

# Q3-Q4 2025 INTEGRATED MARKETING & COMMUNICATIONS CALENDAR

JULY

AUGUST

SEPTEMBER

OCTOBER

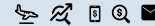
NOVEMBER

DECEMBER

**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**

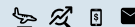


**BANK PROGRAMS**



**EXPERIENCES, DESTINATIONS, SEASONAL CAMPAIGNS AND LAST MINUTE ESCAPES**

**DESTINATION & EXPERIENCE ALWAYS - ON**



**EXPERIENCE, DESTINATIONS & SEASONAL PUSHES**

DESTINATION - EUROPE



DESTINATION - SOUTHEAST ASIA



**SPOTLIGHT EXPERIENCES**  
Wellness, Culinary,  
Hidden Gems



DESTINATION - AFRICA



**SPOTLIGHT EXPERIENCES - FOCUSED ON WINTER SUN, FAMILY TRAVEL, SKI & MOUNTAIN**



DESTINATION - CITIES OF EUROPE



DESTINATION - CENTRAL AMERICA



DESTINATION - JAPAN FALL



DESTINATION - SINGAPORE & KUALA LUMPUR



DESTINATION - NEW ORLEANS/GULF OF MEXICO



DESTINATION - LATAM COASTAL TOWNS



ALL INCLUSIVE



DESTINATION - THE UK & IRELAND



DIA DE LOS MUERTOS IN MEXICO



FESTIVE CAMPAIGN



CYBER OFFER - TRAVEL TUESDAY



ALL-INCLUSIVE



ALL-INCLUSIVE



DESTINATION - SOUTH AMERICA



DESTINATION CARIBBEAN



DESTINATION AMERICAN ROCKY MOUNTAIN



SPOTLIGHT EXPERIENCES - MICHELIN STAR DEDICATED



DESTINATION - NEW ENGLAND



SPOTLIGHT EXPERIENCES - EMOTIONAL WELLNESS



**LAST MINUTE ESCAPES**





























Key to Marketing Channels



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

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<b>BRAND LEVEL MARKETING - THEMARKETPLACE@PREFERREDHOTELS.COM</b>						
<b>UNFORGETTABLE MOMENTS (GLOBAL BRAND-MERCHANDISING)</b>	ALWAYS ON:    					
			Unforgettable Moments - Winter   			Unforgettable Moments - Japan promoting Spring Travel period  
<b>LEGEND COLLECTION</b>	ALWAYS ON:    					
	Legend - Arts & Culture     			Legend - Festive    		
<b>RESIDENCES</b>	Fall Travel    					
<b>BRAND PARTNERSHIPS POINTS REDEMPTION</b>						
<b>BRAND PARTNERSHIPS MEMBER ACQUISITION</b>						
<b>BRAND PARTNERSHIPS - AMEX</b>						
<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

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	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<b>I PREFER ACTIVITIES - LOYALTY@IPREFER.COM</b>						
<b>BONUS OFFERS - GLOBAL IP</b>						
<b>BONUS OFFERS - MARKETPLACE SUPPORT</b>	Summer Offer reg-based 2X Bonus Points on Stays May - August				Cyber Sale (tbd)	
<b>BONUS OFFERS - REGIONAL/BRAND</b>					Singles Day (tbd)	
	California Recovery Offer					
<b>BONUS OFFERS EVERGREEN</b>	Newest Additions - no separate promo this time // driving Members to Register for Summer Promo			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	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>			VIP Offer 15% off BAR + 2x Points			VIP Offers 15% off BAR + 2x Points
<b>MEMBER COMMUNICATIONS (ROW)</b>	Account Summary (ROW) Radiant Stays & Double Points "Cool"-cations Newest Additions	Account Summary (ROW) Radiant Stays & Double Points Members' Choice Winners – Asia Pacific, Middle East, & Africa	Account Summary (ROW) Sep. VIP Promo Newest Additions	Account Summary (ROW)	Account Summary (ROW)	Account Summary (ROW)
<b>REGIONAL MEMBER COMMUNICATIONS</b>						
<b>SOUTHEAST ASIA</b>		Account Summary Radiant Stays & Double Points Members' Choice Winners – Asia Pacific, Middle East, & Africa Rediscover the Culture that Connects Us		Account Summary Cultural Treasures		Account Summary Festive Celebrations
<b>JAPAN</b>	Account Summary Radiant Stays & Double Points Luxurious Family Travel Newest Additions	Account Summary Radiant Stays & Double Points Members' Choice Winners – Asia Pacific, Middle East, & Africa Visit Taiwan	Account Summary Sep. VIP Promo French Luxury & Gastronomy Newest Additions	Account Summary	Account Summary	Account Summary
<b>EUROPE</b>				Account Summary Featured Destination: Ireland	Account Summary	Account Summary Festive - European Christmas Markets
<b>MEXICO</b>	LATAM Account Summary Radiant Stays & Double Points South America - Where Two Wonders Await Newest Additions	LATAM Account Summary Radiant Stays & Double Points Members' Choice Winners – Asia Pacific, Middle East, & Africa Explore Colombia / Costa Rica	LATAM Account Summary Sep. VIP Promo Independence Celebrations Newest Additions	Account Summary "Destination México: Día de los muertos"	Account Summary Featured Destination: Panama & Peru	Account Summary All Inclusive - Festive

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<b>PR ACTIVITIES - PUBLICRELATIONSPHR@PREFERREDHOTELS.COM</b>						
<b>PR ACTIVITIES</b> (IN ADDITION TO THE ACTIVITIES SUPPORTING MARKETING CAMPAIGNS)	Q2 2025 New Member Announcement Travel + Leisure World's Best Awards 2025		Live Like a Legend I Prefer Appreciation Week	Q3 2025 New Member Announcement Conde Nast Traveler Reader's Choice Awards 2025 I Prefer 2025 Cyber Sale Teaser	I Prefer Members' Choice Awards 2025 I Prefer 2025 Cyber Sale	New Independent Hotel Openings 2026 2026 Travel Trends
<b>BRAND AND MEDIA CO-OP EVENTS</b>			Milan Media Co-Op Event (Sept. 24) Legend Media Event Beijing (Sept. 17)		London Brand Legend Collection Event	ILTM Cannes (December 2-5) Mexico City Brand Media Event (TBD)
<b>ORGANIC SOCIAL ACTIVITIES - SOCIALMEDIA@PREFERREDHOTELS.COM</b>						
<b>GLOBAL SOCIAL MEDIA KEY DATES</b>	4th July Holiday	Ferragosto (High Summer) International Dog Day Indian Independence Day	Labor Day (End of Summer)/ Mid-Autumn Festival Back to School Mexican Independence Day	Halloween Diwali Autumn/China Golden Week I Prefer Members' Choice voting	Thanksgiving (Family/Residences) Festive Holidays Cyber offer Single's Day (11/11) Solo Travel Dia de los Muertos I Prefer Members' Choice Awards	
<b>GLOBAL SOCIAL MEDIA EVERGREEN</b>	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
<b>CHINESE SOCIAL MEDIA PLATFORMS</b>						
<b>KEY DATES, SEASONAL TRENDS TOPIC (WECHAT, SINA WEIBO &amp; RED)</b>	Family Travel & Summer Fun Summer Camp, University Travel Legend - Beach & Island Breathtaking Pool Views NMA Q2	Family Travel & Summer Fun; Chinese Valentine's Day (Qixi) Pet focus - International Dog Day	Culinary - new seasonal menu for autumn Autumn Foliage Wedding & Romance Escape Legend - Historical Mid-Autumn Festival Golden Week Holiday	Outdoor - Self Drive/cycling Wedding & Romance Escape Conde Nast Traveler Golden List Legend - Urban Phenomenon Halloween NMA Q3	Legend - Ski & Winter Spa Experience Africa - Wildness I Prefer Memebers' Choice; Travel to a warm desintaing; Thanksgiving day Double 11	Ski & Winter Spa Experience Legend - Festival Season Celebration New Opemd Hotels New Openings 2026 Macau & Hong Kong (Return of Macau) Destination Focus: Ski Destination
<b>CHINA SOCIAL MEDIA CAMPAIGN</b>	Legend Collection	Golden Week Holiday Offer		Winter Escape Double 11 Offer		Legend Festive

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**BRAND PUBLICATIONS - BRANDCREATIVE@PREFERREDHOTELS.COM**

### PREFERRED TRAVEL MAGAZINE

COVER	MEXICO	SOUTHERN CALIFORNIA			TRAVEL IN 2026
MAIN DESTINATION ESSAY	Mexico	Southern California			Travel in 2026
MAIN DESTINATION OTHER FEATURE	Mexico City, Beach Resorts	Active California, California Wine Country			TBD
MAIN DESTINATION (ARTS & MY WEEKEND)	Frida Kahlo	(included in main essay)			TBD
MAIN DESTINATION FOOD AND DRINK	Tequila	(included in main essay)			TBD
72 HOURS IN ...	Taipei, Stockholm, Atlanta	Manila, Honolulu, Venice			Santiago, Bangkok, Houston
IN THE NEIGHBOURHOOD	Bogota	Milan			Capetown
SECOND & THIRD DESTINATION FEATURE	US Atlantic Coast	Heart of Europe			Caribbean
LITTLE BLACK BOOK	Mallorca	Victoria, BC			Dubai
MAIN ARTS FEATURE/ CULTURE					
FOOD/DRINK FEATURE					
PREFERRED EXPERIENCES					
TRAVEL TAILS					
WHERE IN THE WORLD					
WORLDWIDE HOTEL LISTING		WWHL (Aug 2025)			WWHL (Dec 2025)
EXPERIENCE FOLIOS (PRINTED/DIGITAL)		Residences	Boutique	Weddings & Celebrations	Beaches & Islands

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