

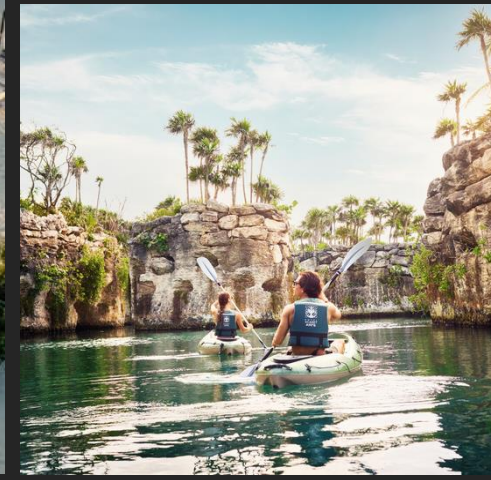
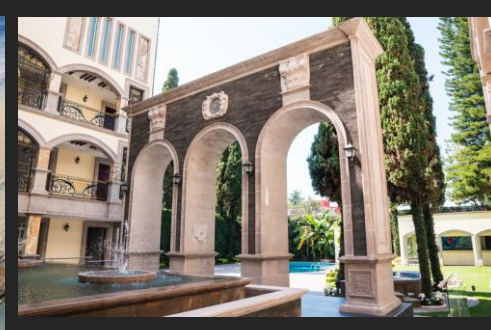


*Preferred*SM
HOTELS & RESORTS

MARKETING PLAN 2025

LATIN AMERICA

January 2025



MARKETING PRIORITIES

L A T I N A M E R I C A

Capture the Attention of Local and Global Audiences

- Continue creating impactful campaigns with exclusive benefits for I Prefer members.
- Target international travelers and local luxury audiences in Latin America.
- Continue integrating marketing with social media and PR for greater reach.

Promote Distinctive and Authentic Experiences

- Highlight unique hotel experiences like local gastronomy, culture, and exclusive activities.
- Gather content that aligns with destination marketing strategies.
- Create inspiring content to connect travelers with Mexico, Central, and South America.

Drive Hotel Participation in Marketing Programs and Strategic Partnerships

- Boost hotel engagement in paid campaigns, collaborations, and events.
- Develop tailored promotions like Double Points for I Prefer Members.
- Partner with airlines, banks, and brands targeting similar audiences for co-op initiatives.

Increase Brand Awareness

- Strengthen PHR's presence with multi-channel campaigns positioning the brand as a luxury leader.
- Use PR, local collaborations, and digital content to highlight the brand's unique value.
- Leverage PR and social media to amplify marketing reach and impact.



KEY FOCUS AREAS

L A T I N A M E R I C A



EXPERIENCES & OFFERS

Spotlighting our properties that deliver bespoke travel experiences, these campaigns focus on curated offerings tailored to specific interests and travel styles. From wellness retreats to culinary adventures and family-friendly escapes.

All qualifying properties are automatically included, ensuring effortless participation while emphasizing their distinct appeal.



DESTINATIONS

Highlighting exceptional hotels in high demand destinations. These campaigns showcase and position destinations for travelers seeking memorable experiences.

Eligible properties are automatically included, ensuring seamless participation while leveraging the collective appeal of the destination to maximize visibility.



ALL INCLUSIVE

Designed to cater to the growing demand for seamless luxury travel experiences.

These campaigns are created to offer everything from world-class accommodations and gourmet dining to curated activities and personalized services, ensuring travelers enjoy a hassle-free stay in the most sought-after destinations.



M A S

The Member Account Summary is a monthly email featuring relevant content about hotels and destinations.

It provides an opportunity to reinforce the messaging of global campaigns while tailoring communications to focus specifically on members within the region.

THE MARKETPLACE CALENDAR

L A T I N A M E R I C A

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
EXPERIENCES & OFFERS	Experiences: Wellness, Ski & Mountain	Spring Getaway Offer (Double IP Bonus Points) Feb-Apr	Spotlight: Beaches & Islands, Sustainability, Boutique, Hidden Gems	Spotlight: Family Travel, Resort Escapes		Experiences: Wellness, Resort Escapes, Pet Travel			Experiences: Culinary, Heart of the City, Boutique, Hidden Gems	Festive Offer	Cyber Offer + Travel Tuesday	
DESTINATION		Carnivals in Latin America		Historical Cities in Latin America			Destination Central America NEW		Destination México: Día de los muertos	Destination South America NEW	Coastal Towns	
ALL INCLUSIVE NEW		All Inclusive Spring Break			All Inclusive Summer Getaway NEW			All Inclusive NEW				All Inclusive Festive NEW
MEMBER ACCOUNT SUMMARY NEW	Featured Destination: Costa Rica	Carnivals in Latin America	All Inclusive Spring Break	Featured Destination: Chile	Featured Destination: Argentina	All Inclusive Summer Getaway	Featured Destination: South America	Featured Destination: Colombia	All Inclusive Independence Celebrations	Destination México: Día de los muertos	Featured Destination: Panama	All Inclusive Festive
LAST MINUTE ESCAPES	X2	X2	X2	X2	X2	X2	X2	X2	X2	X2	X2	X2

Please note: Campaigns and dates may vary, depending on hotel participation and availability.

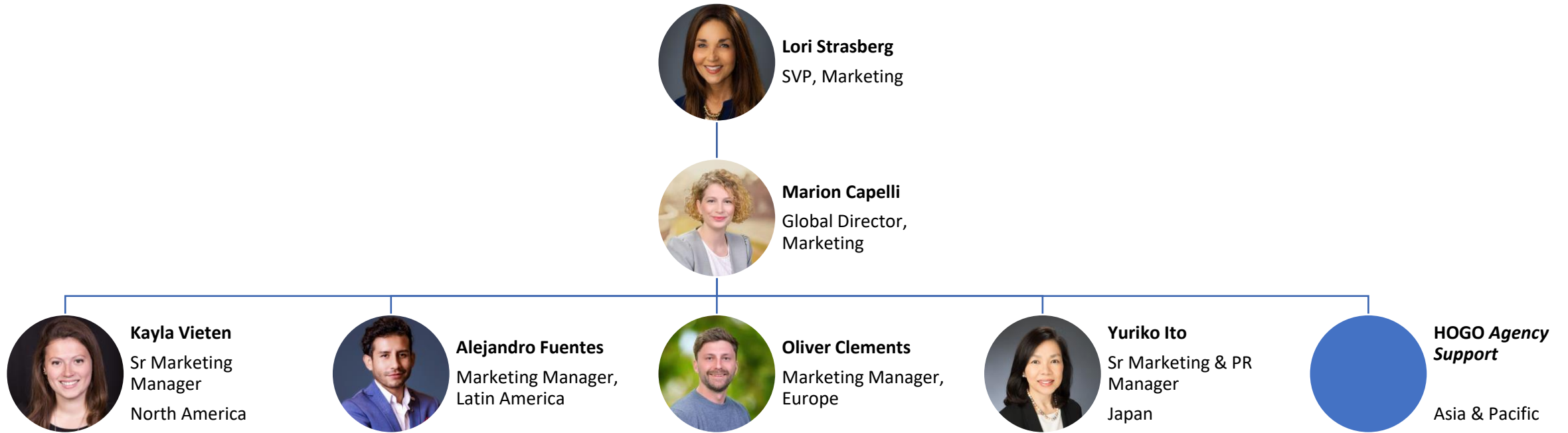
An aerial photograph of a coastline. The top half shows the ocean with white, foamy waves crashing against a sandy beach. The bottom half shows a rocky coastline with dark, jagged rocks protruding from the water. The water is a deep teal color, and the sand is a warm, golden-brown hue. The overall scene is captured from a high angle, looking down at the ocean and shore.

APPENDIX

USEFUL INFORMATION

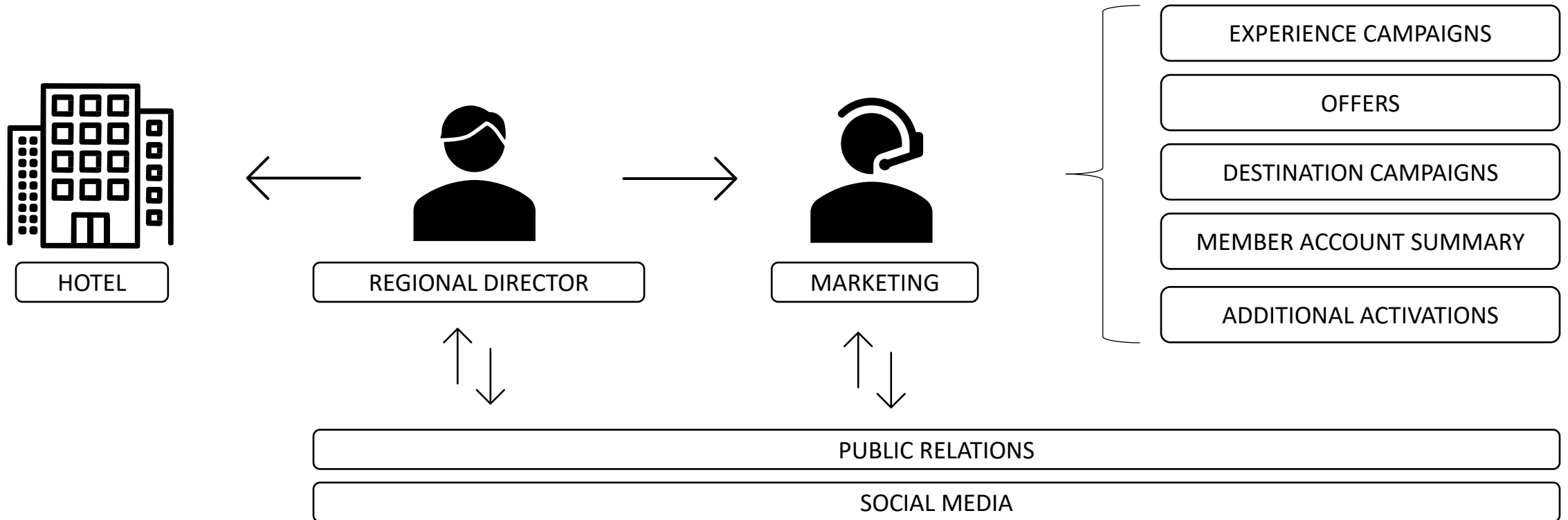
MARKETING TEAM

GLOBAL TEAM



HOW WE WORK

L A T I N A M E R I C A

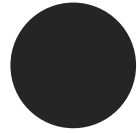


MARKETING & COMMUNICATION CALENDAR

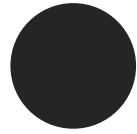
GLOBAL MARKETING, PR & SOCIAL



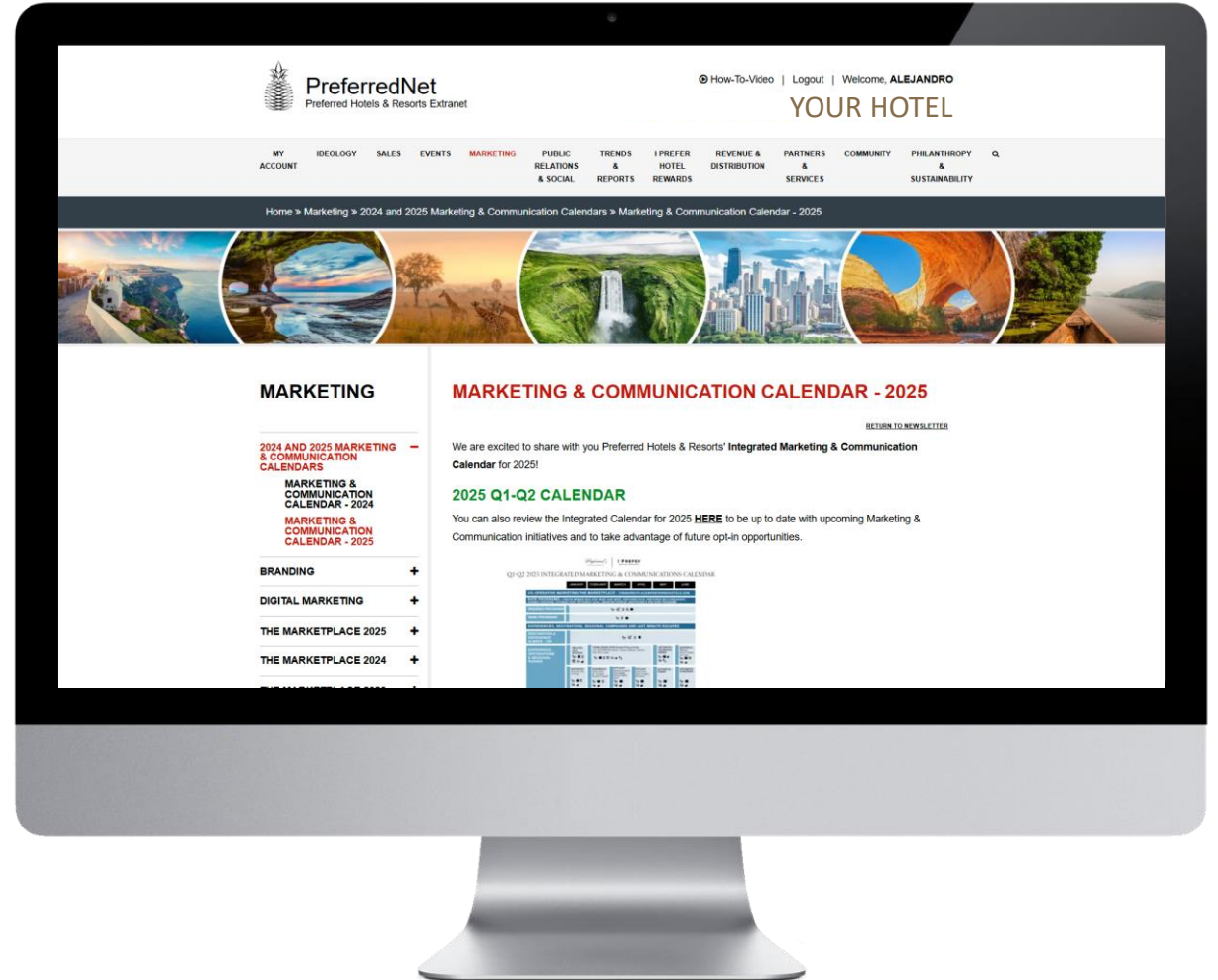
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Click to “Marketing & Communication Calendar”



BEST PRACTICES

L A T I N A M E R I C A

Add us to your distribution lists, we want to know about your hotel news and initiatives!

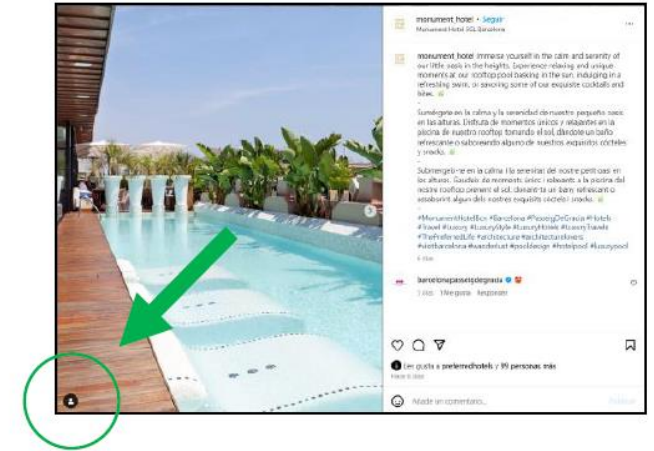
- Marketing: afuentes@preferredhotels.com
- Global Social Media: socialmedia@preferredhotels.com
- Global Public Relations: hotelnews@preferredhotels.com
- PR Agency in Mexico & Latin America: bronson@luxelatam.com
- PR Agency in Spain: CristinaFerreira@planisferio.net; Planisferio@planisferio.net

Please Note: Don't forget to CC your RD in all communications!

Don't miss out: Please review PR & SM Action plan for 2025 on PreferredNet

To help amplify your posts on Instagram, please tag the PHR account in both: the post copy & the tag within the content, whether it's a video or image.

@preferredhotels
#ThePreferredLife
#ProudlyPreferred





Questions?

*Please contact your Regional Director or directly to Alejandro Fuentes,
Regional Marketing Manager, Mexico & Latin America.*

afuentes@preferredhotels.com