY			
		CULINARY				
		BEACHES & ISLANDS		PET TRAVEL		

Key to Marketing Channels

- DEDICATED LANDING PAGE
- EMAIL
- DIGITAL PAID MEDIA
- BLOG POST
- ORGANIC SOCIAL MEDIA
- B2C ACTIVATIONS
- B2B ACTIVATIONS
- PR ACTIVATIONS
- PARTNER ACTIVATIONS
- DISPLAY REMARKETING/ADVERTISING
- PAID SEARCH
- SEO
- FEATURED IN THE IP ACCOUNT SUMMARY

* Add-on - price starting at \$450 †Property must be an active and engaged participant in the *I Prefer* Hotel Rewards loyalty program.

Q1-Q2 2026 INTEGRATED MARKETING & COMMUNICATIONS CALENDAR

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

MARKETING SOLUTIONS BY PREFERRED HOTELS & RESORTS - CO-OPERATIVE MARKETING PLAN

EXPERIENCES, DESTINATIONS, SEASONAL CAMPAIGNS AND LAST MINUTE ESCAPES

EMAIL MARKETING - ALWAYS ON

US, Canada & Caribbeans

Audience: High Intent *I Prefer* Members actively searching for specific destinations

All-year Long emails to *I Prefer* Members triggered based on user search behavior online for:

New York City
Florida
California
New England
The Southwest
The Midwest & Chicago
Canada
The Caribbeans
Hawaii
The American South
American Rocky Mountain

To know which Destination Campaign your hotel qualifies for, visit: marketing.preferredhotels.com.

EMAIL MARKETING - ALWAYS ON

Europe, Middle East and Africa

Audience: High Intent *I Prefer* Members actively searching for specific destinations

All-year Long emails to *I Prefer* Members triggered based on user search behavior online for:

The Mediterranean
Scandinavia
The UK
London
Paris
Italy
Spain
Portugal
Ireland
Switzerland & Austria
Germany
Prague & Budapest
Greece
Africa

To know which Destination Campaign your hotel qualifies for, visit: marketing.preferredhotels.com.

EMAIL MARKETING - ALWAYS ON

Latin America

Audience: High Intent *I Prefer* Members actively searching for specific destinations

All-year Long emails to *I Prefer* Members triggered based on user search behavior online for:

Latin America
Mexico
Central America

To know which Destination Campaign your hotel qualifies for, visit: marketing.preferredhotels.com.

EMAIL MARKETING - ALWAYS ON

Asia

Audience: High Intent *I Prefer* Members actively searching for specific destinations

All-year Long emails to *I Prefer* Members triggered based on user search behavior online for:

Asia
Southeast Asia – Island Getaways
Southeast Asia – Urban Escapes
Japan
India

To know which Destination Campaign your hotel qualifies for, visit: marketing.preferredhotels.com.

Key to Marketing Channels



DEDICATED
LANDING PAGE



EMAIL



DIGITAL PAID
MEDIA



BLOG POST



ORGANIC SOCIAL
MEDIA



B2C
ACTIVATIONS



B2B
ACTIVATIONS



PR
ACTIVATIONS



PARTNER
ACTIVATIONS



DISPLAY
REMARKETING
/ADVERTISING



PAID
SEARCH



SEO



FEATURED IN
THE IP ACCOUNT
SUMMARY

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MARKETING SOLUTIONS BY PREFERRED HOTELS & RESORTS - CO-OPERATIVE MARKETING PLAN

EXPERIENCES, DESTINATIONS, SEASONAL CAMPAIGNS AND LAST MINUTE ESCAPES

EMAIL MARKETING SEASONAL PUSHES

Audience: Global *I Prefer* Members. Some emails may be sent to more targeted audiences

EXPERIENCE:
ALL-INCLUSIVE
Target Audience: Global members

DESTINATION:
ROMANTIC EUROPE
Target Audience: Global members

DESTINATION: MEXICO
+ All-Inclusive
Target Audience: All USA Members

TRAVEL INTERESTS:
FAMILY TRAVEL BEACHES &
ISLANDS RESIDENCES
Target Audience: Global Members

TRAVEL INTERESTS:
RESORT ESCAPES
VS
HEART OF THE CITY
ALL-INCLUSIVE
Target Audience: Global Members

TRAVEL INTERESTS:
PET TRAVEL
RESIDENCE FAMILY
Target Audience: Global Members

EXPERIENCE:
IMPORTANT EVENTS OF
THE WORLD
Target Audience: Global members

DESTINATION: JAPAN
Target Audience: Global members

TRAVEL INTERESTS:
BOUTIQUE/HIDDEN GEMS
CULINARY
Target Audience: Global Members

LAST MINUTE ESCAPES

2 X LME
Audience: Global Members
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2 X LME
Audience: Global Members
📧 ✉️ 👍

2 X LME
Audience: Global Members
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2 X LME
Audience: Global Members
📧 ✉️ 👍

BRAND WIDE CAMPAIGNS & PROMOTIONS - THEMARKETPLACE@PREFERREDHOTELS.COM

BRAND WIDE CAMPAIGNS & PROMOTIONS

ALWAYS ON: 📍 📧 🔄

LEGEND COLLECTION

Email Marketing

SPRING TRAVEL
Position the Legend Collection
as a passport to the world's most
extraordinary destinations.

LEGACY & LANDMARK
Celebrate the heritage, architecture, and
cultural significance of historic Legend
properties

RESIDENCES

Email Marketing

SPRING TRAVEL
Position Residences as gateways to
authentic local living—without sacrificing
hotel-level service.

STAY LONGER - EXPERIENCE MORE
Position Residences as ideal for
extended stays

WELLNESS

Email Marketing

UNFORGETTABLE MOMENTS

Email Marketing

UNFORGETTABLE MOMENTS
Spring/Summer Travel

CYBER SALE

Email, Paid Media, Web,
PR & Social

Key to Marketing Channels



Q1-Q2 2026 INTEGRATED MARKETING & COMMUNICATIONS CALENDAR

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
TRAVEL TRADE MARKETING						
MEETING & EVENTS NEWSLETTERS		MARKETING SOLUTIONS PAID MEDIA MEETING & EVENTS NEWSLETTER 1 Only featuring 6 hotels participating in Marketing Solutions Meeting & Events Marketing Package			MARKETING SOLUTIONS PAID MEDIA MEETING & EVENTS NEWSLETTER 2 Only featuring 6 hotels participating in Marketing Solutions Meeting & Events Marketing Package	
LEISURE SALES NEWSLETTER		MARKETING SOLUTIONS PAID MEDIAL LEISURE SALES NEWSLETTER 1 Only featuring 6 hotels participating in Marketing Solutions Leisure Sales Marketing Package			MARKETING SOLUTIONS PAID MEDIAL LEISURE SALES NEWSLETTER 2 Only featuring 6 hotels participating in Marketing Solutions Leisure Sales Marketing Package	
PARTNER MARKETING						
BRAND PARTNERSHIPS - AMEX			Travel + Leisure Banner Ads Promoting AMEX Family & AMEX Extra Night Marketplace Offers	Travel + Leisure Banner Ads Promoting AMEX Family & AMEX Extra Night Marketplace Offers	Travel + Leisure Banner Ads Promoting AMEX Family & AMEX Extra Night Marketplace Offers	Travel + Leisure Banner Ads Promoting AMEX Family & AMEX Extra Night Marketplace Offers



DEDICATED
LANDING PAGE



EMAIL



DIGITAL PAID
MEDIA



BLOG POST



ORGANIC SOCIAL
MEDIA



B2C
ACTIVATIONS



B2B
ACTIVATIONS



PR
ACTIVATIONS



PARTNER
ACTIVATIONS



DISPLAY
REMARKETING
/ADVERTISING



PAID
SEARCH



SEO



FEATURED IN
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SUMMARY

Key to Marketing Channels

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Q1-Q2 2026 INTEGRATED MARKETING & COMMUNICATIONS CALENDAR

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
I PREFER MARKETING						
NEWEST ADDITIONS (ALWAYS ON)	NEWEST ADDITIONS (Q1) Features our new hotels who joined us in the previous quarter offering 2,500 bonus points on completed stays at featured hotels.			NEWEST ADDITIONS (Q2) Features our new hotels who joined us in the previous quarter offering 2,500 bonus points on completed stays at featured hotels.		
AD-HOC OFFERS	NEW YEAR'S OFFER Encouraging multi-hotel stay bookings throughout 2026					
ANNUAL VOTING PROMO	MEMBERS' CHOICE AWARDS 2025 Members vote on their favorite hotels and receive 250 bonus points					
SEASON GLOBAL PROMOTIONS	SPRING PROMO Details TBD Begin Registration process in late January. Book February - March. Stay February - April.			SUMMER PROMO Details TBD Begin Registration process in late January. Book & Stay May - August.		
REDEMPTION OFFERS			Capital One Promo Offer Module			
ORGANIC SOCIAL MEDIA						
GLOBAL SOCIAL MEDIA KEY DATES	New Years Day Independent Hotel Day/Week (Jan 26-29) Wellness <i>I Prefer</i> Members' Choice Voting	Lunar New Year Valentine's Day / Romantic Escapes	St Patrick's Day Spring Blossom Season Holi	Spring Break Easter Travel	World Whiskey Day World Bee Day Memorial Day	Preferred Pineapple Week (June 20-27) Preferred Pride Inclusive Travel
GLOBAL SOCIAL MEDIA	User Generated Content and Influencer Content			User Generated Content and Influencer Content		
EVERGREEN	Suite of The Week			Suite of The Week		
	Portrait of a Legend	Portrait of a Legend	Portrait of a Legend	Portrait of a Legend	Portrait of a Legend	Portrait of a Legend

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										SEO
										
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PUBLIC RELATIONS - PHR						
KEY DATES	Independent Hotel Day/ Week (Jan 26 - 29)		International Women's Day (March 8)	Earth Day (April 22)	Labor Day Holiday Offer (China)	Preferred Pineapple Week (June 20-27) Pride Month
GLOBAL PRESS RELEASES	2026 Trends Pitch, 2025 Q4 NMA	Forbes Travel Guide Star Awards, HSMIA Awards, PNLG	International Women's Day (March 8)	Q1 NMA	Global Conference Hotelier Awards	Preferred Pride
MEDIA CO-OP EVENTS (HOTELIER PARTICIPATION)			Milan PHR & BG Co-op (March 26)		PHR Sao Paulo (aligned with ILTM Latin America)	New York PHR Legend (June 10) London PHR & BG (June 16) Singapore PHR & BG Singapore Co- op Event (aligned with ILTM Singapore)
CONFERENCES	IMM New York	Forbes Luxury Summit Monaco IMM Australia	IMM Germany ITB Berlin IMM London DUCO Italia	Africa Travel Week Travel Classics International (Switzerland)	Arabian Travel Market ILTM Latin America Global Conference Charleston (May 11-15)	LE Miami PRSA Travel & Tourism ILTM Asia Pacific (Singapore) Luxury Summit Asia 2026 Bangkok
AWARDS	CNT Gold List	Forbes Travel Star Awards	Freddie Awards	CNT Hot List & T+L 500 101 Best Hotels rankings	Awards of Excellence Hotelier Awards (Global Conference) GIFTTS Pineapple Awards (Global Conference)	
PUBLIC RELATIONS - BEYOND GREEN						
KEY DATES			World Wildlife Day (March 3)	Earth Day (April 22)		World Ocean's Day (June 8)
GLOBAL PRESS RELEASES/ PITCHES	2026 Travel Outlook – Climate Change and the Future of Seasonal Travel	Zero-Waste Festive Travel: Spotlight on sustainable getaways in China, aligned with Lunar New Year	World Wildlife Day (March 3): Spotlight on Beyond Green member properties	Earth Day (April 22): Content TBD; timed with brand's 5th year anniversary		World Ocean's Day (June 8): Spotlight on Beyond Green member properties
MEDIA CO-OP EVENTS (HOTELIER PARTICIPATION)			Milan PHR & BG Co-op (March 26)			London PHR & BG (June 16) Singapore PHR & BG Singapore Co-op Event (aligned with ILTM Singapore)
CONFERENCES	IMM New York IMPACT, Canada (Jan 26-28)	IMM Australia	IMM Germany ITB Berlin IMM London	Africa Travel Week Travel Classics International (Switzerland)	Arabian Travel Market ILTM Latin America	LE Miami PRSA Travel & Tourism ILTM Asia Pacific (Singapore) Luxury Summit Asia 2026 Bangkok
AWARDS	CNT Gold List	Forbes Travel Star Awards		CNT Hot List & T+L 500		

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BRAND PUBLICATIONS - BRANDCREATIVE@PREFERREDHOTELS.COM						
FEATURE	VOL. 31 (MARCH)			VOL. 32 (JUNE)		
MAIN DESTINATION	Northern California			Spain		
SECOND DESTINATION	Greece			Summer in the City		
JOURNEY OR ROAD TRIP	Ireland			The Nordics		
72 HOURS IN...	Chicago			TBD		
72 HOURS IN...	Amsterdam			TBD		
72 HOURS IN...	Hong Kong			TBD		
LITTLE BLACK BOOK	Nashville			TBD		
NEIGHBORHOODS OF	Boston			TBD		
SPORTS	Horse Racing and/or Grand Prix			TBD		
EXPERIENCES	Wellness and Pets			TBD		

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