












































































































































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   							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

Q1-Q2 2025 INTEGRATED MARKETING & COMMUNICATIONS CALENDAR

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
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    		
BRAND PARTNERSHIPS POINTS REDEMPTION	Choice Priveleges Points Redemption CITI Points Redemption Aeroplan 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					

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
										
										FEATURED IN THE IP ACCOUNT SUMMARY

Q1-Q2 2025 INTEGRATED MARKETING & COMMUNICATIONS CALENDAR

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
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) MCA 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

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-Q2 2025 INTEGRATED MARKETING & COMMUNICATIONS CALENDAR

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
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.

Key to Marketing Channels


												
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Q1-Q2 2025 INTEGRATED MARKETING & COMMUNICATIONS CALENDAR

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
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	

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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