

PREFERRED
— GOLF —



CURRENT STATE

- 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 Kiawah Island
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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

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

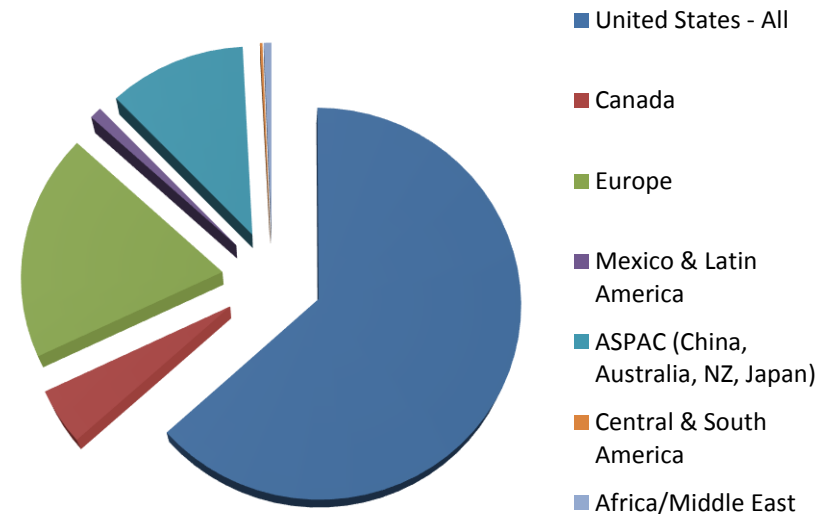
WORLDWIDE REACH

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



PROVEN STRATEGY: EMAIL MARKETING

EXCLUSIVE OFFERS



PREFERRED GOLF

OFFERS PLAN YOUR GOLF TRIP LOGIN


PGA NATIONAL RESORT & SPA
PALM BEACH GARDENS, FLORIDA, USA

STAY TWO. PLAY ONE.

SPECIAL OFFER
Receive a \$50 Reward Certificate and one complimentary round of golf for one with each consecutive two-night stay at participating properties.


HOW TO BOOK
Your dedicated Golf Concierge, Danielle Murray, is waiting to assist you, dmurray@preferredhotels.com | +1 888 893 6697

RECOMMENDED PROPERTIES



The Villas of Grand Cypress
Orlando, Florida, USA

Book Now >



PGA National Resort & Spa
Palm Beach Gardens, Florida, USA

Book Now >

MEMBER NEWSLETTER



PREFERRED GOLF

INSIDER TIPS

OFFERS PLAN YOUR GOLF TRIP LOGIN

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

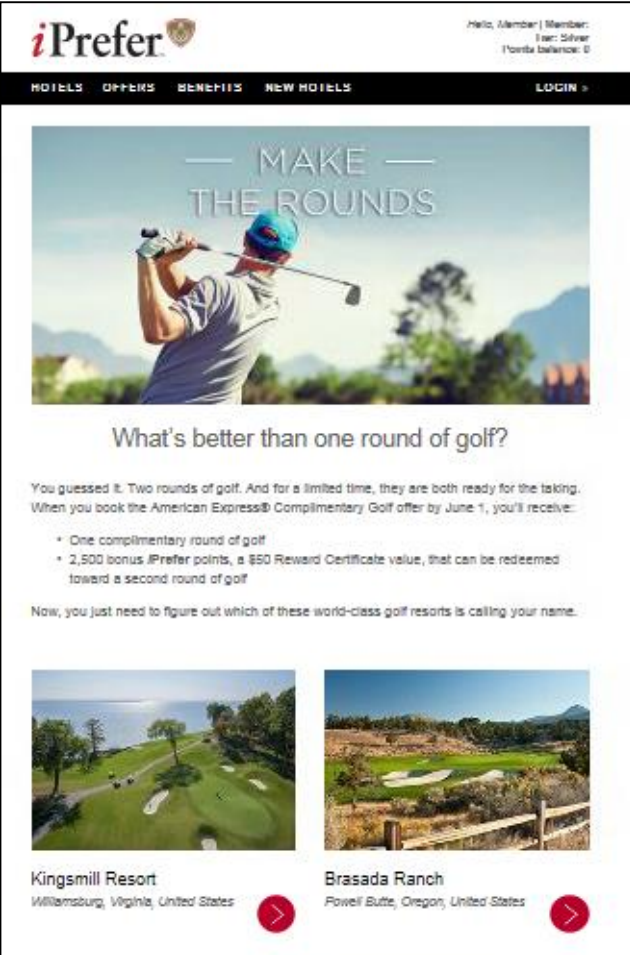


WYNN LAS VEGAS AND ENCORE
Las Vegas, Nevada, United States

> VIEW PROPERTY

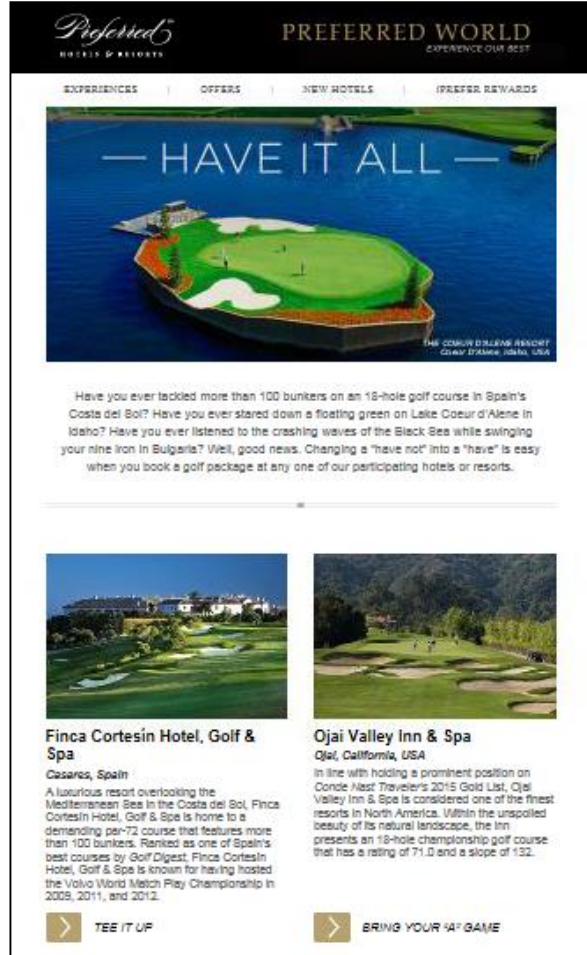
PROVEN STRATEGY: EMAIL MARKETING

Reaching iPrefer Members



The screenshot shows the iPrefer website interface. At the top, there is a navigation bar with links for HOTELS, OFFERS, BENEFITS, NEW HOTELS, and LOGIN. The main header features the iPrefer logo and a user greeting: "Hello, Member | Member: 8ac: Silver | Points balance: 0". The central banner image shows a golfer in mid-swing with the text "— MAKE — THE ROUNDS". Below the banner, the headline reads "What's better than one round of golf?". The main text states: "You guessed it. Two rounds of golf. And for a limited time, they are both ready for the taking. When you book the American Express® Complimentary Golf offer by June 1, you'll receive:" followed by a bulleted list of benefits: "• One complimentary round of golf" and "• 2,500 bonus iPrefer points, a \$50 Reward Certificate value, that can be redeemed toward a second round of golf". Below this, it says "Now, you just need to figure out which of these world-class golf resorts is calling your name." Two resort cards are displayed: "Kingsmill Resort" in Williamsburg, Virginia, and "Brasada Ranch" in Powell Butte, Oregon. Each card includes a photograph of the resort and a red arrow icon pointing right.

Preferred World

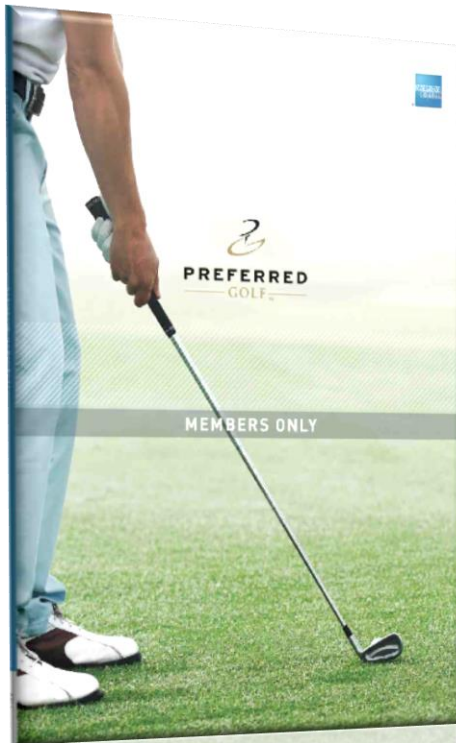


The screenshot shows the Preferred World website interface. At the top, there is a navigation bar with links for EXPERIENCES, OFFERS, NEW HOTELS, and PREFERRED REWARDS. The main header features the Preferred World logo and the tagline "PREFERRED WORLD EXPERIENCE OUR BEST". The central banner image shows a golf course with a floating green and the text "— HAVE IT ALL —". Below the banner, the headline reads "Have you ever tackled more than 100 bunkers on an 18-hole golf course in Spain's Costa del Sol? Have you ever stared down a floating green on Lake Coeur d'Alene in Idaho? Have you ever listened to the crashing waves of the Black Sea while swinging your nine iron in Bulgaria? Well, good news. Changing a "have not" into a "have" is easy when you book a golf package at any one of our participating hotels or resorts." Below this, two resort cards are displayed: "Finca Cortesin Hotel, Golf & Spa" in Casares, Spain, and "Ojai Valley Inn & Spa" in Ojai, California. Each card includes a photograph of the resort and a yellow arrow icon pointing right with the text "TEE IT UP" and "BRING YOUR HAT GAME" respectively.

PROVEN STRATEGY: PRINT PUBLICATIONS

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

Preferred Golf
Annual Directory



Brand Ad

A brand advertisement for Preferred Golf. The main visual is a grid of 50 golf balls, each with a different resort or course logo, set against a background of green grass. Below the grid, the text reads "THE BEST RESORTS AND COURSES IN THE WORLD" followed by the Preferred Golf logo. At the bottom, there is a paragraph of text: "Preferred Golf is a collection of extraordinary golf resorts—with courses that are famous for major championships, spectacular settings, and award-winning architects. Your Preferred Golf membership gives you access to the world's best golf experiences. Book the best getaways, buddy trips, and vacations at PreferredGolf.com or call 1 888 893 6697". The American Express logo is also present at the bottom.

Travel Agent Promotions



PROVEN STRATEGIES: ONLINE / E-COMMERCE

Brand Awareness Increasing Your Property Awareness on Brand Websites

The screenshot shows the iPrefer website interface. At the top, there's a navigation bar with "HOW IT WORKS", "OFFERS", "FEATURED HOTELS", "JOIN NOW", and "LOGIN". Below this is a search bar with fields for "Destination or hotel name", "Arrival Date", "Departure Date", "Adults", and "Children", and a "Search" button. A "Special Offers" section is highlighted, featuring a "Choose a Special Offer Type" filter with options like "Family", "Golf", "Free Night", and "Miles & Points". Below the filter, there are four offer cards: "Preferred Golf Exclusive Golf Offers" (23 participating hotels), "Preferred Golf PlayMore" (53 participating hotels), "American Express® Complimentary Golf" (44 participating hotels), and "Kids Play Free Preferred Golf Package" (29 participating hotels). Each card includes a "Learn More" button.

The screenshot shows the Preferred Golf website. The header includes "PREFERRED GOLF" and navigation links for "JOIN THE CLUB", "COLLECTION", "OFFERS", "PLAN YOUR GOLF TRIP", and "MEMBER SECTION". A main banner features a scenic golf course and the text "THIS WEEK'S PRIZE: GOLF GETAWAY AT SANTA BARBARA BEACH & GOLF RESORT". Below the banner are three promotional tiles: "MEMBER BENEFITS", "FANTASY", and "PLAN YOUR GOLF TRIP". The footer lists various resort brands like Summit and Pebble Beach.

The screenshot shows the Preferred Hotels & Resorts website. The header includes "Preferred HOTELS & RESORTS" and navigation links for "HOTELS", "EXPERIENCES", "OFFERS", and "MEETINGS & EVENTS". Below the header is a search bar with filters for "Where would you like to go?", "Arriving", "Departing", "1 Adult", "0 Children", and a "SEARCH" button. A "Exclusive Offers Available Now" section is displayed, showing a grid of four offer cards: "PREFERRED GOLF EXCLUSIVE GOLF OFFERS", "PREFERRED GOLF PLAYMORE", "AMERICAN EXPRESS® COMPLIMENTARY GOLF", and "KIDS PLAY FREE PREFERRED GOLF PACKAGE". Each card includes a "LEARN MORE" or "BOOK NOW" button.

PROVEN STRATEGIES: RETARGETING GLOBALLY

Staying in Front

Consistently retargeting our members and affluent golfers



PROVEN STRATEGY: GLOBAL CAMPAIGNS

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

SPECIAL INTEREST

UNITED Airlines

Reaching MileagePlus Premier Members Globally through Email, Print & Online Banner Ads

AMERICAN BAR ASSOC

Reaching over 150,000 affluent travelers through ABALeisure

Banner Ad



Online



Print Ad



PROVEN STRATEGY: STRATEGIC PARTNERSHIPS

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: 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

AMEX Malaysia Platinum
New Member Welcome Kit

PERFECT YOUR SWING

Allow us to put you in the
swing of things



at the world's most
stunning courses.

¹ Enrollment into Preferred Golf is required to enjoy this benefits. To enroll, please call The Platinum Card Service on 1 800 88 0886. The Principal or Supplementary Cardmember will receive one (1) complimentary round of golf for one (1) person every two (2) consecutive nights' stay based on single occupancy at participating hotels (except for properties in Hawaii, where Cardmember will receive two (2) rounds of golf for every two (2) consecutive nights' stay based on single occupancy). The two (2) rounds of golf can be played together or in two (2) consecutive rounds (by Cardmember or guest).

² A minimum number of players is required for the Platinum Cardmember to enjoy this privilege. Usual trolley and caddy fees apply. Prevailing service basis and policies apply. Golf programme terms and conditions and cancellation policy applies. All prices are subject to change without prior notice to Cardmembers.

Enjoy complimentary membership to the elite Preferred Golf programme

Platinum gives you complimentary membership to the Preferred Golf Programme² where you will enjoy privileged access to more than 70 of the world's most renowned courses and a range of exclusive extras including a complimentary round of golf. From The K Club in Ireland to Finca Cortesin in Spain, you'll never be far from luxurious hotel accommodation and a world-class golfing experience.

- Complimentary round of golf when you stay for one night at any of the participating Preferred Golf resorts globally
- The PlayMore package offers discounted rounds of golf for two people, for every night of your stay
- Complimentary room upgrades at hotels (subject to availability)
- Early check-in and late check-out (as available upon request)

Discover championship golf courses and 5-star accommodation at Mission Hills, China

As a Platinum Cardmember, you will enjoy golf and accommodation benefits at three Mission Hills China Resorts - Shenzhen, Dongguan and Haikou.

Each resort offers the opportunity to rejuvenate and revitalize the mind and body. The warmth of Mission Hills' hospitality will make every stay a memorable experience, for you and your family. Discover championship golf courses, quality accommodations and recreational amenities such as spa and dining facilities. Take pleasure in a series of exclusive privileges at all three Mission Hills Resorts such as complimentary third night stay, 30% savings on green fees and a host of other benefits.

Who benefits?
The Principal and Supplementary Cardmembers and guests.

Getting in touch.
For a complete list of participating golf clubs, to book a golfing break or to enrol in the Preferred Golf Programme, contact The Platinum Card Service on 1 800 88 0886.



Mission Hills, China

Complimentary Green Fees Golf Programme

Your Maybank Card now accords you access to over 60 clubs in 9 countries and in addition, you will receive access to complimentary golf to another tier of specially selected 19 golf partners where you and your guest will enjoy unlimited rounds of golf wherever you travel.


- Complimentary green fees², 365 days a year
- 10% savings on green fees for your guests



Orchid Country Club, Singapore

PROVEN STRATEGY: AMEX PREMIUM CARD MEMBERS

Reaching Premium AMEX Card Members Globally through Direct Mail



This Is More Than Just Par For The Course...

AMEX Canada Direct
Mail



EL CAMALEON GOLF COURSE, BANYAN TREE MAYAKOBA, MEXICO

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

FOR RESERVATIONS, PLEASE CALL CENTURION TRAVEL SERVICE FROM AMEX CANADA INC. AT 1-866-257-0878.



FALMER RYDER CUP COURSE, THE K CLUB, IRELAND

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

PROVEN STRATEGY: AMEX PREMIUM CARD MEMBERS

Communicating to card members Consistency

- Over 1.5million Cardmembers we included in direct communications
- Every month a feature was produced
- Channels included
 - Direct Mail – 468,000
 - Welcome Pack – 12,500
 - Online - 1,100,000
 - E News – 7,000
 - Magazine - 5,000

旅行 - 精英会籍服务

在世界上最令人钟爱的高尔夫球场
尽情挥杆

参与 Preferred Golf 精英计划，尊享免费会员服务

持有中国民生银行美国运通白金卡，您可以享受 Preferred Golf 忠诚客户计划会员资格，尊享全世界 85 多处最知名的高尔夫球场，包括免费高尔夫球场比赛等一系列专属礼遇。享受奢华的酒店住宿和世界一流的高尔夫体验不再是梦。

- 只需入住全世界任何一家参加 Preferred Golf 计划的度假酒店，即可享受 Preferred Golf 高尔夫球场比赛一轮球赛。
- 入住期间，可享受免费客房升级服务（视房源情况而定）。
- 入住期间每天可以通过“Play More”礼包享受双人高尔夫球场比赛优惠。
- 享受提前入住和延迟退房服务（视房源情况而定，客户需于入住时提出请求）。


可能含有不适用限制。欲了解 Preferred Golf 精英计划的详细条款和细则，敬请致电 24 小时贵宾专线 400-810-8008，联系美国运通旅行及生活礼宾服务团队进行咨询。以享此礼遇。



旅行 - 精英会籍服务 05

Have picked your green yet?

الم تحب مساحات الخضراء بعد؟



Golf

Discover the world's most beautiful golf courses and enjoy the ultimate golfing experience with the exclusive benefits of the Preferred Golf program. Enjoy complimentary access to over 85 of the world's most renowned courses and a range of exclusive services including a complimentary room of golf from The Club in select Four Seasons in Spain and France for those fortunate hotel accommodations and a world-class golfing experience.

- Complimentary round of golf when you stay for one night at any of the participating Preferred Golf resorts globally.
- The PlayMore package offers discounted rounds of golf for two people, for every night of your stay.
- Complimentary room upgrade on hotels (subject to availability).
- Early check-in and late check-out (as available upon request).

Discover championship golf courses and 5 star accommodations at Mission Hills, China.

As a Preferred Cardmember, you will enjoy golf and accommodation benefits at three Mission Hills China Resorts - Shenzhen, Dongguan and Hainan.

Each resort offers the opportunity to rejuvenate and revitalize the mind and body. The warmth of Mission Hills' hospitality and relaxation is an unforgettable experience for you and your family. Discover championship golf courses, quality accommodations and recreational amenities such as spa and dining facilities. Take pleasure in a variety of exclusive privileges at all three Mission Hills Resorts such as complimentary third night stay, 20% savings on green fees and a host of other benefits.

Complimentary Green Fees Golf Program

Your Preferred Cardmember account gives you access to over 85 elite golf courses and in addition, you will receive access to complimentary golf for another year of specially selected 50 golf courses where you and your group will enjoy unlimited rounds of golf whenever you travel.

- Complimentary green fees - 365 days a year
- 20% savings on green fees for your guests.

Discover the world's most stunning courses.

ROSLANDMAN BOUTIQUE

PERFECT YOUR SWING

Allow us to put you in the swing of things

Enjoy complimentary membership in the elite Preferred Golf programme

Preferred gives you complimentary membership to the Preferred Golf Programme when you get elite privileged access to more than 85 of the world's most renowned courses and a range of exclusive services including a complimentary room of golf from The Club in select Four Seasons in Spain and France for those fortunate hotel accommodations and a world-class golfing experience.

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ROSLANDMAN BOUTIQUE

PROVEN STRATEGY: REACHING CLIENTS DURING EVENTS

AMEX Premium Card Member Events Preferred Golf Gets You In Front Of Those That Matter

Take advantage of getting into the AMEX Offices when you can no longer on your own

- American Express Toronto
 - Speak to Premium Card Agents who book travel from Canada, Japan, Mexico and More
 - Local global sales associate Vanessa Gromer will be arranging a two-day event which will include one day of sales calls and one-day hosting AMEX Agents for a reception
 - May 3rd and 4th
 - Cost will be \$1,950

- American Express London
 - Join us as we visit the Premium Card Agents in London and Brighton
 - AMEX's largest agent offices who book all International Markets and Travel
 - October 5th & 6th
 - This event is scheduled the week prior to the Annual Conference in Dubai (October 12-16)
 - Cost is only \$1,950 for two events



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