



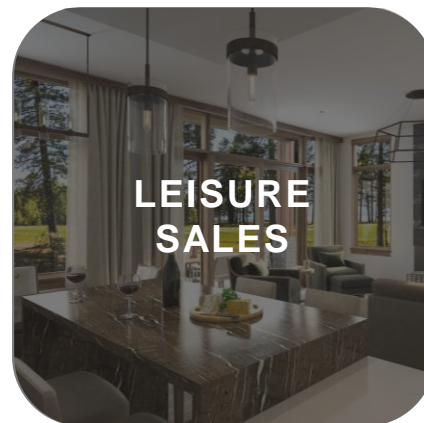
*Preferred*SM
RESIDENCES

Sales, Marketing, and
Communication Plan

Sales & Marketing Plan

OBJECTIVE

Build awareness for Preferred Residences' unique selling points, ensuring all audiences (consumers and travel professionals) are informed of, and exposed to, the enhanced stay experience offered by top luxury hotels within the collection.



Marketing/Merchandising



**DEDICATED
LANDING PAGE**



**DIGITAL
MEDIA**



**EMAIL
MARKETING**



**TRAVEL TRADE
COMMUNICATION**



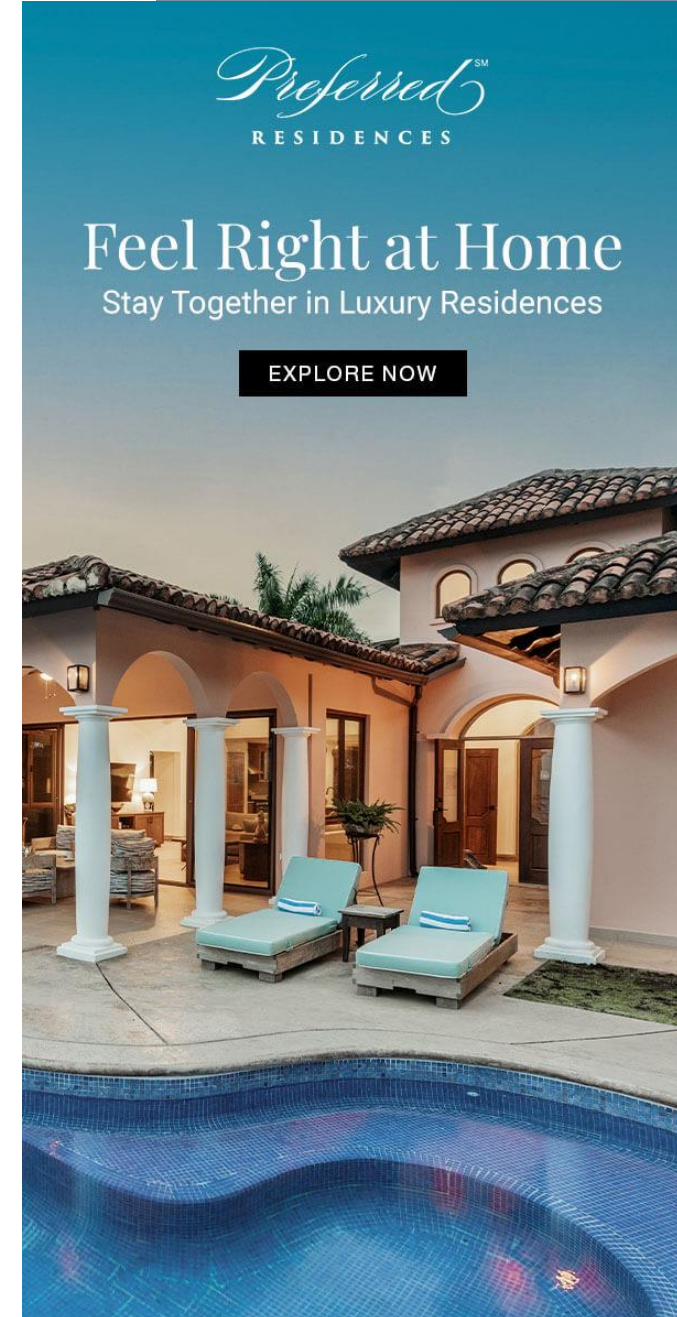
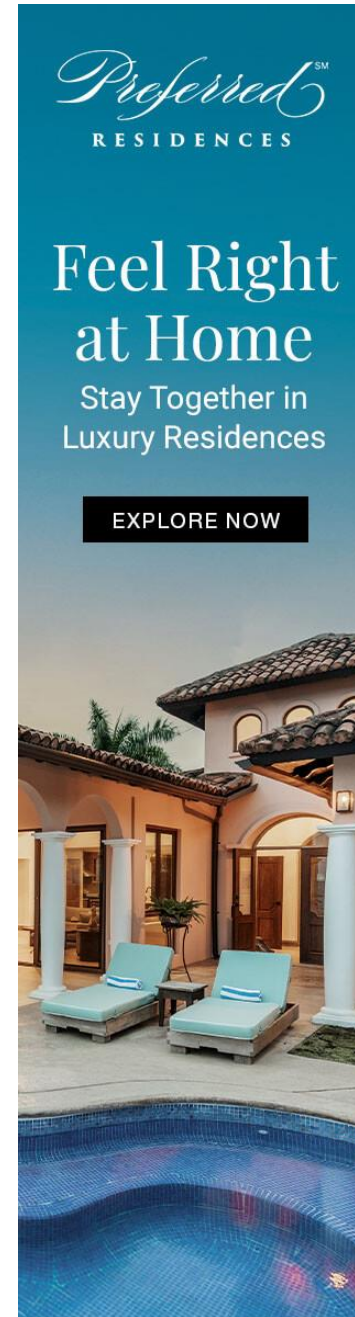
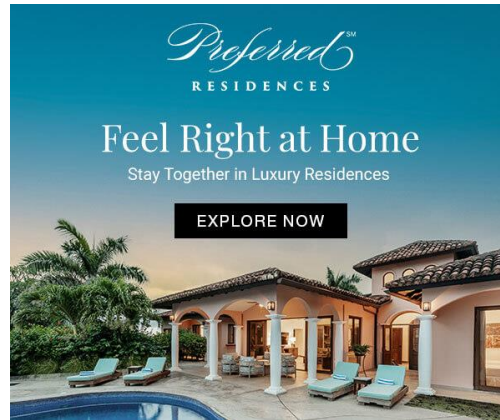
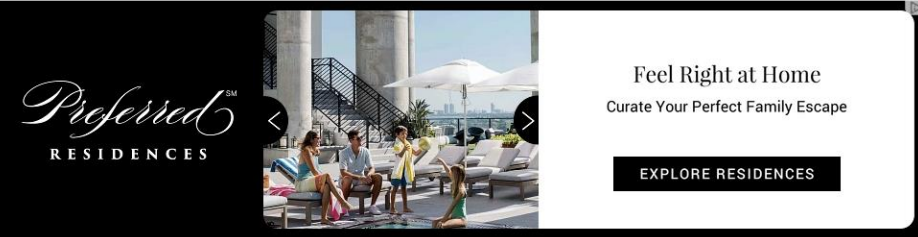
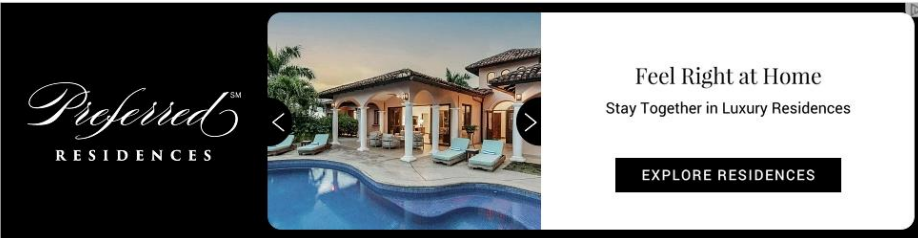


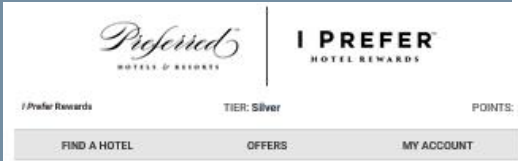
Dedicated Landing Pages

- Year-long dedicated Landing Pages on PreferredHotels.com and IPrefer.com featuring all Preferred Residences properties.
- Enhanced landing page template with residence-specific copy and images, showcasing the unique features of each property.

Digital Media

- Year-long intent-based display media
 - Prospecting banners
 - Remarketing banners
 - Core ID (targeting *I Prefer* members)
- Paid search advertisements throughout the year.





A WELCOME RETREAT
 Break Away for a Family Gathering This Spring

[Explore Residences](#)



Curate your perfect family escape with Preferred Residences, where dedicated living areas, culinary space, and luxury amenities make the most of every priceless moment.

Book with the *I Prefer Member Rate* for exclusive savings and benefits with every stay.

[Discover Residences](#)

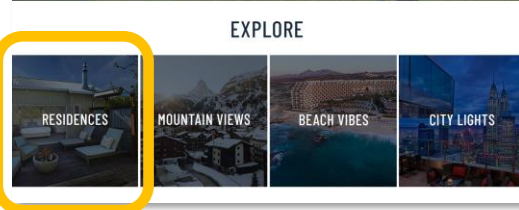


[Explore All Preferred Residences](#)



What's On Your Holiday Travel Wish List?

Discover your dream holiday hotel in destinations you'll love with the exclusive *I Prefer Member Rate*.



SUMMER ESCAPES



Get away to hundreds of warm-weather destinations with three ways to stay this summer.



Email Marketing

- Quarterly dedicated emails to *I Prefer* Members promoting Preferred Residences.
 - February 2025 - Spring Family Travel
 - April 2025 – Summer Travel
 - July 2025 – Theme TBC
 - October 2025 – Festive Travel
- Regular features in Experience Spotlight Emails.
- Frequent inclusions in *I Prefer* Account Summary.

Where are you going? Check in/out Add dates 1 Adult Find Hotels

WHERE NEXT?

SPOTLIGHT FOOD & DRINK THINGS TO DO TRAVEL GUIDES PUBLICATIONS



Extra Space, Extra Amenities, Extra Special Tropical Stays

Share This Post

Make Yourself at Home in Florida and the Caribbean with Preferred Residences

Indulge in the ultimate tropical getaway with Preferred Residences from Preferred Hotels & Resorts. In Florida and the Caribbean, where sunbathes, sandy beaches, and luxurious amenities abound, Preferred Residences stands out by offering that extra touch of comfort and space. Picture yourself in home-like accommodations with full kitchens and separate living spaces, ensuring a perfect retreat for families, couples, or friends.

As part of the Preferred Residences Collection, destinations such as South Florida's EAST, Miami, Jamaica's Half Moon, and Aurora Anguilla Resort & Golf Club beckon with unparalleled experiences. Whether enjoying water views and rooftop glamour in Miami or rethinking the slow pace of island life in Jamaica, these dreamy destinations are just a glimpse of what Preferred Residences has to offer worldwide.

In South Florida, EAST, Miami soars above the cosmopolitan waterside Brickell neighborhood and offers travelers Residences featuring up to three bedrooms, full kitchens, and ever-important laundry rooms with dryers (for all those bathing suits). Delight in mesmerizing water views, wraparound balconies, and the hotel's amenities including an oasis pool, glamorous rooftop bar, and speakeasy.



EAST, Miami - Miami, Florida

Further south, surrounded by the warm waters of the Caribbean Sea, Half Moon in Jamaica's beautiful Montego Bay makes it easy for guests with families or groups to slip into the slow pace of island life with its array of Residences which takes the form of separate tropical villas ranging in size from five to seven bedrooms. Give way to pure relaxation at these grand manor-like villas with their own swimming pool, oceanfront or garden views, and a team consisting of a cook, housekeeper and butler.



Half Moon - Jamaica

Most Recent Stories



Designed for Luxury



A Beautiful Duo: Paris and London



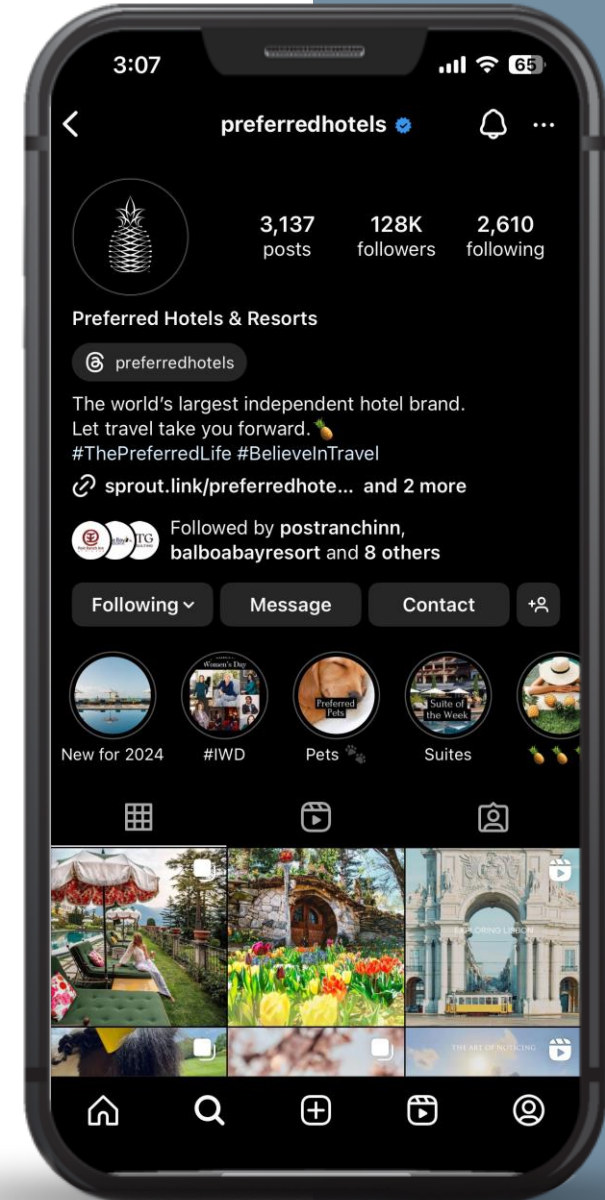
Year of the Dragon Destinations

Dedicated Blog Posts

- Blog articles emphasizing the advantages of choosing Preferred Residences for your next stay and presenting a selection of properties within the Preferred Residences portfolio.
- Blog posts are promoted by email to I Prefer members and through organic Social Media

PR & Social Media

- **Tailored media outreach to target A-list consumer and trade outlets** spotlighting the diverse range of stories and unique selling points – *ongoing inclusion of properties based on content provided*
- **Media Events:** Encourage Residence Collection members to attend 2025 media co-op events in key markets to promote their properties (*New June – June 11, London – June 24, Munich – October*)
- **Member Support:** Support new and existing members through a robust PR and social media onboarding program and providing opportunities for their regularly involvement – *ongoing*
- **News Bureau Activities:** Team will proactively and reactively handle all incoming media enquiries; evaluate media stay request, and provide information and imagery – *ongoing*
- **Organic Social Media:** Craft posts throughout the year focused on key seasonal themes and individual property content and news (Instagram, LinkedIn, Facebook, X, Threads, and TikTok) utilizing the #PreferredResidences hashtag – *ongoing*





Leave Nothing but Footprints Behind

It has become increasingly clear that while our ability to embrace the beauty of diverse landscapes, immersing ourselves in local cultures, and experiencing the wonders of the world leaves a lasting impression on us, it also has an impact on the planet. Thoughtful, sustainable travel has never been more critical.

Our passion for travel, matched by our passion for the planet, is the compelling reason why conscious, eco-friendly travel is not just a trend but a force that can shape the future of our planet and generations of adventurers to come.

Preferred believes we can create meaningful travel experiences that honor and celebrate nature, culture, and community without compromising luxury, service, or amenities.

[DISCOVER SUSTAINABLE HOSPITALITY](#)

Starhotels E.c.h.o.
Milan, Italy



FEATURED PROPERTIES

Notes from the Field



Our Corporate Sales team attends conferences and client meetings, and visits hotels to stay on top of the hottest trends in global business travel.

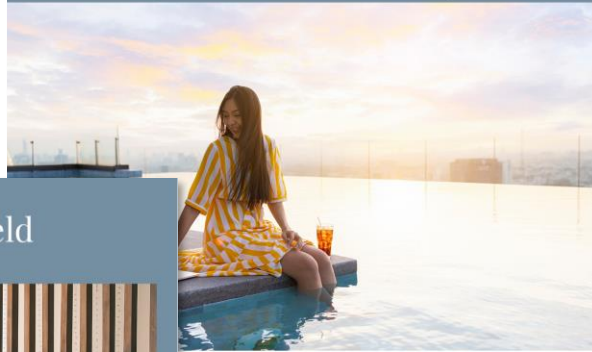
[VIEW MARKET INSIGHTS](#)

Q4 Corporate Sales Events

The Preferred Hotels & Resorts Corporate Sales team will be hosting a series of exclusive networking events from October through the end of the year. Click the button below for the complete list of locations and dates and request an invitation via email to kricardo@preferredhotels.com before these events fill up.

[VIEW EVENTS](#)

PHR NOTES FROM THE FIELD



COME TO THE WORLD OF LEISURE TRAVEL

Five workdays, unforgettable leisure moments, and the realization that business travel isn't just work, it's pleasure.

In a world of corporate travel, the lines between work and leisure are blurring, creating an opportunity to enjoy the best of both while taking care of professional duties. From insider tips and memories, Preferred Hotels & Resorts is here to help you plan your way and ignite your wanderlust. Whether you are a seasoned traveler or just starting to plan your first adventure, every trip should be an opportunity to thrive, both professionally and personally.

Today, we're spotlighting the growing trend that's changing the way we view business travel – bleisure. The line between work and personal life are becoming more blurred, and the approach to corporate travel is evolving to embrace the best of both. Today, we're seeing a rising wave of professionals who are seizing the opportunity to blend work with unforgettable travel experiences. It's a trend that's reshaping the corporate landscape, enhancing employee well-being and allowing corporate travelers to make the most of their time on the road.

[EXPERIENCE BLEISURE TRAVEL](#)

SPECIAL NOTES FROM YOUR PHR REP

Corporate Sales

- Highlight Residences in Corporate Newsletter for industry knowledge and booking potential on Suites
 - Target: September 2024
- Feature Residences in Corporate VIP/Executive Level Travel Program – Ongoing
- Market to Travel Management Companies for Long Stays with Strategic Accounts - Ongoing

Leisure Sales

- Highlight Preferred Residences in marketing to the Travel Trade
- Feature the product on the Travel Professionals Portal
- Leisure Newsletter Feature
- Leisure Sales Folio distributed at events and tradeshow
- B2B Marketing
- Merchandising opportunities on the Travel Agent Portal
- Market to agencies that focus on Preferred Residences
- Create Travel Advisor Webinars for Preferred Residences

Preferred HOTELS & RESORTS

February 2024

PREFERRED HOTELS & RESORTS
LEISURE NEWSLETTER

FEATURED PROPERTIES
Discover Our Newest Member Hotels and Resorts

ALMAR GIARDINO DI COSTANZA
Mazara del Vallo, Sicily, Italy
[VIEW HOTEL](#)

AZUL HOTEL & RETREAT
Santa Cruz, Guanacaste, Costa Rica
[VIEW HOTEL](#)

CAMP CREEK™ INN
Inlet Beach, Florida, United States
[VIEW HOTEL](#)

FAROL HOTEL
Cascais, Portugal
[VIEW HOTEL](#)

GRAND VELAS BOUTIQUE LOS CABOS
Los Cabos, Baja California, Mexico
[VIEW HOTEL](#)

LE LOGIS
Julliac-le-Coq, Aquitaine, France
[VIEW HOTEL](#)

PENDRY NIATIRAR
Peapack and Gladstone, New Jersey, United States
[VIEW HOTEL](#)

SOUTH PLACE HOTEL
London, England, United Kingdom
[VIEW HOTEL](#)

Believe in Travel

ings Travel Professionals,

ways a thrill to welcome new member hotels to Preferred Hotels & Resorts. Our most recent additions represent an astounding array of ordinary destinations in Europe and the Americas, boasting breathtaking views, exceptional service, and unique amenities that create truly unforgettable moments for your clients.

is a new boutique hotel in Florida perfect for active family vacations, award-winning elegance in London's East End, from epicurean adventures in the French countryside to modern Mediterranean elegance on the iconic Sicilian coast, our collection spans diverse experiences. Whether it's a jungle retreat in Costa Rica or a secluded haven on the coast of Cortez, or perhaps a coastal mansion in Portugal or a historic manor house in rural New Jersey, these properties offer something for every traveler.

Preferred Hotels & Resorts is your key to opening the doors of the very independent luxury hotels worldwide for your clients. Please let me know if I can share additional details on the more about the more than 100 member hotels and resorts that forever inspire us to Believe in Travel.

Only Preferred,

Rick Stiffler
Senior Vice President, Global Sales—Leisure
+1 212 541 7226
rstiffler@preferredhotels.com

Preferred
PLATINUM PARTNER
2023-2024

THE WINDSOR COURT
New Orleans, Louisiana, USA

CONDADO VANDERBILT HOTEL
San Juan, Puerto Rico

PARK LANE NEW YORK
New York, New York, USA





Thank You