



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

**I PREFER**<sup>SM</sup>  
HOTEL REWARDS

**CYBER SALE 2025**

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# CAMPAIGN OVERVIEW

## Biggest Sale of the Year

This is our BIGGEST sale of the year, featuring an exclusive offer, along with an omni-channel marketing investment, that will drive bookings, website traffic, and visibility to participating properties. The offer includes a compelling discount (35%) , for stays of 2 nights or more.

To make this offer even more competitive and to reward our loyal customers, *I Prefer* will offer and fund 35,000\* *I Prefer* bonus points for Members who register in advance and book the dedicated rate code on any channel (**including your Hotel IBE**). Members must register for the offer in order to qualify for the bonus points.

### We have created an exciting communication plan to support this campaign:

- To create anticipation, registration will open Nov 1 to build early engagement for the offer.
- To drive urgency the offer will launch on Black Friday running through Cyber Monday and Travel Tuesday for luxury travel buyers.
- To get additional bookings the offer will be extended 48 hours from Dec 2 to boost bookings and impact.

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\*Bonus point quantity subject to change once hotel participation numbers are finalized

# THE OFFER



- **RATE PROGRAM CODE:**
  - MKTCYB25
- **VALID ARRIVAL DATE:**
  - November 25, 2025 – June 30, 2026
- **VALID BOOKING DATE:**
  - Nov 24 – Dec 4, 2025
- **OFFER DESCRIPTION:**
  - Stay two (2) nights or more and get up to 35% off when you book rate code MKTCYB25.
- **ADDITIONAL DETAILS:**
  - Commissionable 10%
  - Cannot be combined with other offers or promotions

*BLACK OUT DATES MAY BE APPLIED*

\*Bonus point quantity subject to change once hotel participation numbers are finalized

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# *I Prefer* Bonus Points

In addition, Preferred will fund **35,000\* Bonus Points** for Cyber

If your hotel is an *I Prefer* participating property, you can leverage Bonus Points for this promotion as well. But you must ensure the below is in place for customers.

## Requirements:

- Travelers must be an *I Prefer* Member to register
  - If they are not, they are welcome to sign up for the program
- *I Prefer* Members **must register** for the promotion on [iprefer.com](https://iprefer.com) to qualify for the 35,000\* bonus points
- Qualified bookings are made within the booking window ONLY (Nov 25 – Dec 4, 2025) and guest must stay by June 30, 2026.

\*Bonus point quantity subject to change once participation numbers are finalized



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# INTEGRATED MARKETING\*

## DIGITAL MEDIA

- Paid Display
- Paid Social
- Paid Search (PPC)
- Organic Search (SEO)
- Strategic Targeting

## ONLINE MERCHANDISING

- Dedicated landing pages
- Website pop up banners

## EMAIL DISTRIBUTIONS

- *I Prefer* Member channels: 3 Dedicated Emails promoting the offer
- Feature in the Member Account Summary

## PR & SOCIAL MEDIA

- Organic Social Media Posts & Stories
- Media outreach





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# Next Steps

Sign Up for the offer today!

Go to the Marketplace 2025 registration site and sign up for the offer by **September 5**, 2025.

Please note:

- You do not have to participate in the Marketplace to participate in the 2025 Cyber offer.
- You will not be billed for this promotion (or re-billed for the Marketplace) upon check out.

Once you have signed up, our Rate Loading Team will load the rate on your behalf and notify you once completed.

If you have any questions regarding this campaign, please contact your regional director or [themarketplace@preferredhotels.com](mailto:themarketplace@preferredhotels.com) directly.

**Sign Up**



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# FAQs

Who is responsible for funding and rewarding the 35K bonus points?

→ Preferred Hotels & Resorts

Does my hotel need to load a specific rate plan for this offer?

→ No, Preferred will load on your behalf the 2025 Cyber Rate (MKTCYB25).

If my hotel does not utilize a connected booking engine, can we still participate?

→ YES, to qualify for IP bonus points, member but register and then book through Iprefer.com.

When are Members awarded points for these completed stays?

→ Standard point awarding rules apply; Members should see their updated points balance within 7 days of checkout.

Can Beyond Green Members Participate in this campaign?

→ YES, if you have full connectivity and are in the I Prefer program.

What if I am not participating in *I Prefer*, can I still participate in the Cyber Sale?

→ YES, but only the discount portion on Preferredhotels.com – the bonus points and registration process will not be applicable to your bookings.

What channels are the PHR funded bonus points applicable?

→ All channels (Hotel IBE, GDS, and others) as long as the member has registered for this promotion in advance of making their booking and their member information is on the reservation.