

Q3-Q4 2026 INTEGRATED MARKETING & COMMUNICATIONS CALENDAR

JULY	AUG	SEPT	OCT	NOV	DEC
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MARKETING SOLUTIONS BY PREFERRED HOTELS & RESORTS - CO-OPERATIVE MARKETING PLAN

EXPERIENCES, DESTINATIONS, SEASONAL CAMPAIGNS AND LAST MINUTE ESCAPES

DESTINATION & TRAVEL INTERESTS ALWAYS - ON	✈️ 📈 📱 📧				
DESTINATION DIGITAL MEDIA SEASONAL PUSHES Display Banners and Social Media Advertising Audience: Luxury Travel online and <i>I Prefer</i> Members	SCANDINAVIA	SOUTHEAST ASIA ISLAND GETAWAYS			GERMANY
	ROCKY MOUNTAIN		PRAGUE & BUDAPEST		THE CARIBBEANS
	THE MIDWEST & CHICAGO		SOUTHEAST ASIA URBAN ESCAPES		INDIA
	NEW YORK CITY	CENTRAL AMERICA			IRELAND
	CALIFORNIA		THE AMERICAN SOUTH		
	ASIA		SOUTH AMERICA		
	EUROPE		AFRICA		
	NEW ENGLAND				
	THE UNITED KINGDOM				
TRAVEL INTERESTS DIGITAL MEDIA SEASONAL PUSHES Display Banners and Social Media Advertising Audience: Luxury Travel online and <i>I Prefer</i> Members		HEART OF THE CITY	SKI & MOUNTAIN		
		WELLNESS			
		ALL-INCLUSIVE		WINTER SUN	
			MICHELIN STAR RESTAURANTS		

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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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
South 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
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EMAIL MARKETING SEASONAL PUSHES

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

TRAVEL INTERESTS:
BOUTIQUE/HIDDEN GEMS
CULINARY

DESTINATION: AFRICA

DESTINATION: ASIA

DESTINATION: CENTRAL &
SOUTH AMERICA

DESTINATION: INDIA

TRAVEL INTERESTS:
EMBRACE OUR ESCAPES
SKI & MOUNTAIN
WINTER SUN
ALL-INCLUSIVE

EXPERIENCE:
MICHELIN STAR RESTAURANTS

EUROPE 2:
Culture & Art

DESTINATION: EGYPT

TRAVEL INTERESTS:
WELLNESS
SUSTAINABILITY

STAY LONGER SAVE MORE

WELLBEING
(EMOTIONAL WELLNESS)

LAST MINUTE ESCAPES

2 X LME
Audience: Global Members
\$ 📧 👍

2 X LME
Audience: Global Members
\$ 📧 👍

2 X LME
Audience: Global Members
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2 X LME
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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



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BRAND WIDE CAMPAIGNS & PROMOTIONS						
BRAND WIDE CAMPAIGNS & PROMOTIONS	ALWAYS ON:   					
LEGEND COLLECTION Email Marketing			LIVE LIKE A LEGEND			THE ART OF LIVING WELL
RESIDENCES Email Marketing	LIVE LOCAL IN LUXURY			STAY TOGETHER		
WELLNESS Email Marketing						
UNFORGETTABLE MOMENTS Email Marketing	BOOK EARLY FOR THE FESTIVE SEASON			BOOK FOR THE FESTIVE SEASON		
CYBER SALE Email, Paid Media, Web, PR & Social					CYBER SALE	

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	JULY	AUG	SEPT	OCT	NOV	DEC
TRAVEL TRADE MARKETING						
GROUP SALES NEWSLETTERS		PREFERRED GLOBAL CHRONICLES: Rediscovering Orlando and Vegas (Spotlighting Rosen Hotels & Station Casinos)	MARKETING SOLUTIONS PAID MEDIA MEETING & EVENTS NEWSLETTER 3: RECENTLY UPDATED/RENOVATED PROPERTIES Rediscovering Orlando and Vegas (Spotlighting Rosen Hotels & Station Casinos)	PREFERRED GLOBAL CHRONICLES - Preferred Wellbeing	CONTRACT WITH CONFIDENCE launch email MARKETING SOLUTIONS PAID MEDIA MEETING & EVENTS NEWSLETTER 4: Great Hotels for the festive season Only featuring 6 hotels participating in Marketing Solutions Meeting & Events Marketing Package	PREFERRED GLOBAL CHRONICLES: Theme TBD
LEISURE SALES NEWSLETTER	PREFERRED LIFE & STYLE NEWSLETTER- Spotlighting Lifestyle Properties MARKETING SOLUTIONS PAID MEDIA LEISURE SALES NEWSLETTER 3	TWENTY BY PREFERRED NEWSLETTER	LEISURE SALES NEWSLETTER: New hotels to Preferred	MARKETING SOLUTIONS PAID MEDIA LEISURE SALES NEWSLETTER 4	PREFERRED PLATINUM NEWSLETTER	LEISURE SALES NEWSLETTER: Theme TBD
CORPORATE SALES NEWSLETTER	CORPORATE SALES NEWSLETTER - Business with Balance			CORPORATE SALES NEWSLETTER - Michelin Star Restaurants/Culinary/ End of Year Celebrations + New Additions		
TRAVEL MANAGEMENT COMPANIES ADVERTISING	Navan Customer Email Send - I Prefer opt-in offer		Navan Travel Manager Newsletter	AMEX GBT Travel Snapshot Placement - POS India, Sweden France, LATAM Egencia		
CAMPAIGNS				CONTRACT WITH CONFIDENCE Launch		

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I PREFER MARKETING						
NEWEST ADDITIONS (ALWAYS ON)	NEWEST ADDITIONS (Q3) Features our new hotels who joined us in the previous quarter offering 2,500 bonus points on completed stays at featured hotels.			NEWEST ADDITIONS (Q4) 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						
ANNUAL VOTING PROMO						
SEASON GLOBAL PROMOTIONS	SUMMER PROMO Members can earn up to \$250 in Reward Certificates this season Driving cross-brand with unique hotel stays: earn 1 \$50 RC per new unique hotel stay					
MONTHLY ACCOUNT SUMMARY GOAL	THEATRE CITIES New York City, London, Paris, Tokyo, Ireland and more	Fall Foliage	Leela Palaces Focus			
MONTHLY ACCOUNT SUMMARY LATAM	Get ready for Holidays with our Preferred Advance Purchase Offer.	Escape the Crowds: Colombia & Costa Rica	Independence Celebrations + Coastal Towns & All Inclusive	Destination Mexico: Día de los Muertos	Hotels + Theme Parks	Festive Season at LATAM + All-Inclusive
MONTHLY ACCOUNT SUMMARY ASIA PACIFIC	Destination South East Asia		Destination Singapore - Grand Prix	Destination Japan	Winter Destinations	New Year
MONTHLY ACCOUNT SUMMARY JAPAN	Introducing the Preferred Wellbeing Program	Plan your Trip to Discover the Flavors of Fall with Preferred's exceptional dining programs with seasonal gastronomy	Winter Wold Class Mountain Getaway	Rediscover Japan	Introducing New Member Fujiya Hotel Hotel	New Year / Festive Season
PARTNER MARKETING						
BRAND PARTNERSHIPS - AMEX	Statement Credit Offer - UK AMEX Members	Statement Credit Offer - UK AMEX Members			Travel + Leisure Banner Ads Promoting Cyber Sale	

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PUBLIC RELATIONS - PHR						
KEY DATES			Golden Week (China) World Tourism Day (September 27)		Cyber Monday (November 30)	Holidays/New Year
GLOBAL PRESS RELEASES	Q2 NMA Travel + Leisure World's Best	Business with Balance I Prefer X Revolut Partnership	Michelin Keys Award Legend Collection Spotlight	Q3 NMA Conde Nast Traveler Reader's Choice Award		New Openings 2027 Travel Trends 2027
MEDIA CO-OP EVENTS (HOTELIER PARTICIPATION)						ILTM Cannes PHR media co-op (Dec 2) PHR Mexico City (December 9)
CONFERENCES	GBTA North America Travel + Leisure World's Best Summit			ILTM North America Travel Classics ITB Asia IMM Singapore (Oct 21 -22) IMM Luxe Hospitality Japan Conference ISHC Conference Independent Hotel Show The Lodging Conference Luxury Hospitality Conference Milan		ILTM Cannes
AWARDS	Travel + Leisure World's Best Awards	USA 10Best Awards	World's 50 Best Hotels Michelin Keys	CNT Reader's Choice Awards HSMIA		

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PUBLIC RELATIONS & SOCIAL MEDIA - BEYOND GREEN						
KEY DATES			World Tourism Day (September 27)	Emotional Wellness Month	Cyber Monday (November 30)	
GLOBAL PRESS RELEASES/ PITCHES			Beyond Green Global Clean-up Initiative New Website Launch	The Off-Season Advantage: Why Autumn and Winter Are the Best Time to Travel Responsibly	Travel as a Force for Good During the Holiday Season	Beyond Green Showcases Five Years of Sustainable Travel Progress: In celebration of its five-year anniversary, Beyond Green will release its second Global Impact Report
MEDIA CO-OP EVENTS (HOTELIER PARTICIPATION)		Beyond Green Thought Leadership Conference in Mongolia and Beijing Media Event	Beyond Green NYC Media Co-op (aligned with NYC Climate Week) (September 22) Beyond Green Clean-Up Events			
CONFERENCES	GBTA North America Travel + Leisure World's Best Summit	Virtuoso Travel Week Arabian Travel Market		ILTM North America Travel Classics ITB Asia IMM Singapore (Oct 21 -22) IMM Luxe Hospitality Japan Conference	WTM London	ILTM Cannes
AWARDS	Travel + Leisure World's Best Awards		Michelin Keys World's 50 Best Hotels	CNT Reader's Choice Awards HSMAI		
SOCIAL MEDIA COMMUNITY POSTING OCCASSIONS	Plastic Free July		World Cleanup Day	Emotional Wellness Month		
ORGANIC SOCIAL MEDIA (B2C)						
GLOBAL SOCIAL MEDIA KEY DATES	4th July Holiday	Ferragosto (High Summer) International Dog Day Indian Independence Day	Labor Day (End of Summer)/ Mid-Autumn Festival Back to School Mexican Independence Day Live Like A Legend	Halloween Diwali Autumn/China Golden Week Dia de Los Muertos Live Like A Legend	Thanksgiving (Family/Residences) Festive Holidays Cyber offer Single's Day (11/11) Solo Travel Dia de los Muertos Live Like A Legend	Festive content Winter sun New Year's Eve
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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BRAND PUBLICATIONS - BRANDCREATIVE@PREFERREDHOTELS.COM						
FEATURE	VOL. 32		VOL. 33			VOL. 34
MAIN DESTINATION	America		South of Spain			Turkey: Istanbul & Beyond
SECOND DESTINATION	Summer in the Alps		Waterfront Cities			Japan
JOURNEY OR ROAD TRIP	The Nordics		Country Music Around the World			Central America
72 HOURS IN...	Tenerife		York			New Orleans
72 HOURS IN...	Cartagena		Naples			Udaipur
72 HOURS IN...	Park City		Malta			Budapest
LITTLE BLACK BOOK	N/A		Cairo			Hamburg
NEIGHBORHOODS OF...	N/A		N/A			N/A
SPORTS	F1		Padel			N/A
EXPERIENCES	Family		Celebrations			1) Wellbeing 2) Ski

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