

# MARKETPLACE PREFERRED HOTELS & RESORTS — 2022

SEASONAL ACCELERATOR: CYBER OFFER 2022

November 28th, 2022

# SUMMARY OF THE CAMPAIGN

### CAMPAIGN OVERVIEW



### **OBJECTIVES**

Drive traffic and bookings to participating hotels from key feeder markets.
Stand out from the competition on Cyber Monday.

### **STRATEGY**

Drive urgency with a one day only Cyber Monday offer for a free night offer AND 30,000 *I Prefer* bonus points incentive

### **CAMPAIGN MESSAGE**

A Free Night Stay Now AND a Free Night Stay Later! A Cyber Monday Deal that Takes you Places!

Receive a free night AND 30,000 *I Prefer* points, worth one night free toward a future stay when you book 2 nights or more. Pack your bags and start picturing your next trip.

### **TIMING**

Cyber Monday across the globe

Offer Starts on:

Sunday 27<sup>th</sup> - 16:01 PST Monday 28<sup>th</sup> - 00:01 am GMT Monday 28<sup>th</sup> - 08:01 am SGT

Offerends:

Monday 28<sup>th</sup> - 23:59 PST Tuesday 29<sup>th</sup> - 07:59 am GMT Tuesday 29<sup>th</sup> - 15:59 SGT



**OFFER** 

One (1) night free AND 30,000 BONUS POINTS OFFER: Valid for

booked on November 27 and 28,

Hotel participating in the 2022

Cyber Monday campaign.

2022, only, and completed before March 31, 2023, at any *I Prefer* 

stays of minimum 2 nights,



### **CAMPAIGN MESSAGE**



# A Free Night Stay Now AND a Free Night Stay Later!

### WHERE NEXT?

Finally: A Cyber Monday Deal that Takes You Places

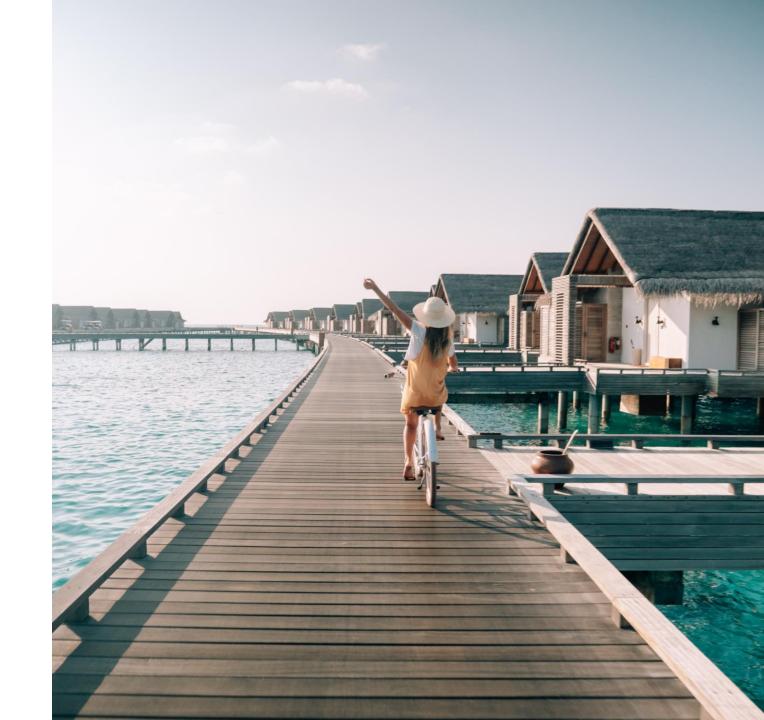
Our biggest sale of the year is here! We're making your travel dreams possible with a special promotion. Book two nights at a participating location across the globe and receive a free night now AND 30,000 *I Prefer* bonus points worth one night free toward a future stay. Pack your bags and start picturing your next trip.





# TARGET AUDIENCE

- Cyber Monday Sale consumers looking to take a luxury vacation and searching for "deals"
- Global feeder markets for participating hotels
- Qualified I Prefer members









### THE OFFER



- RATE PROGRAM NAME:
  - Cyber Sale
- RATE PROGRAM CODE:
  - MKTCYB

30,000 *I Prefer* Bonus Points worth one free night sponsored by Preferred Hotels & Resorts

- VALID ARRIVAL DATE:
  - November 27, 2022 March 31, 2023
- VALID BOOKING DATE:
  - Sunday 27<sup>th</sup> 16:01 PST (or local time equivalent)
  - Monday 28<sup>th</sup> 23:59 PST (or local time equivalent)
- OFFER DESCRIPTION:
  - Stay two (2) nights or more and get an extra night free when you book rate code MKTCYB
  - Plus receive 30,000 *I Prefer* points, worth one night free toward a future stay **Sponsored by Preferred**

**BLACK OUT DATES MAY BE APPLIED** 







# **ROUTES TO MARKET**



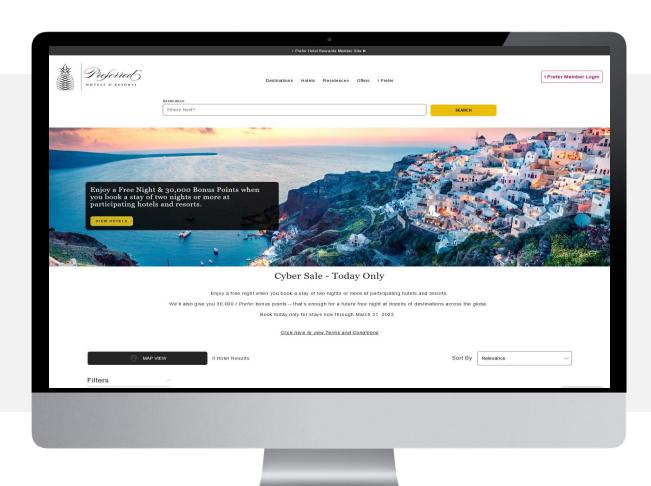






# **DIGITAL TACTICS**

### PREFERRED BRAND WEBSITE





- Landing page live on November 27 at 16:01 PST for 36 hours
- Website Pop-Up to educate customers that arrive to Preferredhotels.com by way of organic traffic





### DIGITAL DISPLAY

1

### **PROSPECTING**

- Contextual targeting
- People looking for a similar property
- People looking for travel related cyber deals

2

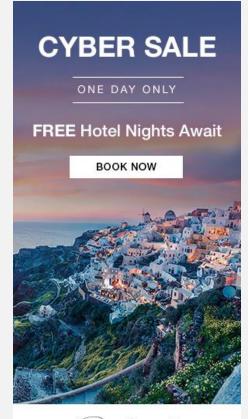
### LANDING PAGE REMARKETING

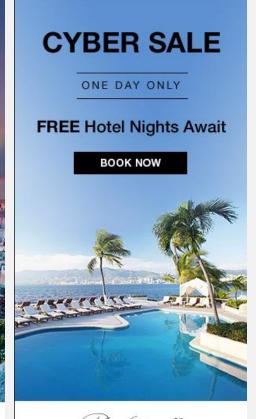
 Display advertising for visitors who land on the dedicated campaign landing page

3

### SEGMENTED AUDIENCES FOCUSING ON

- Behavior past user / booker data
- Psychographic aspirational and interest in luxury hotel offers
- Demographic targeting















## PAID SOCIAL MEDIA



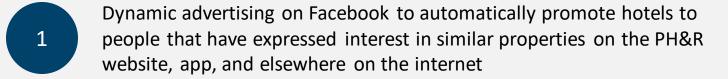
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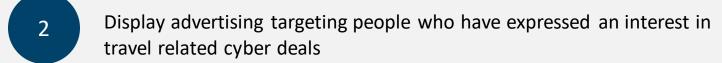
**CYBER SALE** 

Preferred

ONE DAY ONLY

**FREE Hotel Nights Await** 











# I PREFER MEMBER E-MAIL

# I PREFER MEMBER EMAIL



- Three email deployments and unique creatives all supporting the one-day Cyber Monday sale
- 2 Highly targeted audience of feeder markets for participating hotels
- Deployment Dates:
  Sunday 27<sup>th</sup> 16:01 PST
  Monday 28<sup>th</sup> 00:01 am GMT
  Monday 28<sup>th</sup> 08:01 am SGT

Enjoy a Free Night When You Book Two Nights or More

Plus, Receive:



Bonus / Prefer Points

That's Enough for a Future Free Reward Night

Must book today for stays now through March 31, 2023.

BOOK NOW





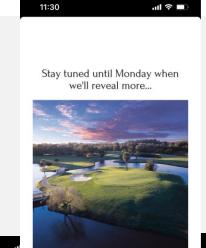


# PUBLIC RELATIONS AND SOCIAL MEDIA

# **BRAND SOCIAL**

### WE ARE STORYTELLERS...

- **INSTAGRAM:** 
  - Story features
  - Details: Pre-offer teasers
  - Instagram stories during the promotion time driving people to book on the offer landing page
  - Audience Reach: 107k Followers



THE #CYBERMONDAY (>)



#CyberMonday is on the horizon, and we have some exceptional offers which ma be just the ticket

11:30

To celebrate, for today only,

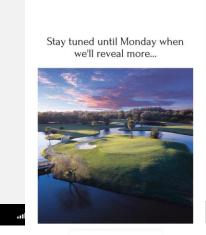
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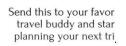


book two nights or more at selected hotels and enjoy a free night now



plus I Prefer bonus points to spend on a stay at a later date









@ DISCOVER MORE NOW



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Perhaps some family vacation inspiration?









### **PUBLIC RELATIONS**

Global PR Pitch promoting the offer - I Prefer Celebrates Cyber Monday

Distribution date November 21, 2022























## PUBLIC RELATIONS - COVERAGE

# **Forbes**

30 Of The Best Black Friday **Cyber Monday Travel Deals** 

2x free nights with I Prefer Hotel Rewards offer



ht stay at a participating

orts hotel during the 24-hour

eceive an additional night as

Preferred Hotels and Resorts

Preferred Hotels and Resorts' (the largest independent hotel brand in the world) 24-hour Cyber Monday sale has a slightly different structure than other Cyber Week deals, offer

**POINTS** 

**GUY** 

These Cyber Monday hotel deals can save you hundreds on your next stay

For this deal, first sign up for Book on Nov. 28 to get a third receive 30,000 I Prefer bonus stay. Valid for travel through I

To book: Visit the Preferred I

### **LOYALTY**LOBBY

Preferred Hotels I Prefer Cyber Monday Offer - Free Night & 30,000 Bonus Points



I Prefer members can get a free night and 30,000 bonus points when booking a stay of a minimum of two nights at participating properties



Preferred Hotels Cyber Monday promo: Free night + 30K points w/ 2-night booking

Preferred Hotels is advertising a Cyber Monday sale whereby members of its I Prefer loyalty program can get a free night and 30,000 bonus points when they book on Monday, 11/28 only using promo code MKTCYB and book at least two paid nights. In other words, it's like a "third night free" promotion with a bonus of 30,000 points. Stays must be booked on 11/28



Preferred Hotel Group Cyber Monday offer: 30,000 hanva nainta . 2nd night free

# **nerdwallet**

### 20 Black Friday and Cyber Monday Travel Deals to Check Out

Free night and bonus points for Preferred Hotels I Prefer

On Cyber Monday, new and existing members of the Preferred Hotels & Resorts I Prefer loyalty program will get an extra night free and a booking bonus of 30,000 I Prefer points on stays of two nights or more. That's enough bonus points to cover another night on a future stay

I Prefer is free to join, so even if you're not currently a member, sign-up in time and you can also benefit from the deal. Guests must book a minimum of two nights to get the free night and bonus points. Valid for stays through March 31, 2023. Book here, but note that this link will not go live until Nov. 28, 2022.

nazing Cyber Monday offer of 30,000 bonus points ave sweetened the pot if you stay 3 nights or more ookable on today, Cyber Monday November 28th

stays of 2 or more nights that are booked with this eem for 1 night at their 30,000 point level hotels but they could earn two free nights for your stay of two nights.

hts but if you choose to stay longer, not only will you your 3rd night free!



d Hotel Group Cyber Monday offer: 30,000 oints + 3rd night free



Hotels Unveils Cyber Monday Sale for I Prefer



### Last-Minute 2022 Black Friday, **Cyber Monday Travel Deals**



w of the Hotel Californian, (photo via Preferred Hotels & Resorts)

### eferred Hotels & Resorts

s Cyber Monday, independent hotel brand Preferred Hotels & Resorts is arding members of its I Prefer Hotel Rewards loyalty program (free to join) and the world with a free night stay now and a free night stay later when

book a minimum two-night stay at participating Preferred properties on Monday, November 28. The offer is valid for travel through March 31, 2023.



independent hotel brand, is rewarding members of its I Prefer Hotel Rewards s their current bookings and future bookings. It's all part Preferred's Cyber Monday

hich is free to join, get an extra night free and a booking bonus of 30,000 I Prefer ture stay) when booking a minimum two-night stay at participating Preferred properties is valid for travel through March 31, 2023.

yber Monday deal range from \$393 per night at the XV Beacon in Boston to \$119 hight at Santa Barbara's Hotel Californian (pictured above). International offers enda Encantada Resort & Residences in Mexico, \$343 per night at Hotel Napoleon



HOTELS & RESORTS

# CYBER SALE 2022

**CAMPAIGN RESULTS** 

### CAMPAIGN REACH & RATE PLAN PRODUCTION



9+M

Digital Display and Paid Social Media impressions



20+ K

Visits to dedicated landing page on PH.com



286K

Email sends to targeted *I Prefer*Members



14 article placements66 Million+ total impressions impacting consumer and trade audiences

**\$1.3 Million+** ad equivalency value of total publicity garnered

KPI <sup>1,2</sup>	TOTAL RATE PLAN REVENUE	<b>PHG</b> CHANNELS <sup>3</sup>	HOTEL CHANNELS⁴
Revenue	\$ 398,392	\$ 113,624	\$284,768
Bookings	392	120	272
Nights	1,280	426	854
ADR	\$ 291	\$227.5	\$ 330

- 1 Results are based on gross figures inclusive of cancellations
- 2 Results are based on MKTCYB rate code for the duration of the campaign
- 3 PHG Channels include PHG IBE, GDS and PHG Voice
- 4 Hotel Channels include Hotel IBE and Hotel Voice Agent







# Should you have any questions please contact:

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