

Q2-Q3 2025 INTEGRATED MARKETING & COMMUNICATIONS CALENDAR

APRIL

MAY

JUNE

JULY

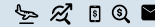
AUGUST

SEPTEMBER

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

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



DESTINATION - EUROPE



DESTINATION - SOUTHEAST ASIA



SPOTLIGHT EXPERIENCES
Wellness, Culinary,
Hidden Gems



SPOTLIGHT
Family Travel, All-Inclusive, Pets



DESTINATION - CANADA



DESTINATION - SCANDINAVIA



DESTINATION - CENTRAL AMERICA



DESTINATION - JAPAN FALL



DESTINATION - SINGAPORE & KUALA LUMPUR



HISTORICAL CITIES IN LATAM



DESTINATION - ITALY



DESTINATIONS -
MIDWEST & CHICAGO



DESTINATION - THE UK & IRELAND



DIA DE LOS MUERTOS IN MEXICO



DESTINATION -
THE MEDITERRANEAN



DESTINATION -
CENTRAL EUROPE



DESTINATION - NYC



ALL-INCLUSIVE



ALL-INCLUSIVE



SUMMER OFFER (IP BONUS POINTS)



ALL INCLUSIVE



DESTINATION - ASIA & PACIFIC



DESTINATION CARIBBEAN



DESTINATION ROCKY MOUNTAIN



DESTINATION - NEW ENGLAND



LAST MINUTE ESCAPES































Key to Marketing Channels



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

Q2-Q3 2025 INTEGRATED MARKETING & COMMUNICATIONS CALENDAR

	APRIL		MAY		JUNE		JULY		AUGUST		SEPTEMBER	
BRAND LEVEL MARKETING - THEMARKETPLACE@PREFERREDHOTELS.COM												
UNFORGETTABLE MOMENTS (GLOBAL BRAND-MERCHANDISING)			ALWAYS ON:    									
		Unforgettable Moments Summer  						Unforgettable Moments - Winter  				
LEGEND COLLECTION	ALWAYS ON:    											
	Legend - Summer    						Legend - Arts & Culture    					
	Digital Ads on Departure.com in March and April											
RESIDENCES	Summer Stays    						Arts & Culture    					
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	"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											



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

Key to Marketing Channels

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

Q2-Q3 2025 INTEGRATED MARKETING & COMMUNICATIONS CALENDAR

	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
I PREFER ACTIVITIES - LOYALTY@IPREFER.COM						
BONUS OFFERS - GLOBAL IP						
BONUS OFFERS - MARKETPLACE SUPPORT	Spring Break Offer	Summer Offer				
BONUS OFFERS - REGIONAL/BRAND			Pineapple Week Offer			
	California Recovery 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					VIP Offers 15% off BAR + 2x Points
MEMBER COMMUNICATIONS (ROW)	Account Summary (ROW)	Account Summary (ROW)	Account Summary (ROW) AARP	Account Summary (ROW)	Account Summary (ROW) AARP	Account Summary (ROW)
REGIONAL MEMBER COMMUNICATIONS						
SOUTHEAST ASIA	Account Summary Songkran Festivities and Beyond		Account Summary Family Fun Getaways		Account Summary Cultural Discoveries	
JAPAN	Account Summary Beyond Green Earth Day	Account Summary Summer Travels	Account Summary Pineapple Week Offer (tbd)			
EUROPE			Account Summary Summer Family Travel			Account Summary Autumnal Adventures in Europe
MEXICO	Account Summary *Featured Destination: Chile, Argentina & Brazil	Account Summary *Featured Destination: Nicaragua & Guatemala	Account Summary *All Inclusive Summer Getaway	Account Summary Featured Destination: South America	Account Summary Featured Destination: Colombia & Costa Rica	Account Summary All Inclusive & Independence Celebrations

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.

Q2-Q3 2025 INTEGRATED MARKETING & COMMUNICATIONS CALENDAR

	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
PR ACTIVITIES - PUBLICRELATIONSPHR@PREFERREDHOTELS.COM						
PR ACTIVITIES (IN ADDITION TO THE ACTIVITIES SUPPORTING MARKETING CAMPAIGNS)		2025 Awards of Excellence & GIFTTS Pineapple Awards Winners	Preferred Pineapple Week Preferred Pride	Q2 2025 New Member Announcement Travel + Leisure World's Best Awards 2025		I Prefer Appreciation Week
BRAND AND MEDIA CO-OP EVENTS			NYC Legend + New Openings Media Luncheon (June 11) London Media Co-Op Event (June 24)			Milan Media Co-Op Event (Sept. 24) Legend Media Event Beijing (Sept. 17)
ORGANIC SOCIAL ACTIVITIES - SOCIALMEDIA@PREFERREDHOTELS.COM						
GLOBAL SOCIAL MEDIA KEY DATES	Spring Break Easter Travel	World Whisky Day / World Bee Day Memorial Day	Preferred Pineapple Week Preferred Pride/ Inclusive travel	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
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)	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	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
CHINA SOCIAL MEDIA CAMPAIGN	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.	Legend Collection	Golden Week Holiday Offer	

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	 SEO	 FEATURED IN THE IP ACCOUNT SUMMARY
---	--	---	--	---	--	--	---	--	--	--	---

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

Q2-Q3 2025 INTEGRATED MARKETING & COMMUNICATIONS CALENDAR

	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
BRAND PUBLICATIONS - BRANDCREATIVE@PREFERREDHOTELS.COM						
PREFERRED TRAVEL MAGAZIN						
COVER	LONDON		MEXICO		SOUTHERN CALIFORNIA	
MAIN DESTINATION ESSAY	London		Mexico		Southern California	
MAIN DESTINATION OTHER FEATURE	London neighborhoods		Mexico City, Beach Resorts		Active California, California Wine Country	
MAIN DESTINATION (ARTS & MY WEEKEND)	Street art		Frida Kahlo		(included in main essay)	
MAIN DESTINATION FOOD AND DRINK	London's pubs		Tequila		(included in main essay)	
72 HOURS IN ...	Oslo, Washington DC, Sao Paolo		Taipei, Stockholm, Atlanta		Manila, Honolulu, Venice	
IN THE NEIGHBOURHOOD	Singapore		Bogota		Milan	
SECOND & THIRD DESTINATION FEATURE	Florida		US Atlantic Coast		Heart of Europe	
LITTLE BLACK BOOK	St Tropez		Mallorca		Victoria, BC	
MAIN ARTS FEATURE/ CULTURE						
FOOD/DRINK FEATURE						
PREFERRED EXPERIENCES						
TRAVEL TAILS						
WHERE IN THE WORLD						
WORLDWIDE HOTEL LISTING	WWHL (April 2025)				WWHL (Aug 2025)	
EXPERIENCE FOLIOS (PRINTED/DIGITAL)		Pets			Residences	Boutique

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.