

A dark, atmospheric photograph of a convertible car driving on a desert road at dusk or dawn. The car is seen from a rear perspective, with two people inside. The background shows a vast, arid landscape with low mountains under a dim sky.

THE MARKETPLACE PREFERRED HOTELS & RESORTS — 2022

SEASONAL ACCELERATOR: CYBER OFFER 2022

November 28th, 2022

SUMMARY OF THE CAMPAIGN

ACCELERATOR: CYBER OFFER 2022

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 27th - 16:01 PST
Monday 28th - 00:01 am GMT
Monday 28th - 08:01 am SGT

Offer ends:

Monday 28th - 23:59 PST
Tuesday 29th - 07:59 am GMT
Tuesday 29th - 15:59 SGT

OFFER

One (1) night free AND 30,000 BONUS POINTS OFFER: Valid for stays of minimum 2 nights, booked on November 27 and 28, 2022, only, and completed before March 31, 2023, at any *I Prefer* Hotel participating in the 2022 Cyber Monday campaign.

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 / *Preferbonus* 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 / *Preferred* members



THE OFFER



- **RATE PROGRAM NAME:**

- Cyber Sale

- **RATE PROGRAM CODE:**

- MKTCYB

- **VALID ARRIVAL DATE:**

- November 27, 2022 – March 31, 2023

- **VALID BOOKING DATE:**

- Sunday 27th - 16:01 PST (or local time equivalent)
- Monday 28th - 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**

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

BLACK OUT DATES MAY BE APPLIED

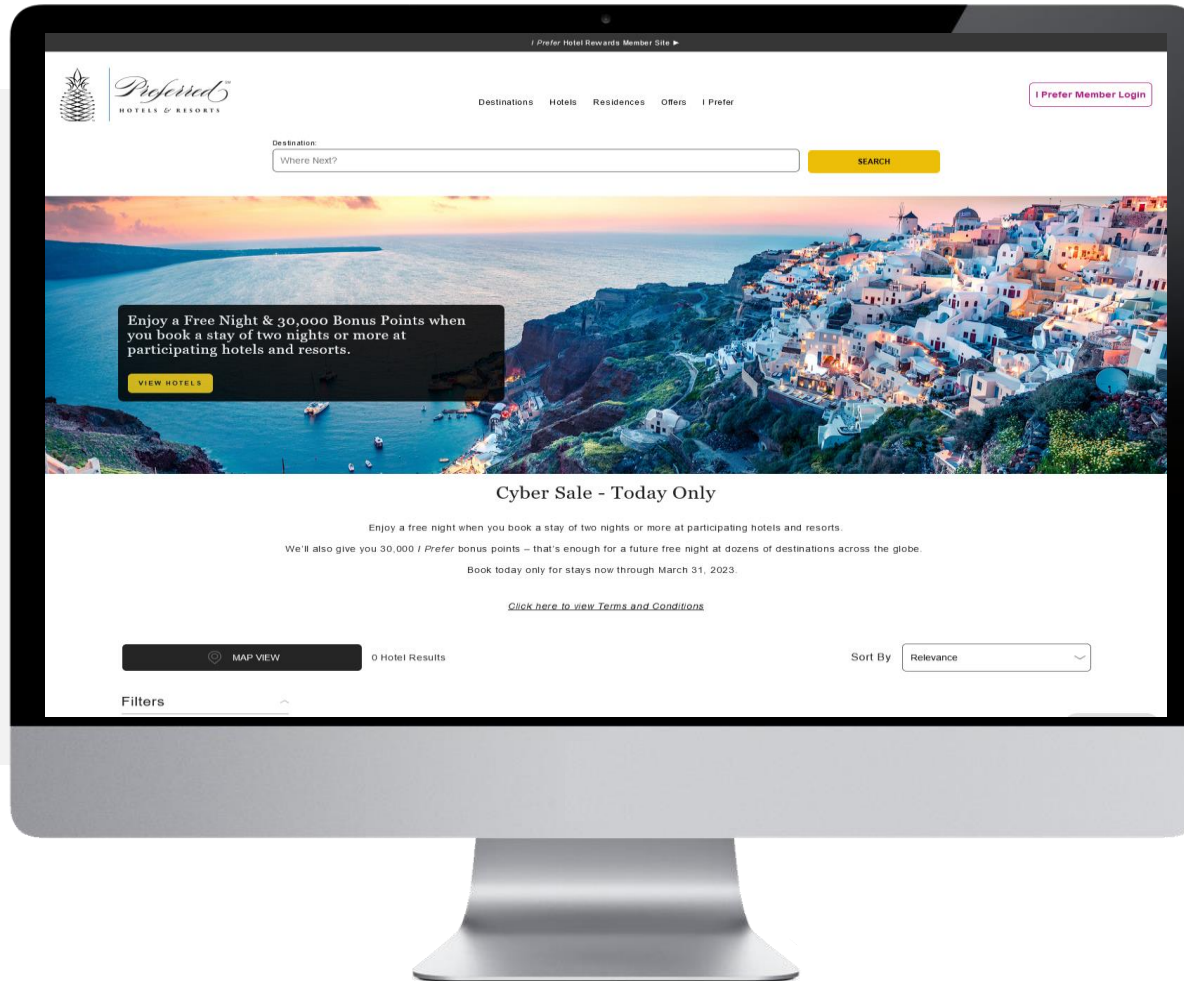
ROUTES TO MARKET



DIGITAL TACTICS

ACCELERATOR: CYBER OFFER 2022

PREFERRED BRAND WEBSITE



1

Dedicated landing page featuring participating hotels

2

Landing page live on November 27 at 16:01 PST for 36 hours

3

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

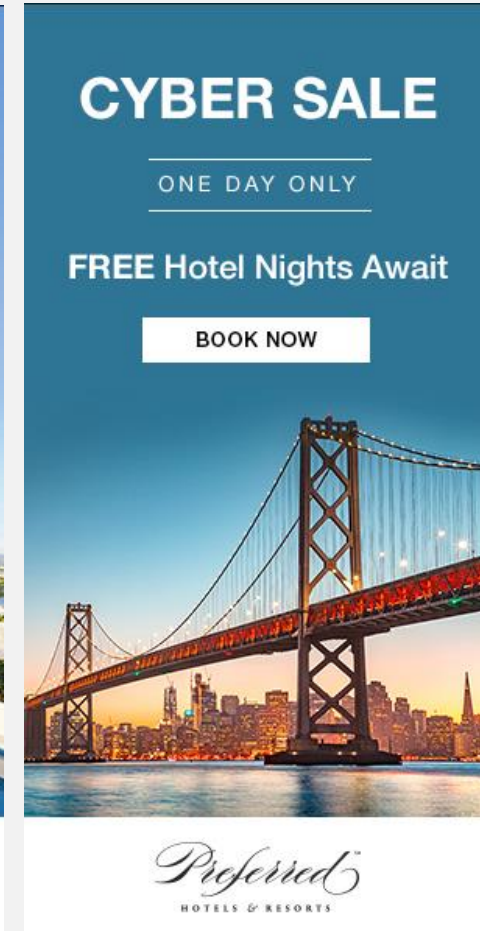
LANDING PAGE REMARKETING

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

3

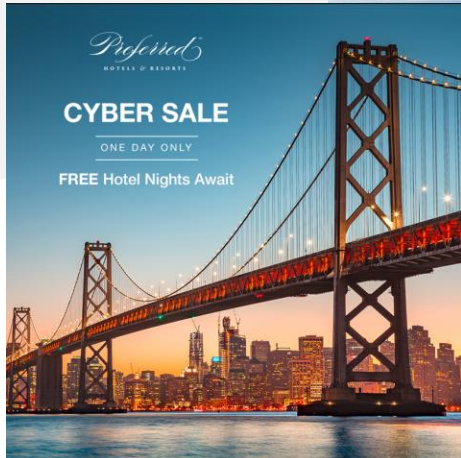
SEGMENTED AUDIENCES FOCUSING ON

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



THE ACCELERATOR: CYBER OFFER 2022

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 related cyber deals

3

Remarketing ads for visitors of the campaign landing page

I PREFER MEMBER E-MAIL

ACCELERATOR: CYBER OFFER 2022

I PREFER MEMBER EMAIL



1

Three email deployments and unique creatives all supporting the one-day Cyber Monday sale

2

Highly targeted audience of feeder markets for participating hotels

3

Deployment Dates:

Sunday 27th - 16:01 PST

Monday 28th - 00:01 am GMT

Monday 28th - 08:01 am SGT

Enjoy a Free Night
When You Book Two Nights or More

Plus, Receive:



30,000

Bonus I Prefer Points

That's Enough for a Future Free Reward Night

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

[BOOK NOW](#)

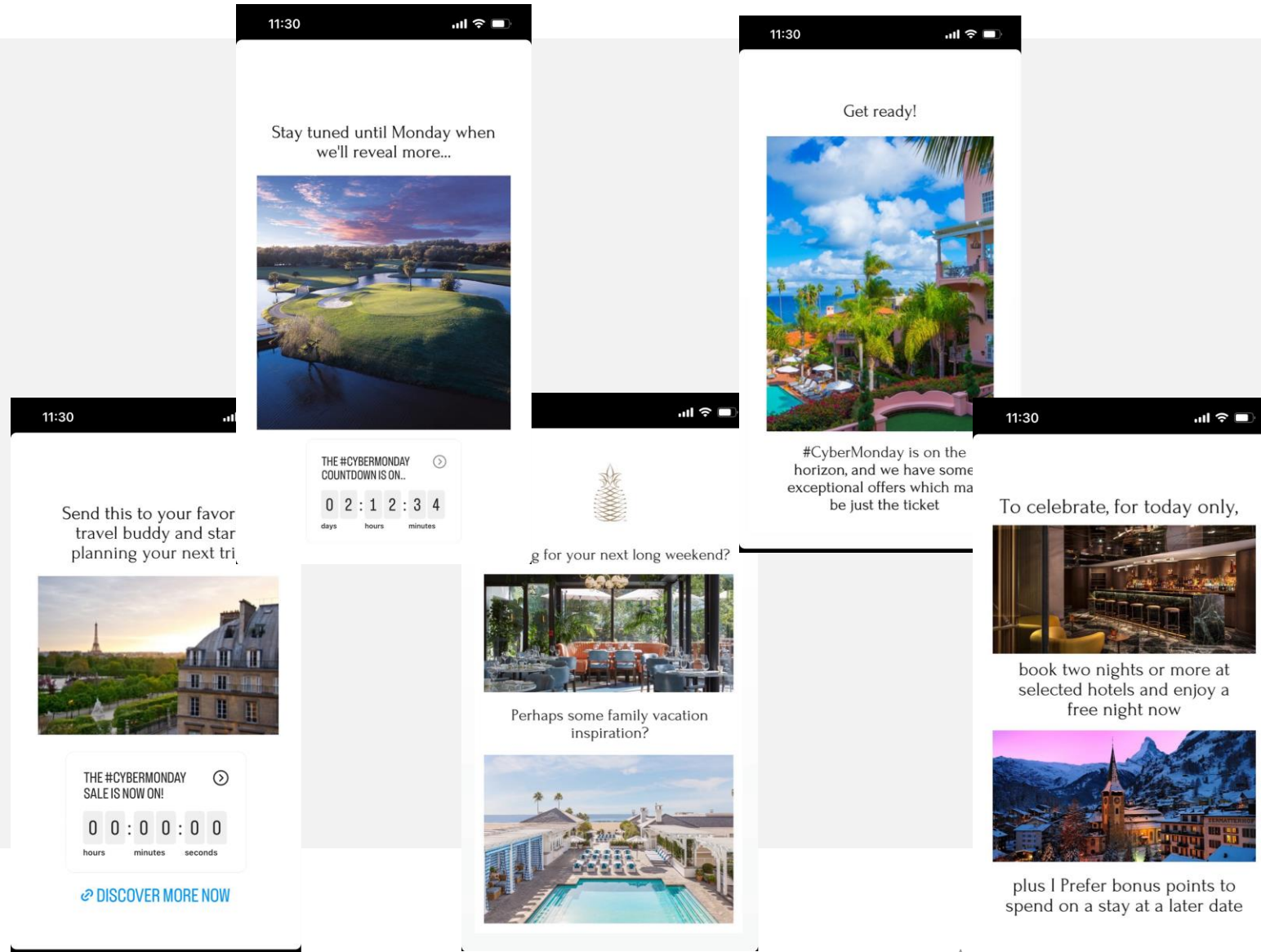
PUBLIC RELATIONS AND SOCIAL MEDIA

ACCELERATOR: CYBER OFFER 2022

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



PUBLIC RELATIONS

1

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

2

Distribution date November 21, 2022



Forbes



RWRDS
CANADA



FREQUENT
MILER

EARN MILES WITHOUT FLYING



frequent flyer
bonuses

LOYALTYLOBBY



INSIDER TRAVEL
REPORT

Head for Points



nerdwallet





CYBER SALE 2022

CAMPAIGN RESULTS

CAMPAIGN REACH & RATE PLAN PRODUCTION



9+M

Digital Display and
Paid Social Media
impressions



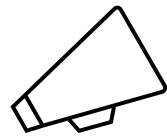
286K

Email sends to
targeted I Prefer
Members



20+ K

Visits to
dedicated landing
page on PH.com



14 article placements
66 Million+ total impressions
impacting consumer and trade
audiences
\$1.3 Million+ ad equivalency
value of total publicity garnered

KPI ^{1,2}	TOTAL RATE PLAN REVENUE	PHG CHANNELS ³	HOTEL CHANNELS ⁴
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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