



THE MARKETPLACE PREFERRED HOTELS & RESORTS — 2022

THE ACCELERATOR —SEASONAL CAMPAIGN: FESTIVE

October 27 — December 31, 2022

THE ACCELERATOR - SEASONAL CAMPAIGN: FESTIVE

CAMPAIGN OVERVIEW



OBJECTIVES

Drive Traffic and bookings to hotels participating in The Marketplace – The Essentials

STRATEGY

Encourage travelers to book getaways during the holiday season promoting 3 of our best Essentials Offers

CAMPAIGN MESSAGE

Make your festive season hotel stay happier this year with three holiday travel offers you're sure to love.

TIMING

October 27 – December 31, 2022

OFFER

Stay More, Save More
Preferred Bed & Breakfast
Preferred Suites



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CAMPAIGN MESSAGE



Your Happy Holiday Hotel Offers

Whether you're heading home for the holidays, heading out for a year-end escape, or traveling together as a family for a new tradition, these three holiday travel offers are here to help you make this festive season a special one. Book by December 31, 2022, to save on your next getaway.

Stay More, Save More
Preferred Bed & Breakfast
Preferred Suites



TARGET AUDIENCE

- Global / *Prefer* members
- Preferred Hotels & Resorts Followers on Social Media



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PARTICIPATING HOTELS



	Offer	Number of Properties Participating
1	Stay More, Save More	64
2	Preferred Bed & Breakfast	55
3	Preferred Suites	60

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ENGAGEMENT CHANNELS

PHR Brand Social Media

Strategic Targeting

Digital
Media

I Prefer
Engagement

Email to *I Prefer* Member:
Segmentation strategy to complement the
destination
and participants

Online
Merchandising

Dedicated Landing Page

PREFERRED
GLOBAL
MARKETING

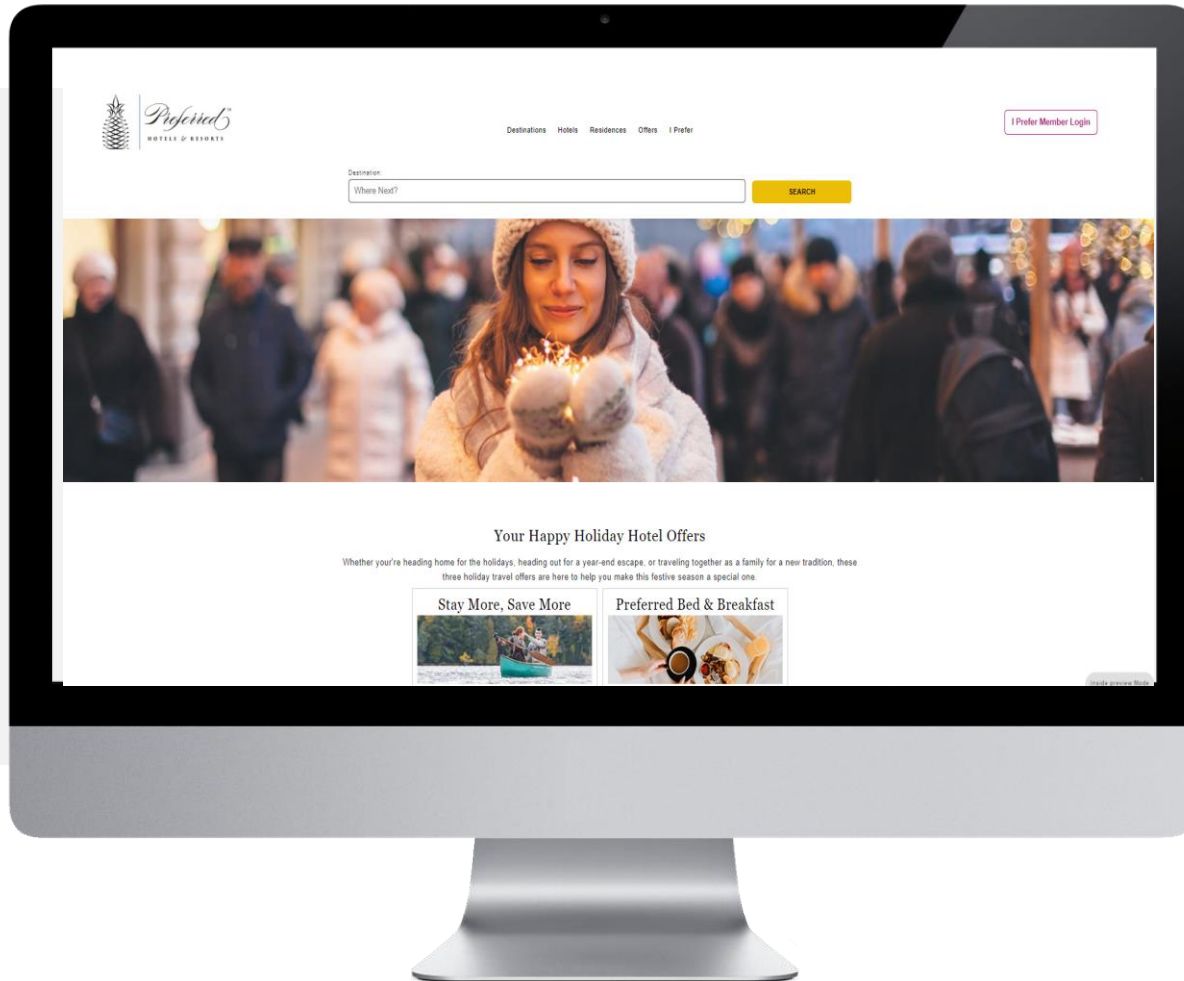


DIGITAL TACTICS

THE ACCELERATOR – SESONAL CAMPAIGN: FESTIVE

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PREFERRED BRAND WEBSITE



1

Dedicated landing page featuring participating hotels

2

Landing page live October 27 – December 31, 2022

3

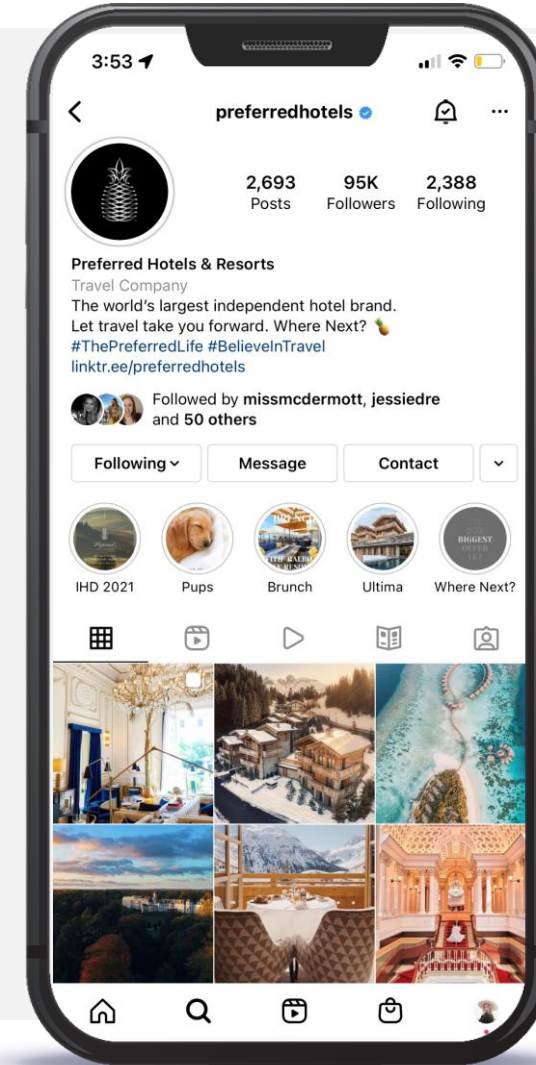
<https://preferredhotels.com/offer/festive>

BRAND SOCIAL

WE ARE STORYTELLERS...

- **INSTAGRAM:**
 - **Posts, Reels & Story features**
 - Details: A selection of the above formats will be activated to raise awareness of activity and link to the campaign landing page.
 - Audience Reach: 107k Followers
- **FACEBOOK:**
 - **Posts & Stories**
 - Posts on the @PreferredHotels Facebook Page will detail offer with a direct link to the campaign landing page. Potential for Instagram stories to also feature on Facebook stories
 - Audience Reach: 302k
- **INTERACTIVE TWEETS:**
 - **Twitter Posts**
 - Details On the @PreferredHotels Twitter, all tweets will include links to the campaign landing page
 - Audience Reach: 32k

Depending on strength of offer and imagery available, a combination of the above channels will be activated in support of the promotion.



I PREFER MEMBER E-MAIL

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I PREFER EMAIL

1

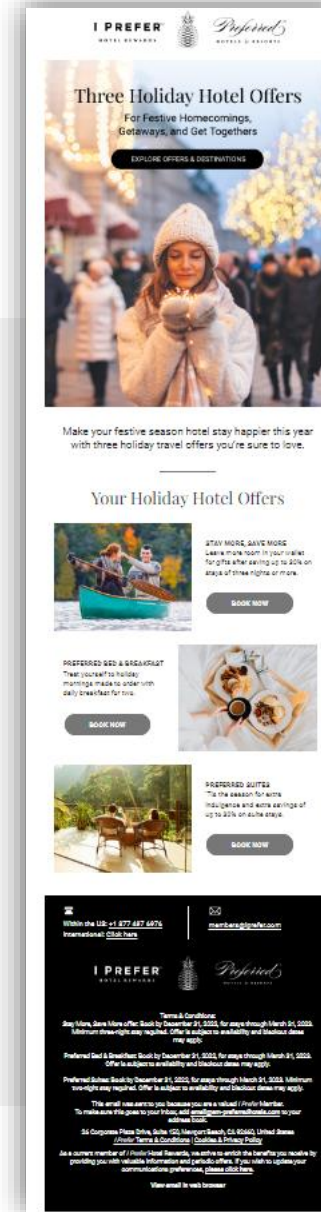
Email supporting content relevant to the campaign theme and the participating hotels

2

Deployment: October 27, 2022

3

Creative test, long version showing participating hotels vs short version not showing hotels





THE MARKETPLACE

PREFERRED HOTELS & RESORTS