



THE

MARKETPLACE

PREFERRED HOTELS & RESORTS

2022

SPOTLIGHT CAMPAIGN: DESTINATION—EUROPEAN CITY BREAKS

July 26 – December 2022

CAMPAIGN OVERVIEW



OBJECTIVES

Drive traffic and bookings to participating hotels from key feeder markets.

Drive incremental revenue to participating hotels through a series of engaging and targeted communications.

STRATEGY

A platform to showcase unique aspects of European City hotels giving a reason to the audience to visit

CAMPAIGN MESSAGE

Europe Your Way

Book your next European stay with the *Preferred Plus* offer and enjoy exclusive experiences.

TIMING

August 18 – November 20, 2022

OFFER

Preferred Plus

CAMPAIGN MESSAGE



Europe Your Way

Enjoy exclusive stay experiences across the continent.

Book your next European hotel stay with our *Preferred Plus* offer and receive an exclusive experience such as tickets to a monument or museum, a private shopping excursion, evening cocktails for two, and more.

TARGET AUDIENCE

- People with a high intent to travel to European hotels within city limits
- Global market
- Qualified / *Prefer* members



PARTICIPATING HOTELS



| | PROPERTIES | LOCATION |
|---|----------------------------|------------------------|
| 1 | Deltapark Vitalresort | Gwatt, Switzerland |
| 2 | Hotel Napoleon Paris | Paris, France |
| 3 | The Grand, York | York, United Kingdom |
| 4 | Hotel Maximilian's | Augsburg, Germany |
| 5 | Bernini Palace Hotel | Florence, Italy |
| 6 | Pulitzer Amsterdam | Amsterdam, Netherlands |
| 7 | Hotel Monaco & Grand Canal | Venice, Italy |
| 8 | Hotel Wellington | Madrid, Spain |
| 9 | Hotel Bristol Palace | Genova, Italy |



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ENGAGEMENT CHANNELS

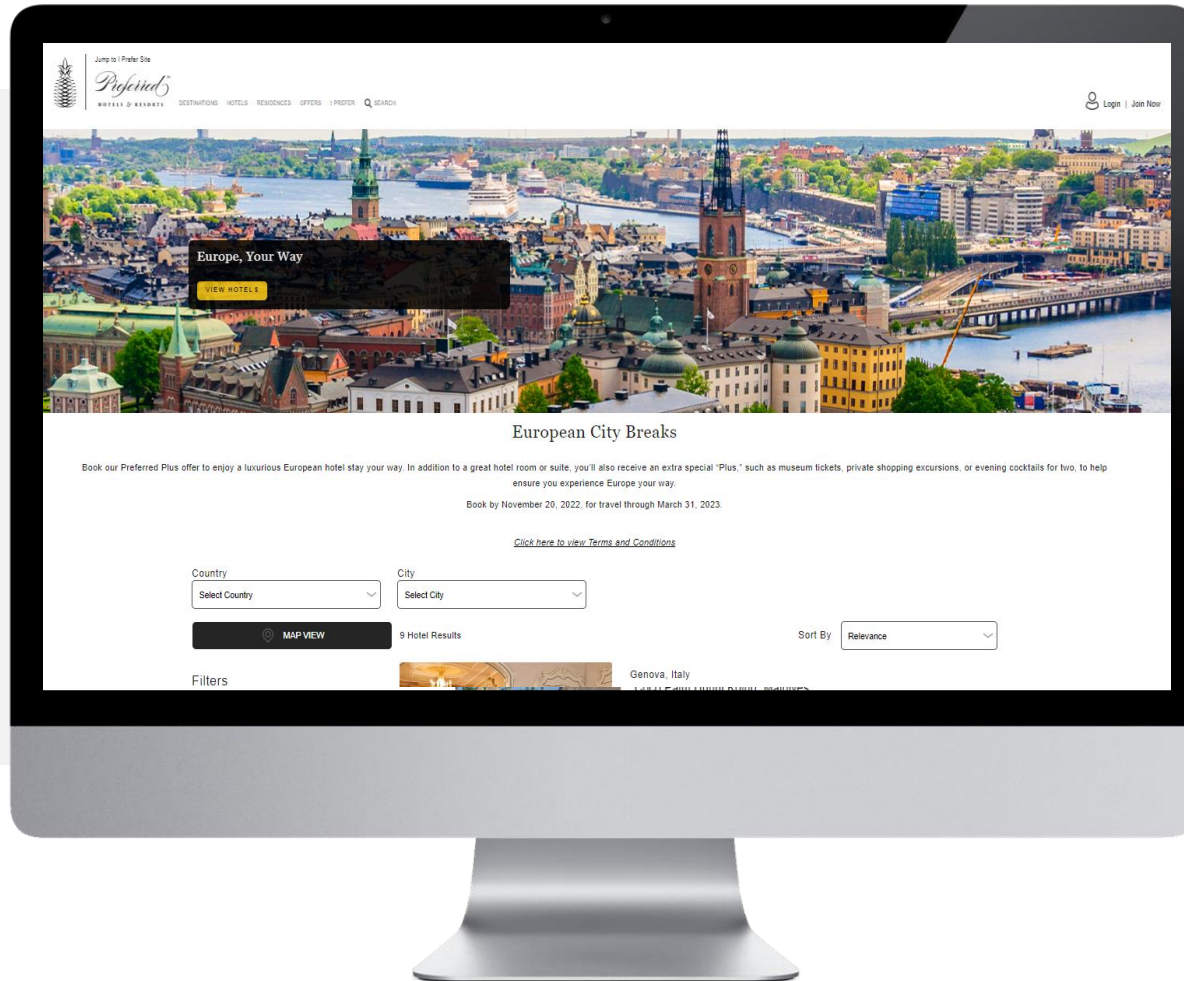


DIGITAL TACTICS

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PREFERRED BRAND WEBSITE



1

Dedicated landing page featuring participating hotels

2

Landing page live Aug 18 – November 20, 2022

3

<https://preferredhotels.com/offer/european-city-breaks>

PREFERRED – DIGITAL DISPLAY

PROSPECTING

- Contextual targeting
- People looking for a similar property

LANDING PAGE REMARKETING

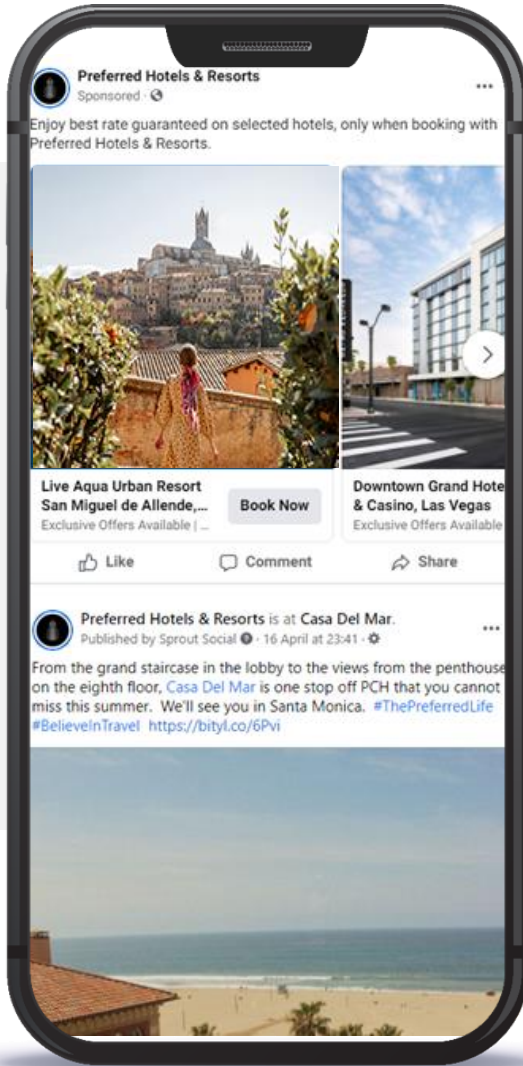
- Display advertising for visitors who land on the dedicated campaign landing page

SEGMENTED AUDIENCES FOCUSING ON

- Behavior – past user / booker data
- Psychographic – aspirational and interest in visiting European cities
- Demographic targeting



PREFERRED – PAID SOCIAL MEDIA



1

Dynamic advertising on Facebook to automatically promote hotels to people that have expressed interest in similar properties on the PH&R website, app, and elsewhere on the internet

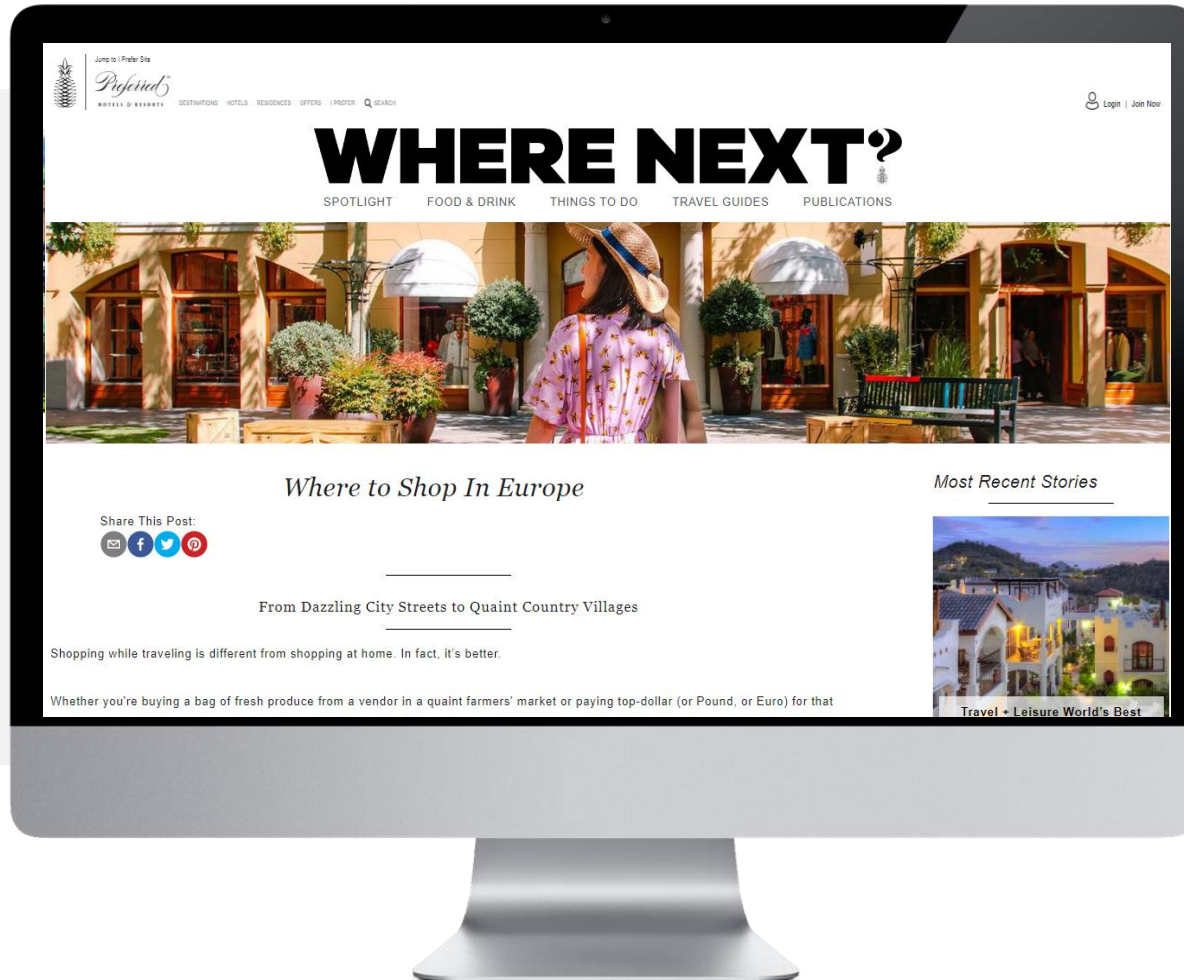
2

Display advertising targeting people who have expressed an interest in travel to Beaches & Island destinations

3

Remarketing ads for visitors of the campaign landing page

PREFERRED BLOG



1

Dedicated Blog Post

2

Blog to be featured in upcoming IP Newsletter

3

<https://preferredhotels.com/where-next/spotlight/where-shop-til-you-drop-europe>

I PREFER MEMBER E-MAIL

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I PREFER EMAIL

1

Email supporting content relevant to the campaign theme and the participating hotels

2

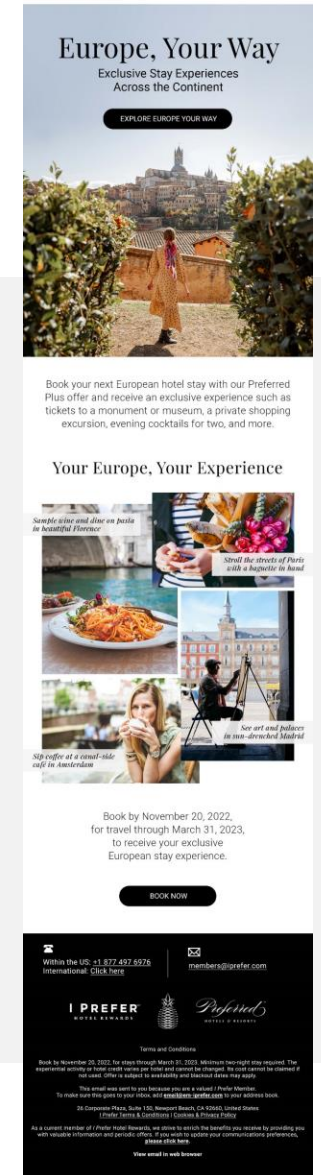
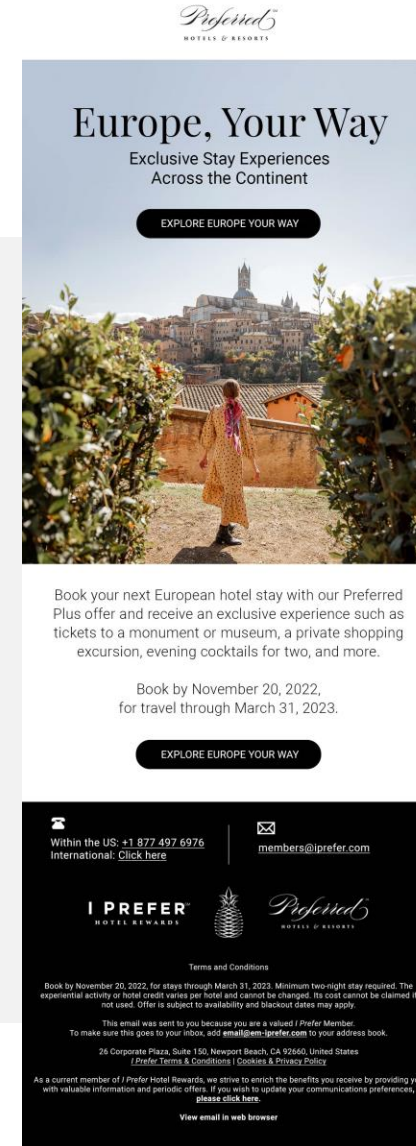
Highly targeted audience of *I Prefer* members

3

Deployment: August 18, 2022

4

Creative test, showing additional imagery vs no additional imagery



PREFERRED GLOBAL SALES

THE SPOTLIGHTS: DESTINATION EUROPEAN CITY BREAKS

SALES FLYER

Dedicated sales flyer distributed to key agents and agencies within the Preferred network

Preferred
HOTELS & RESORTS

Europe, Your Way

Exclusive Stay Experiences Across the Continent

Rate Code:
MKTVIP

Offer your clients an exclusive complimentary local or on-property activity or experience with our **Preferred Plus** offer.


As a valued Travel Advisor, we invite you to book our **Europe, Your Way Preferred Plus** offer, a destination-focused campaign highlighting Preferred Hotels & Resorts European city properties and complimentary exclusive experiences ranging from museum tickets for two to rooftop cocktails or VIP shopping.

With properties in France, Germany, Spain, Italy, the Netherlands, and UK, this offer provides your clients the perfect opportunity to not only explore Europe, but also experience it.


Book your client's next European vacation with our **Preferred Plus** offer and wow them with a local or on-property experience.

Reserve by November 20, 2022, for travel through March 31, 2023.


GDS Booking:
Search codes **PH** or **PV**
<https://preferredhotels.com/explore-europe>




Hotel Napoleon Paris
Paris, France
Guests receive two tickets to the top of the Arc de Triomphe.




Hotel Wellington
Madrid, Spain
Guests enjoy special pricing on a Champagne and oyster experience.




Bernini Palace Hotel
Florence, Italy
Guests are offered a traditional aperitif for two at the hotel's Lounge Bar.




Hotel Bristol Palace
Cortina, Italy
Guests are welcomed with cocktails and traditional local delicacies.




Hotel Monaco & Grand Canal
Venice, Italy
Guests are served a cocktail before setting off for a personalized shopping trip.




The Grand York
York, England, UK
Guests can explore York with tickets to the city's Hop-on Hop-off bus tour.



Pulitzer Amsterdam
Amsterdam, Netherlands
Guests enjoy complimentary breakfast, a round of cocktails, and a deck of cards.



Hotel Maximilian's
Augsburg, Germany
Guests wake to a Champagne breakfast and a VIP shopping experience.

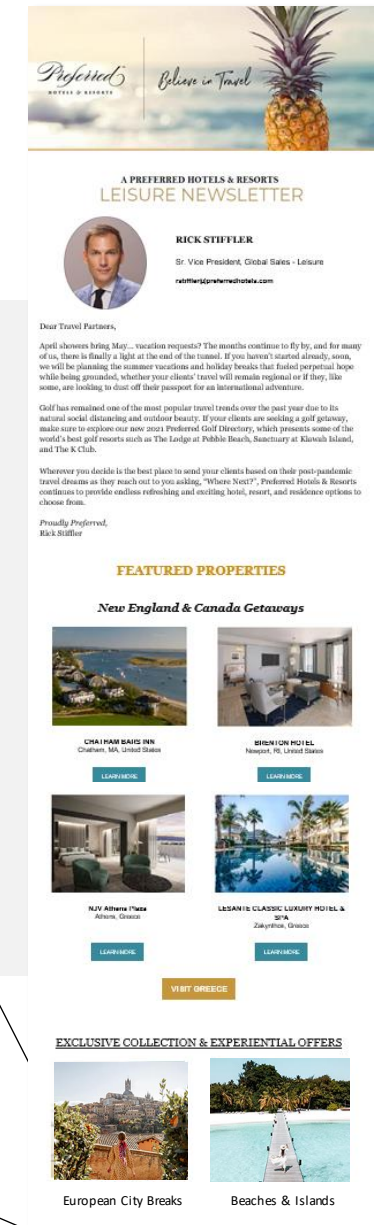
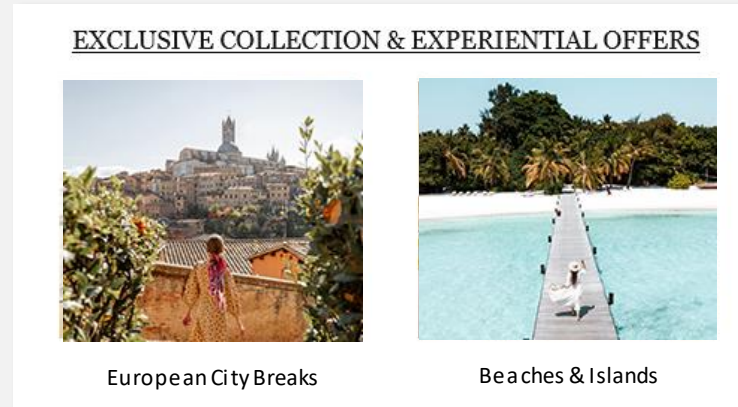


Deltapark Vitasresort
Gronit, Switzerland
Guests can indulge in an aromatic oil massage at the hotel's DeltaSpa.

Terms and Conditions
Book by November 20, 2022, for stays through March 31, 2023. Minimum two-night stay required. The experiential activity or hotel credit varies per hotel and cannot be changed. No cash cannot be claimed if not used. Offer is subject to availability and blackout dates may apply.

THE SPOTLIGHTS: DESTINATION EUROPEAN CITY BREAKS SALES NEWSLETTER

Banner inclusion in sales newsletter
which gets sent to key travel agents
within the Preferred network





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