



PREFERRED
— GOLF —
TM

WHAT IS PREFERRED GOLF

- Collection of the worlds finest golf resorts
- Affluent Member Database of over 120K members
- Partnership with American Express to promote collection to affluent card members and member agents
- Diverse marketing program that includes print, email, direct mail, events, online banner advertising, PPC and more
- Revenue generating program by creating programs and offers



**Wynn Las Vegas
and Encore**
Las Vegas,
Nevada, USA



**The Lodge at Pebble
Beach®**
Pebble Beach,
California, USA



**The Kiawah Island
Golf Resort**
Kiawah Island,
South Carolina, USA



**The K Club, Kildare
Hotel, Spa and
Country Club**
Dublin, Ireland



**Finca Cortesin Hotel
Golf & Spa**
Costa del Sol/Casares,
Spain

A COLLECTION OF THE WORLD'S BEST

- 65 international resorts, and growing
- *Golf Digest* Rankings:
 - 23 of the world's top 100 courses
 - 15 golf resorts in "Top 75 in U.S."
 - 7 golf resorts in "Top 100 outside the U.S."
- The finest golf resorts and courses in the world



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**The K Club, Kildare
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Dublin, Ireland



**Finca Cortesin Hotel
Golf & Spa**
Costa del Sol/Casares,
Spain

WHAT OUR PARTNERS SAY!

"Preferred Golf helps us reach affluent golf travelers from around the globe with the member database, diverse marketing channels and forward thinking approach" Tim Ryan – Vice President, Global Business Development, Pebble Beach Resorts



The Lodge at Pebble Beach®
Pebble Beach,
California, USA

"Finca Cortesin Hotel, Golf & Spa is proud to be part of Preferred Golf which represents the world's finest golf resorts. We are able to promote our property to such an affluent golf travel database and has allowed us to be successful in the golf travel market" Javier Rivadulla – Sales & Marketing Director, Finca Cortesin Hotel Golf & Spa



***Finca Cortesin Hotel
Golf & Spa***
Costa del Sol/Casares,
Spain

PROVEN STRATEGY: BUILDING CONSUMER MEMBERSHIP

84,000 Preferred Golf members globally

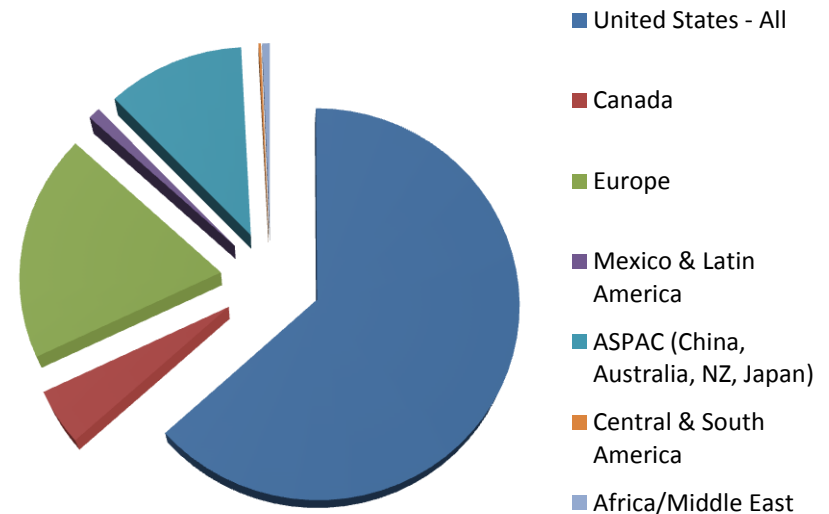
WORLDWIDE REACH

AFFLUENT GOLFERS

- American Express® Gold, Platinum and Centurion Card Members
- Members of YPO and Private Country Clubs

GOLFERS WHO TRAVEL

- Golf Association Members
- **iPrefer** Loyalty Program Members
 - Tournament Organizers
 - Travel Agents
 - Meeting Planners



INTEGRATED MARKETING TACTICS



Dedicated
Marketing
Opportunities

American
Express Global
Partnership

Email
Marketing

Print


E-Commerce

Regional
Campaigns

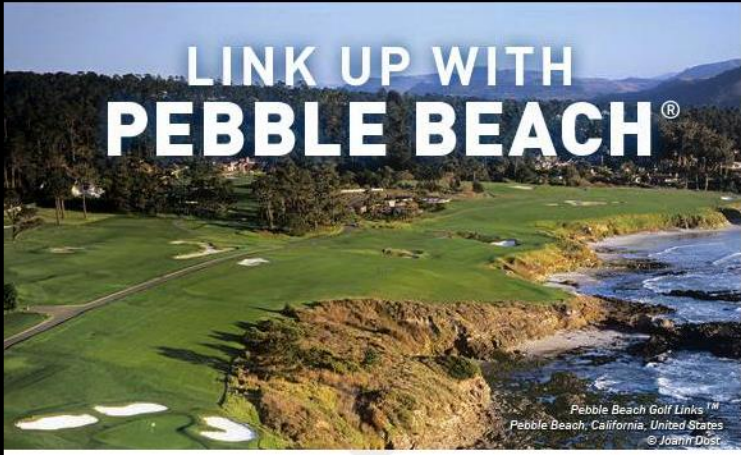
**Drive
Bookings
and Build
Awareness**

PROVEN STRATEGY: EMAIL MARKETING

EXCLUSIVE OFFERS



OFFERSPLAN YOUR GOLFTRIPLGIN



**LINK UP WITH
PEBBLE BEACH®**


Pebble Beach Golf Links™
Pebble Beach, California, United States
© Joann Dost

If you've had the satisfaction of playing the fabled golf courses of Pebble Beach Resorts®, you must be aching to take another swing at them. Well, now is the perfect time to schedule some follow-up games.

Receive one complimentary round of golf

When you book two consecutive nights at The Inn at Spanish Bay™, The Lodge at Pebble

MEMBER NEWSLETTER



INSIDER TIPS

OFFERSPLAN YOUR GOLFTRIPLGIN

FEBRUARY


CONCIERGE

TOP PICKS


ENJOY

Hi Member,

Whether you are looking to step up your game on one of Southern California's championship golf courses or get back into the swing of things at a Costa del Sol golf course in Spain, the top picks from our Golf Concierge have you covered.




OJAI VALLEY INN & SPA
Ojai, California, United States

 [VIEW PROPERTY](#)

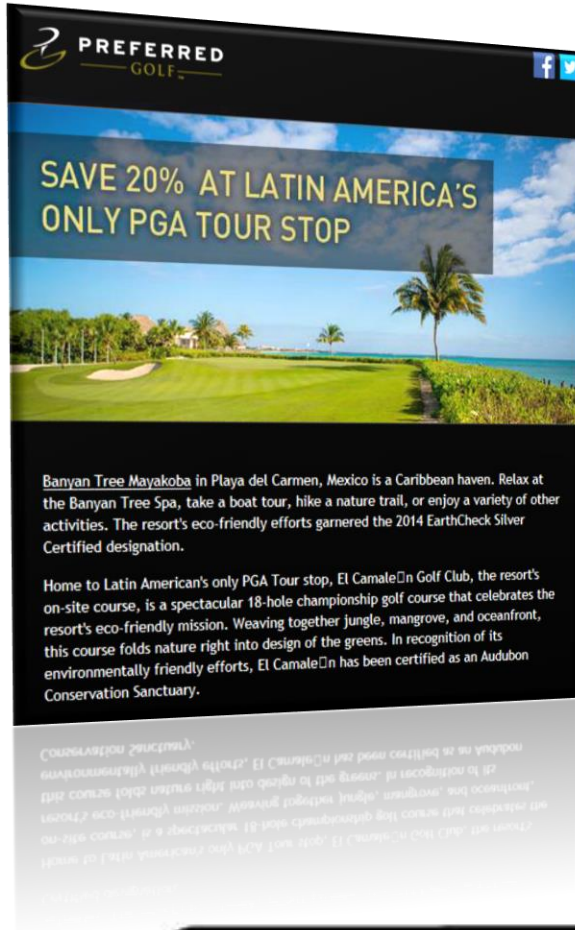


WYNN LAS VEGAS AND ENCORE
Las Vegas, Nevada, United States

 [VIEW PROPERTY](#)

PROVEN STRATEGY: DEDICATED OPPORTUNITIES

Dedicated Email Marketing Stand Out and Promote an Exclusive Offer



DISTRIBUTION

84,000 members receive monthly
70% North America
22% EMEA
8% Other Regions

OPEN RATES

18.3% on average

CLICK THROUGH RATES

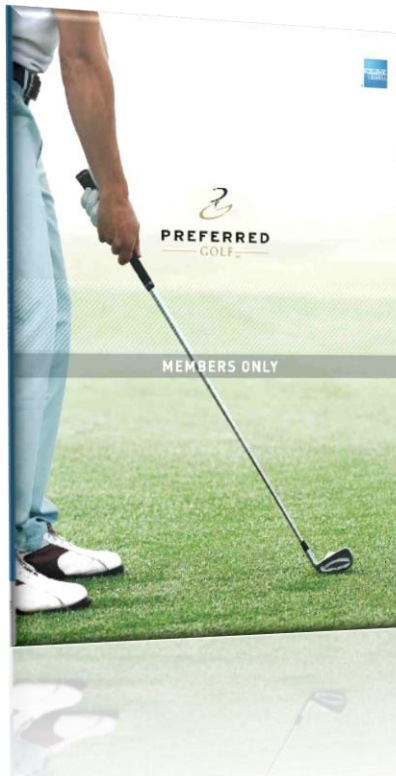
15.2% on average

COST BASED ON DISTRIBUTION

PROVEN STRATEGY: PRINT PUBLICATIONS

Integrated into Preferred Print Publications Directories, Travel Lifestyle Magazines, and Brochures

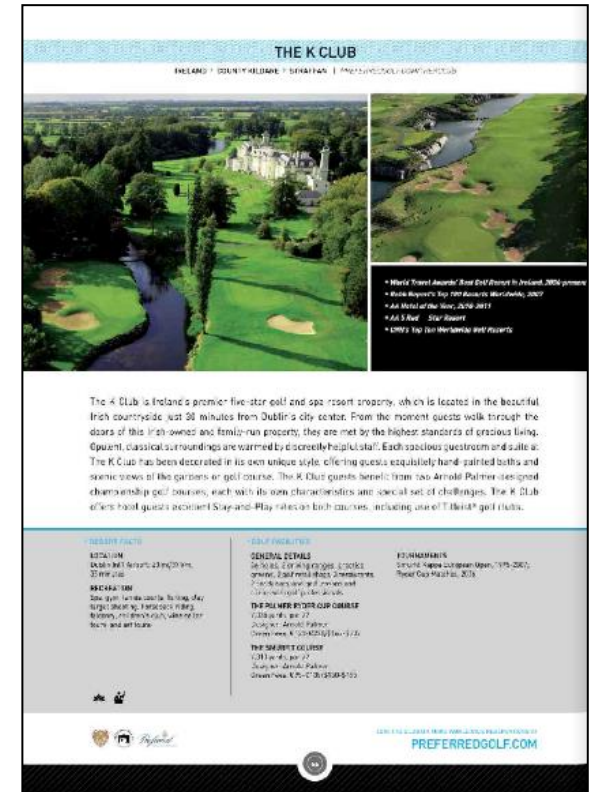
Preferred Golf
Annual Directory



Travel Agent Promotions

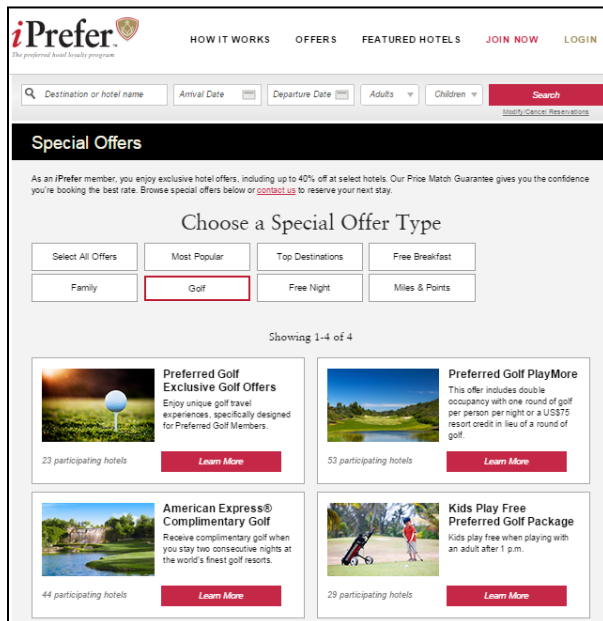


Global Distribution of Directories Featuring Your Property



PROVEN STRATEGIES: ONLINE / E-COMMERCE

Brand Awareness Increasing Your Property Awareness on PHR Websites



The iPrefer website features a clean, professional layout. At the top, the logo is followed by navigation links: HOW IT WORKS, OFFERS, FEATURED HOTELS, JOIN NOW, and LOGIN. A search bar is prominently displayed with fields for Destination or hotel name, Arrival Date, Departure Date, Adults, and Children, and a Search button. Below the search bar, a 'Special Offers' section highlights exclusive deals for members. A 'Choose a Special Offer Type' filter allows users to select from various categories like Family, Golf, Free Night, and Miles & Points. The main content area displays four featured offers, each with a thumbnail image, a title, a brief description, and a 'Learn More' button. The offers include 'Preferred Golf Exclusive Golf Offers', 'Preferred Golf PlayMore', 'American Express® Complimentary Golf', and 'Kids Play Free Preferred Golf Package'.

iPrefer
The preferred hotel loyalty program

HOW IT WORKS OFFERS FEATURED HOTELS JOIN NOW LOGIN

Destination or hotel name Arrival Date Departure Date Adults Children Search

Special Offers

As an iPrefer member, you enjoy exclusive hotel offers, including up to 40% off at select hotels. Our Price Match Guarantee gives you the confidence you're booking the best rate. Browse special offers below or [contact us](#) to reserve your next stay.

Choose a Special Offer Type

Select All Offers Most Popular Top Destinations Free Breakfast Family **Golf** Free Night Miles & Points

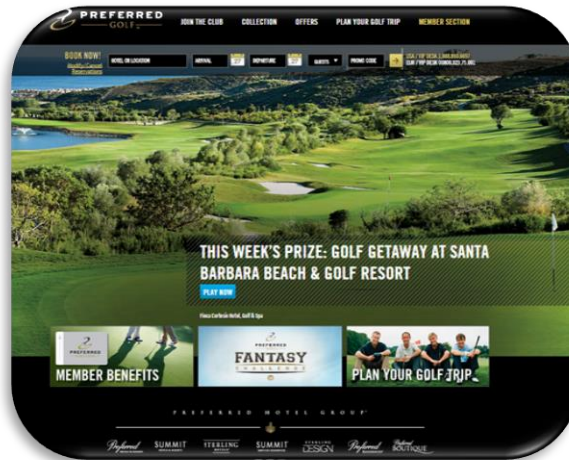
Showing 1-4 of 4

Preferred Golf Exclusive Golf Offers
Enjoy unique golf travel experiences, specifically designed for Preferred Golf Members.
23 participating hotels [Learn More](#)

Preferred Golf PlayMore
This offer includes double occupancy with one round of golf per person per night or a US\$75 resort credit in lieu of a round of golf.
53 participating hotels [Learn More](#)

American Express® Complimentary Golf
Receive complimentary golf when you stay two consecutive nights at the world's finest golf resorts.
44 participating hotels [Learn More](#)

Kids Play Free Preferred Golf Package
Kids play free when playing with an adult after 1 p.m.
29 participating hotels [Learn More](#)



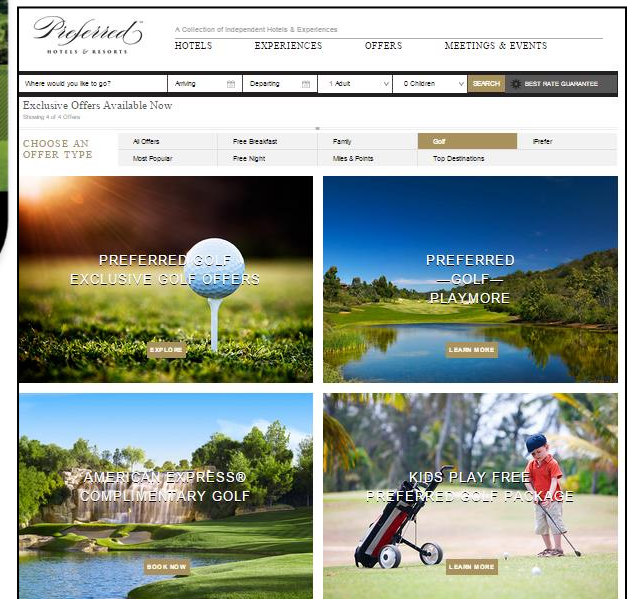
The Preferred Golf website features a dark, high-contrast design with a large, scenic image of a golf course. The header includes the Preferred Golf logo and navigation links: JOIN THE CLUB, COLLECTION, OFFERS, PLAN YOUR GOLF TRIP, and MEMBER SECTION. A prominent banner advertises 'THIS WEEK'S PRIZE: GOLF GETAWAY AT SANTA BARBARA BEACH & GOLF RESORT' with a 'PLAY NOW' button. Below the banner, there are three featured sections: 'MEMBER BENEFITS', 'FANTASY', and 'PLAN YOUR GOLF TRIP'. The footer lists various participating hotels under the 'PREFERRED HOTEL GROUP' banner.

PREFERRED GOLF
JOIN THE CLUB COLLECTION OFFERS PLAN YOUR GOLF TRIP MEMBER SECTION

THIS WEEK'S PRIZE: GOLF GETAWAY AT SANTA BARBARA BEACH & GOLF RESORT
[PLAY NOW](#)

MEMBER BENEFITS **FANTASY** **PLAN YOUR GOLF TRIP**

PREFERRED HOTEL GROUP



The Preferred Hotels & Resorts website features a clean, professional layout. At the top, the logo is followed by navigation links: HOTELS, EXPERIENCES, OFFERS, and MEETINGS & EVENTS. A search bar is prominently displayed with fields for Where would you like to go?, Arriving, Departing, 1 Adult, 0 Children, and a Search button. Below the search bar, a 'Exclusive Offers Available Now' section highlights various deals. A 'CHOOSE AN OFFER TYPE' filter allows users to select from various categories like Most Popular, Free Breakfast, Free Night, Miles & Points, and Top Destinations. The main content area displays four featured offers, each with a thumbnail image, a title, and a 'Learn More' button. The offers include 'PREFERRED GOLF EXCLUSIVE GOLF OFFERS', 'PREFERRED GOLF PLAYMORE', 'AMERICAN EXPRESS® COMPLIMENTARY GOLF', and 'KIDS PLAY FREE PREFERRED GOLF PACKAGE'.

Preferred HOTELS & RESORTS
A Collection of Independent Hotels & Experiences

HOTELS EXPERIENCES OFFERS MEETINGS & EVENTS

Where would you like to go? Arriving Departing 1 Adult 0 Children Search BEST RATE GUARANTEE

Exclusive Offers Available Now
Showing 4 of 4 Offers

CHOOSE AN OFFER TYPE

Most Popular Free Breakfast Free Night Miles & Points Top Destinations

PREFERRED GOLF EXCLUSIVE GOLF OFFERS
[LEARN MORE](#)

PREFERRED GOLF PLAYMORE
[LEARN MORE](#)

AMERICAN EXPRESS® COMPLIMENTARY GOLF
[BOOK NOW](#)

KIDS PLAY FREE PREFERRED GOLF PACKAGE
[LEARN MORE](#)

PROVEN STRATEGY: REGIONAL CAMPAIGNS

Extending Your Reach in Trade Publications Reaching Golfers and Travelers Regionally and Globally

SPECIAL INTEREST PUBLICATION HIGHLIGHTS

LINKS Magazine
Reached 55,000 households
and all LINKS subscribers

IAC
Reached over 125,000 households
and all IAC member clubs

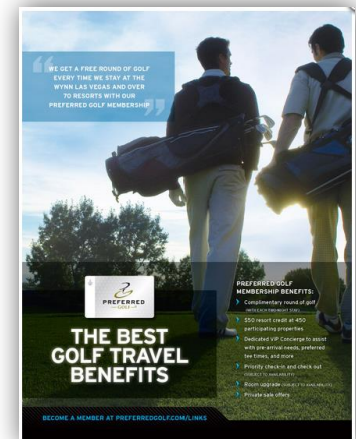


Banner Ad

Email



Print Ad



PROVEN STRATEGY: REGIONAL CAMPAIGNS

Extending Your Reach with Strategic Partnerships Reaching Golfers and Travelers Regionally and Globally

SPECIAL INTEREST PUBLICATION HIGHLIGHTS

AMEX GOLD

Reaching American Express GOLD
Cardmembers in Finland, Japan,
Mexico, Canada, Mongolia and More

EWGA Members

Reached 14,000 Members with
Complimentary Membership and
Offers

Email



Banner Ad



PROVEN STRATEGY: REGIONAL CAMPAIGNS

Extending Your Reach with Strategic Partnerships Reaching Golfers and Travelers Regionally and Globally

SPECIAL INTEREST *PUBLICATION HIGHLIGHTS*

UNITED

Created an opportunity for four
Preferred Golf properties to be
featured in print and online

Banner Ads



Print

PROVEN STRATEGY: AMEX PREMIUM CARD MEMBERS

Reaching Premium AMEX Card Members
Currently marketed in 20 markets + 2 Int'l currency cards



PROVEN STRATEGY: AMEX PREMIUM CARD MEMBERS

Reaching Premium AMEX Card Members Globally through Print and Email Marketing

85 erinomaista syytä pelata enemmän golfia.



Swingaa Euroopassa, chippaa Lähi-idässä ja puttaa Afrikassa. Platinum Card -kortinhaltijana pääset suosikin Preferred Golf -ohjelman jäseneksi ilman lisämaksua.

Ki Club Intianissa, Pinehurst Resort Pohjois-Carolinassa ja kymmenet muut arvostetut golf-kohdeympärit maailmaa tarjoavat Preferred Golf -ohjelman jäsenille mukavia palveluja.

Platinum Card -kortinhaltijana olet tervetullut nauttimaan niistä ja sinulle räätälöidystä jäsenyydestä ilman lisämaksua (arvo USD 295/vuosi).

Preferred Golf -ohjelmaa sisältää 85 korkealuokkaisen golf-komukondetta. Jäsenenä saat golfkerroksen ilman lisämaksua jokoista viikintään yhden yön kestävää vierailua kohti, kun majoituit ohjelmaan kuuluvissa Euroopan, Lähi-idän ja Afrikan kortteissa. Muualla saat golfkerroksen ilman lisämaksua, kun vierailusi kestää vähintään kaksi yötä. Etu on huonekohtainen.

Liity Preferred Golf -ohjelmaan osittaisessa American Express ja Platinum.

Lisätietoja osotteissa
preferredgolf.com/jäsenyydet



Experience
is the
greatest
wealth of all.

Your membership	What you get with Platinum*	Available for
Starwood Preferred Guest® - Gold	<ul style="list-style-type: none">Complimentary room upgrade (subject to availability)Earn three Starpoints® per eligible U.S. dollar spent, a 50% bonus over Preferred members4pm late check-out (as available upon request)	Main and Platinum Supplementary Cardmember
Club Carlson® - Gold Elite	<ul style="list-style-type: none">Complimentary room upgrade upon check-in (subject to availability)Early check-in and late check-out (up to two hours, as available upon request)	Main and Platinum Supplementary Cardmember
Le Club Accorhotels - Platinum	<ul style="list-style-type: none">Complimentary room upgrade (subject to availability) **Guaranteed room availability two days before arrival**Early check-in and late check-out (as available upon request at arrival)Access to Executive Lounge**	Main and Platinum Supplementary Cardmember
Your membership	What you get with Platinum*	Available for
Preferred Golf	<ul style="list-style-type: none">Complimentary round of golf when you stay for one night at any of the participating Preferred Golf resorts globallyThe Play More package offers discounted rounds of golf for two people, for every night of your stayComplimentary room upgrades at hotels (subject to availability)Early check-in and late check-out (as available upon request)	Main and Platinum Supplementary Cardmember
What you get with Platinum*		Available for
<ul style="list-style-type: none">Complimentary one-on-one upgrade (subject to availability)Fast track serviceUp to 10% discount off standard ratesUp to 25% off Preferred Collection rentals kept over a SaturdayUp to four hours grace period when returning the vehicle (varies by location)		Main and Platinum Supplementary Cardmember
<ul style="list-style-type: none">Complimentary car upgrade (subject to availability)Fast track serviceUp to 10% discount on rentals		Main and Platinum Supplementary Cardmember

* Subject to participating properties and brands. All partner programmes are subject to change. ** Subject to availability. †††

*Subject to participating properties and brands. All partner programs are subject to change without notice. **Preferred Gold and Platinum are subject to change without notice.

PROVEN STRATEGY: AMEX PREMIUM CARD MEMBERS

Reaching Premium AMEX Card Members Globally through Direct Mail



Your Membership To The World's Finest Golf Courses Awaits...

Whether you're a serious golfer with the skills to match, or prefer a more casual, social round, you're invited to tee off at some of the world's most prestigious golf resorts with a complimentary Preferred Golf membership, courtesy of American Express.

JOIN PREFERRED GOLF TODAY.

YOUR MEMBERSHIP IS COMPLIMENTARY,
AND WILL ONLY TAKE A FEW MINUTES TO SET UP.
SIMPLY CALL 1-800-000-0000 OR VISIT URLTBD.COM.

PREFERRED GOLF BENEFITS

- Complimentary Premium Golf Membership (\$295 USD value)
- Dedicated Golf VIP Desk for pre-arrival needs, preferred tee times, etc...
- Up to 25% off green fees at participating courses worldwide
- Accommodation upgrades (based upon availability upon arrival)
- Early check-in and late check-out (subject to availability)
- And more...

STAY & PLAY PREFERRED GOLF PACKAGES

Stay 1, Play 1 PACKAGE

Enjoy a complimentary round of golf for 1-night stays.
Available only to American Express Cardmembers

Stay 2, Play 2 PACKAGE

Play More PACKAGE



EL CAMALEON GOLF COURSE, BANYAN TREE MAYAKOBA, MEXICO



PALMER RYDER CUP COURSE, THE K CLUB, IRELAND

BANYAN TREE MAYAKOBA EXCLUSIVE OFFER

Nestled along the edge of the exotic Mayan jungle, Banyan Tree Mayakoba boasts 118 elegantly designed private villas surrounded by picturesque lagoons, lush mangroves, a PGA golf course and brilliant sugar sand beaches.

Book a minimum 3-night stay now through October 31, 2015 for travel through December 31, 2015 and you can enjoy additional special benefits.

- 2 complimentary rounds of golf at El Camaleon Golf Course
- Complimentary daily breakfast buffet for two at Oriente Restaurant

THE K CLUB EXCLUSIVE OFFER

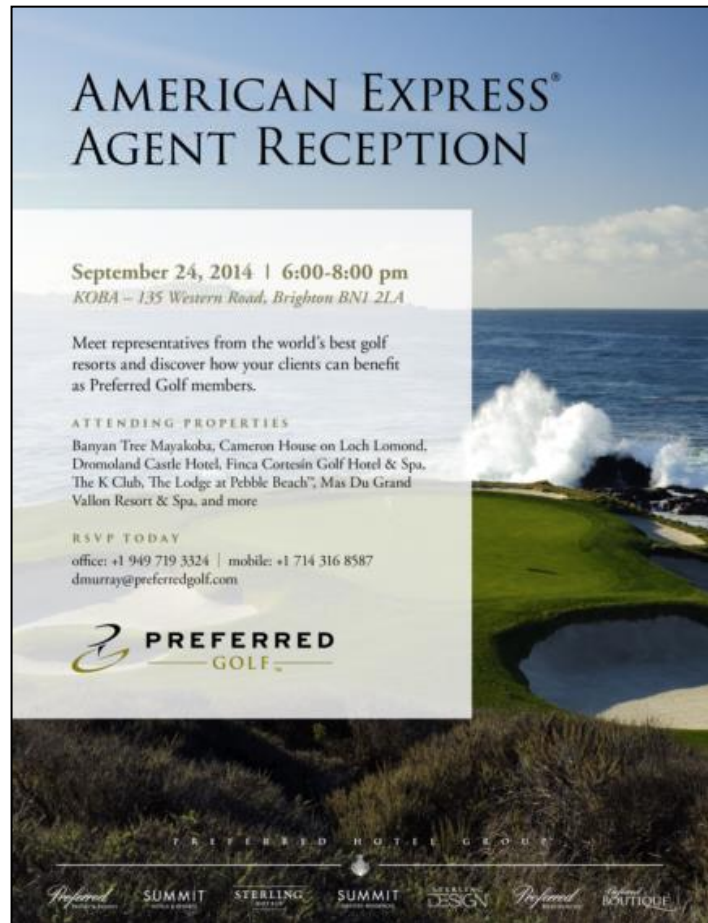
Located in the heart of the idyllic Irish countryside, The K Club offers the very best of food, leisure, and spa treatments, and is home to two championship Golf Courses – The Palmer Ryder Cup Course and the Palmer designed Smurfit Course.

Book a minimum 3-night stay now through October 31, 2015 for travel through December 31, 2015 and you can enjoy additional special benefits.

- Complimentary 4th night
- Unlimited golf on either course
- Complimentary buggy-hire per round
- Complimentary club-hire per round

PROVEN STRATEGY: AMEX PREMIUM CARD MEMBERS

Access to Amex Agents Preferred Golf Gets You In Front Of Who Matters



**AMERICAN EXPRESS®
AGENT RECEPTION**

September 24, 2014 | 6:00-8:00 pm
KOBA – 135 Western Road, Brighton BN1 2LA

Meet representatives from the world's best golf resorts and discover how your clients can benefit as Preferred Golf members.


ATTENDING PROPERTIES
Banyan Tree Mayakoba, Cameron House on Loch Lomond, Dromoland Castle Hotel, Finca Cortesin Golf Hotel & Spa, The K Club, The Lodge at Pebble Beach™, Mas Du Grand Vallon Resort & Spa, and more.

RSVP TODAY
office: +1 949 719 3324 | mobile: +1 714 316 8587
dmurray@preferredgolf.com

PREFERRED GOLF

PREFERRED HOTEL GROUP

Preferred **SUMMIT** **STERLING** **SUMMIT** **LOCAL DESIGN** *Preferred* *BOUTIQUE*



PREFERRED GOLF

**AMERICAN EXPRESS®
AGENT RECEPTION**

SEPTEMBER 25, 2014 | 12:00-2:00 PM
Belgrave House American Express London
76 Buckingham Palace Road – 2nd Floor (France Room)
London, SW1W 9AX

Meet representatives from the world's best golf resorts and discover how your clients can benefit as Preferred Golf members.

ATTENDING PROPERTIES
Banyan Tree Mayakoba, Cameron House on Loch Lomond, Dromoland Castle Hotel, Finca Cortesin Golf Hotel & Spa, The K Club, The Lodge at Pebble Beach™, Mas Du Grand Vallon Resort & Spa, and more.

RSVP TODAY
Danielle Murray
office: +1 949 719 3324
mobile: +1 714 316 8587
dmurray@preferredgolf.com

PREFERRED HOTEL GROUP

Preferred **SUMMIT** **STERLING** **SUMMIT** **STERLING** **LOCAL DESIGN** *Preferred* *BOUTIQUE*

NEW OPPORTUNITY: AMERICAN EXPRESS CENTURIUN USA

Q1 2015 American Express Centurion Promotion Reach the most affluent travelers in America

Preferred Golf has finalized an agreement with American Express Centurion Cardmember Services Team in the US to begin in Q1 2015.

Preferred Golf to provide:

- Complimentary membership to Preferred Golf (Lifetime)
- Complimentary upgrade to iPrefer Platinum Status (Lifetime)
- Private rate to allow Centurion Card Members to stay 1-night and receive 1-round of golf
 - (AMEXGOLF) is built and you will just need to load.
- Access to use LIVE Preferred Golf Concierge



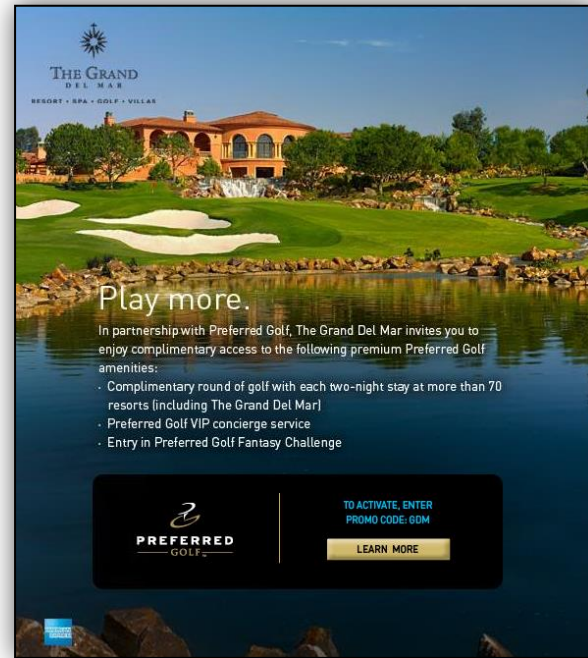
AMEX is looking for (20) select properties to be promoted in their marketing promotion (direct mail, email and website promotions):

- Ten properties to provide Centurion Cardmembers with a FREE round of golf
- Ten properties to provide Centurion Cardmembers with a FREE 1-night stay

*Cardmembers can only use this once and properties can designate black out dates

NEW OPPORTUNITY: MAXIMIZE YOUR PARTNERSHIP

Past Guest Promotion Engage Past Guests with a Free Preferred Golf Membership



Preferred Golf will create your own custom email and landing page for you to send to past guests. This is complimentary to Preferred Golf member resorts.



Michael Osgood | Managing Director, Preferred Golf
Tel: +1 949 719 3326 | Mobile: +1 949 394 1222
mosgood@preferredgolf.com

