

Q1-Q2 2025 INTEGRATED MARKETING & COMMUNICATIONS CALENDAR

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
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			DESTINATION - CALIFORNIA	EXPERIENCE - Resort Escapes, Heart of the City
		ALL INCLUSIVE	SPOTLIGHT Beaches & Islands, Resort Escapes, Residences	SPOTLIGHT Family Travel, All-Inclusive, Pets	DESTINATION - CANADA	DESTINATION - SCANDINAVIA
	DESTINATION - HAWAII	DESTINATION - SPAIN & PORTUGAL		HISTORICAL CITIES IN LATAM	DESTINATION - ITALY	DESTINATIONS - MIDWEST & CHICAGO
	DESTINATION - JAPAN CHERRY BLOSSOM	DESTINATION - FLORIDA	DESTINATION - THE AMERICAN SOUTHWEST		DESTINATION - CENTRAL EUROPE	DESTINATION - NYC
	DESTINATION - LONDON	DESTINATION - CARNIVAL DESTINATIONS OF LATAM	DESTINATION - PARIS	SUMMER OFFER (IP BONUS POINTS)	ALL INCLUSIVE	DESTINATION - ASIA & PACIFIC
	LAST MINUTE ESCAPES	2 X LME	2 X LME	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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BRAND LEVEL MARKETING - THEMARKETPLACE@PREFERREDHOTELS.COM						
UNFORGETTABLE MOMENTS (GLOBAL BRAND-MERCHANDISING)	ALWAYS ON:					
			Unforgettable Moments Offer		Unforgettable Moments Summer	
						Unforgettable Moments - Focus on Americas
LEGEND COLLECTION	ALWAYS ON:					
	Legend - Romantic Escapes			Legend - Summer		
	Digital Ads on Departure.com in March and April					
RESIDENCES	Family Travel			Summer Stays		
	Choice Priveleges Points Redemption CITI Points Redemption Aeroplan Points Redemption					
BRAND PARTNERSHIPS POINTS REDEMPTION						
BRAND PARTNERSHIPS MEMBER ACQUISITION	"Mastercard Global acquisition AMEX Centurion&Platinum acquisition"					
BRAND PARTNERSHIPS AMEX		Digital: Departures and T&L	"AMEX Statement Credit offer Digital campaign: Departures and T&L"			AMEX Travel online activations
BRAND DIGITAL MEDIA	ALWAYS ON: PHR Brand Paid Search, PHR Brand Display Advertising, PHR Brand Social Media Advertising, PHR MetaSearch, We Chat Mini Program Marketing					

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I PREFER ACTIVITIES - LOYALTY@IPREFER.COM						
BONUS OFFERS - GLOBAL IP	Members' Choice Awards - Bonus Offer					
BONUS OFFERS - MARKETPLACE SUPPORT		Spring Break Offer				
BONUS OFFERS - REGIONAL/BRAND	Lunar New Year Promo			California Recovery Offer		
	UFM Regional Offers (tbd)					Pineapple Week Offer
BONUS OFFERS EVERGREEN	Newest Additions (2,500 points for stays at our newest hotels) Quarterly Update			Newest Additions (2,500 points for stays at our newest hotels) Quarterly Update		
REDEMPTION OFFERS	Key Access Trigger RN/RN+ Awareness Trigger	Key Access Trigger RN/RN+ Awareness Trigger	Key Access Trigger RN/RN+ Awareness Trigger	Key Access Trigger RN/RN+ Awareness Trigger	Key Access Trigger RN/RN+ Awareness Trigger	Key Access Trigger RN/RN+ Awareness Trigger
IP - MARKETPLACE ACCELERATORS				VIP Offers 15% off BAR + 2x Points		
MEMBER COMMUNICATIONS (ROW)	Account Summary Newest Additions Quarterly Offer LME Feature 2024 Awards & Recognition (tbd) MGA Offer (tbd) V-Day Offer (tbd) Health & Wellness	Account Summary SXT Feature Spring Break Initiative Reward Travel Reminder	Account Summary March Bonus Promo Partnerships focus Preferred Magazine feature	Account Summary (ROW)	Account Summary (ROW)	Account Summary (ROW) AARP
REGIONAL MEMBER COMMUNICATIONS						
SOUTHEAST ASIA	Account Summary	Account Summary	Account Summary	Account Summary Songkran Festivities and Beyond		Account Summary Family Fun Getaways
JAPAN	Account Summary	Account Summary	Account Summary	Account Summary Beyond Green Earth Day	Account Summary Summer Travels	Account Summary Pineapple Week Offer
EUROPE	Account Summary	Account Summary	Account Summary			Account Summary Summer Family Travel
MEXICO	Account Summary	Account Summary	Account Summary	Account Summary Featured Destination: Chile, Argentina, Brazil	Account Summary Featured Destination: Nicaragua & Guatemala	Account Summary All Inclusive Summer Getaway

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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		2025 Awards of Excellence & GIFTTS Pineapple Awards Winners	Preferred Pineapple Week Preferred Pride
BRAND AND MEDIA CO-OP EVENTS		South Africa brand event India brand event				NYC Legend + New Openings Media Luncheon (June 11) London Media Co-Op Event (June 24)
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	Spring Break Easter Travel	World Whisky Day / World Bee Day Memorial Day	Preferred Pineapple Week Preferred Pride/ Inclusive travel
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)			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	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 Hotel Day 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	Spring Beach, Island, Wellness Labor Day Holiday	National Pet Week International Children's Day City Walk - Shanghai, Hong Kong, Singapore, Kyoto etc	Preferred Pineapple Week HK's Return on 1st July Bank Card Program
CHINA SOCIAL MEDIA CAMPAIGN	Spring Festival Escape - Last minute escape			Labor Day Holiday targeting hotels in Greater China, especially Taiwan (tbc), Hong Kong, Macau	Preferred Pet - campaign partnered with KOLs travelign with Pet and local pet brand	Preferred Pineapple Week campaign aligned with our 2 co-op media events.

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BRAND PUBLICATIONS - BRANDCREATIVE@PREFERREDHOTELS.COM						
PREFERRED TRAVEL MAGAZINE						
COVER	NEW YORK		LONDON		MEXICO	
INSIDER IDEAS						
MAIN DESTINATION ESSAY	New York		London		Mexico	
MAIN DESTINATION OTHER FEATURE	5 Boroughs		London neighborhoods		Mexico City, Beach resorts	
MAIN DESTINATION (ARTS & MY WEEKEND)	Theater		Street art		Frida Kahlo	
MAIN DESTINATION FOOD AND DRINK	NYC culinary		London's Pubs		Tequila	
72 HOURS IN ...	Nashville, Macau, Quebec City		Oslo, Washington DC, Marrakesh		Taipei, Stockholm, Atlanta	
IN THE NEIGHBOURHOOD	Sydney		Singapore		Bogota	
SECOND & THIRD DESTINATION FEATURE	Portugal's Atlantic Coast		Florida		US Atlantic Coast	
LITTLE BLACK BOOK	Charleston		St Tropez		Mallorca	
MAIN ARTS FEATURE/ CULTURE						
FOOD/DRINK FEATURE						
PREFERRED EXPERIENCES						
TRAVEL TAILS						
WHERE IN THE WORLD						
WORLDWIDE HOTEL LISTING				WWHL (April 2025)		
EXPERIENCE FOLIOS (PRINTED/DIGITAL)					Pets	

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