







































































































# Q1 2025 INTEGRATED MARKETING & COMMUNICATIONS CALENDAR

JANUARY			FEBRUARY			MARCH			
CO-OPERATIVE MARKETING/THE MARKETPLACE - THEMARKETPLACE@PREFERREDHOTELS.COM									
RATE PROGRAMS: I PREFER MEMBER RATE,STAY MORE SAVE MORE, PREFERRED SUITE, PREFERRED BED & BREAKFAST, ADVANCE PURCHASE, EXTENDED STAY, PREFERRED LOCAL, AMERICAN EXPRESS, MASTERCARD & VISA BANK PROGRAMS									
BRANDED PROGRAMS		    							
BANK PROGRAMS		  							
EXPERIENCES, DESTINATIONS, SEASONAL CAMPAIGNS AND LAST MINUTE ESCAPES									
DESTINATION & EXPERIENCE ALWAYS - ON		   							
EXPERIENCE, DESTINATIONS & SEASONAL PUSHES	WELLNESS, SKI & MOUNTAIN      		SPRING GETAWAY OFFER (Double IP Bonus Points) TOP DESTINATIONS: Mexico, Florida, Caribbean, California, New York, Europe       						
	PREFERRED RESIDENCES & FAMILY TRAVEL    		ALL INCLUSIVE     		SPOTLIGHT Beaches & Islands, Resort Escapes, Residences    				
	DESTINATION - HAWAII    		DESTINATION - SPAIN & PORTUGAL    		DESTINATION - THE AMERICAN SOUTHWEST    				
	DESTINATION - JAPAN CHERRY BLOSSOM    		DESTINATION - FLORIDA    		DESTINATION -PARIS     				
	DESTINATION - LONDON    		DESTINATION - CARNIVAL DESTINATIONS OF LATAM    		DESTINATION - CALIFORNIA IP Bonus Point Offer    				
	LAST MINUTE ESCAPES		2 X LME   		2 X LME   		2 X LME   		

## 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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# Q1 2025 INTEGRATED MARKETING & COMMUNICATIONS CALENDAR

	JANUARY	FEBRUARY	MARCH
<b>BRAND LEVEL MARKETING - THEMARKETPLACE@PREFERREDHOTELS.COM</b>			
<b>UNFORGETTABLE MOMENTS (GLOBAL BRAND-MERCHANDISING)</b>	ALWAYS ON:    		
	Unforgettable Moments Mexico 		Unforgettable Moments Offer 
<b>LEGEND COLLECTION</b>	ALWAYS ON:    		
	Legend - Romantic Escapes    		
			Digital Ads on Departure.com in March and April
<b>RESIDENCES</b>	Family Travel    		
<b>BRAND PARTNERSHIPS POINTS REDEMPTION</b>	Choice Priveleges Points Redemption CITI Points Redemption Aeroplan Points Redemption		
<b>BRAND PARTNERSHIPS MEMBER ACQUISITION</b>	"Mastercard Global acquisition AMEX Centurion&Platinum acquisition"		
<b>BRAND PARTNERSHIPS AMEX</b>		Digital: Departures and T+L	AMEX Statement Credit offer Digital campaign: Departures and T+L
<b>BRAND DIGITAL MEDIA</b>	ALWAYS ON: PHR Brand Paid Search, PHR Brand Display Advertising, PHR Brand Social Media Advertising, PHR MetaSearch, We Chat Mini Program Marketing		

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

†Property must be an active and engaged participant in the *I Prefer* Hotel Rewards loyalty program.

# Q1 2025 INTEGRATED MARKETING & COMMUNICATIONS CALENDAR

	JANUARY	FEBRUARY	MARCH
<b>I PREFER ACTIVITIES - LOYALTY@IPREFER.COM</b>			
<b>BONUS OFFERS - GLOBAL IP</b>			
<b>BONUS OFFERS - MARKETPLACE SUPPORT</b>		Spring Break Offer	
<b>BONUS OFFERS - REGIONAL/BRAND</b>		California Recovery Offer	
	Lunar New Year Promo		
<b>BONUS OFFERS EVERGREEN</b>	Newest Additions (2,500 points for stays at our newest hotels) Quarterly Update		
<b>REDEMPTION OFFERS</b>	Key Access Trigger RN/RN+ Awareness Trigger	Key Access Trigger RN/RN+ Awareness Trigger	Key Access Trigger RN/RN+ Awareness Trigger
<b>IP - MARKETPLACE ACCELERATORS</b>			
<b>MEMBER COMMUNICATIONS (ROW)</b>	Account Summary Newest Additions Quarterly Offer LME Feature 2024 Awards & Recognition (tbd) MCA Offer (tbd) V-Day Offer (tbd) Health & Wellness	Account Summary SIXT Feature Spring Break Initiative Reward Travel Reminder	Account Summary March Bonus Promo Partnerships focus Preferred Magazine feature
<b>REGIONAL MEMBER COMMUNICATIONS</b>			
<b>SOUTHEAST ASIA</b>			
<b>JAPAN</b>	Account Summary Newest Additions Quarterly Offer LME Feature 2024 Awards & Recognition (tbd) MCA Offer (tbd) V-Day Offer (tbd) Health & Wellness	Account Summary SIXT Feature Spring Break Initiative Reward Travel Reminder	Account Summary March Bonus Promo Partnerships focus Preferred Magazine feature
<b>EUROPE</b>			
<b>MEXICO</b>	Account Summary Newest Additions Quarterly Offer 2025 Top Travel Destinations Costa Rica Destination Feature Travel Magazine	Account Summary Spring Getaways Carnival Destinations in Latin America Members' Choice Winners - Europe Newest Additions AndBeyond 50k Points Promo	Account Summary All Inclusive Hotels Reward Certificate exp. (dynamic) Grand velas Riviera Maya ft. Newest Additions Arizona Travel ft.

## Key to Marketing Channels

												
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# Q1 2025 INTEGRATED MARKETING & COMMUNICATIONS CALENDAR

JANUARY		FEBRUARY		MARCH		
PR ACTIVITIES - PUBLICRELATIONSPHR@PREFERREDHOTELS.COM						
PR ACTIVITIES (IN ADDITION TO THE ACTIVITIES SUPPORTING MARKETING CAMPAIGNS)	Q4 2024 New Member Announcement London Hotels Spotlight Spa & Wellness Independent Hotel Day		2025 Forbes Five Star Awards		International Women's Day + Women's History Month	
			South Africa brand event India brand event			
BRAND AND MEDIA CO-OP EVENTS						
ORGANIC SOCIAL ACTIVITIES - SOCIALMEDIA@PREFERREDHOTELS.COM						
GLOBAL SOCIAL MEDIA KEY DATES	New Years Day Independent Hotel Day (Jan 29, 2025) Wellness		Lunar New Year  Valentine's Day/ romantic escapes		St Patrick's Day Spring Blossom season Holi	
GLOBAL SOCIAL MEDIA EVERGREEN	User Generated Content and Influencer Content - Local area guide (5-10 key places to explore in your hotel's area - MUST be significant city, MUST have strong imagery)					
	2X Suite of the week		2X Suite of the week		2X Suite of the week	
CHINESE SOCIAL MEDIA PLATFORMS						
KEY DATES, SEASONAL TRENDS TOPIC (WECHAT, SINA WEIBO & RED)	New Years Day Independent HotelDay Mutual Visa free policy between China & Singapore Spa & Wellness		Lunar New Year Valentine's Day Escapes		St Patrick's Day Spring Blossom season Women's Travel	
CHINA SOCIAL MEDIA CAMPAIGN	Spring Festival Escape - Last minute escape					

## Key to Marketing Channels


												
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# Q1 2025 INTEGRATED MARKETING & COMMUNICATIONS CALENDAR

	JANUARY	FEBRUARY	MARCH
BRAND PUBLICATIONS - BRANDCREATIVE@PREFERREDHOTELS.COM			
PREFERRED TRAVEL MAGAZINE			
COVER	NEW YORK		LONDON
MAIN DESTINATION ESSAY	New York		London
MAIN DESTINATION OTHER FEATURE	Theatre, Museums		London neighborhoods
MAIN DESTINATION (ARTS & MY WEEKEND)	Jazz		Street art
MAIN DESTINATION FOOD AND DRINK	Restaurant scene		London's pubs
72 HOURS IN ...	Macau, Quebec City, Nashville		Oslo, Washington DC, Sao Paolo
IN THE NEIGHBOURHOOD	Sydney		Singapore
SECOND & THIRD DESTINATION FEATURE	Portugal		Florida
LITTLE BLACK BOOK	Charleston		St Tropez
MAIN ARTS FEATURE/ CULTURE			
FOOD/DRINK FEATURE			
PREFERRED EXPERIENCES			
TRAVEL TAILS			
WHERE IN THE WORLD			
WORLDWIDE HOTEL LISTING			
EXPERIENCE FOLIOS (PRINTED/DIGITAL)		Spa & Wellness	Family

## Key to Marketing Channels

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