



Q1 & Q2 2023 INTEGRATED MARKETING & COMMUNICATIONS CALENDAR

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
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









CO-OPERATIVE MARKETING/THE MARKETPLACE - THEMARKETPLACE@PREFERREDHOTELS.COM						
THE ESSENTIALS	THE ESSENTIALS - BRANDED RATE PROGRAMS*					
	Stay More, Save More Preferred Suites Preferred Bed & Breakfast Preferred Extended Stay Preferred Advance Purchase Preferred Curations	Preferred Plus Preferred Extended Stay Best Available Rate American Express Extra Night Offer American Express Preferred Family Offer Mastercard Standard Offer	Mastercard Premium Offer Visa Worlds Offer Visa Worlds Golf Offer I Prefer Member Rate I Prefer Flexible Member Rate			
			Spring Travel Inspiration 			Summer Fun*
EXPERIENCE SPOTLIGHT CAMPAIGNS	Spa & Wellness* 					
	Family Travel* 					
	Beaches & Islands* 					
	Celebrations* 					
	Boutique 					
DESTINATION SPOTLIGHT CAMPAIGNS	Europe Destination* 					
	Asia Destination* 					
	California Destination* 					
	Scandinavia* 					
THE ACCELERATORS (LAST MINUTE ESCAPES)	2 X LME* 	2 X LME* 	2 X LME* 	2 X LME* 	2 X LME* 	2 X LME*

Key to Marketing Channels

DEDICATED LANDING PAGE	EMAIL	DIGITAL PAID MEDIA	BLOG POST	ORGANIC SOCIAL MEDIA	B2C ACTIVATIONS	B2B ACTIVATIONS	PR ACTIVATIONS	DISPLAY REMARKETING /ADVERTISING	PAID SEARCH

* Add-on - price starting at \$450 †Property must be an active and engaged participant in the I Prefer Hotel Rewards loyalty program.

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I PREFER ACTIVITIES - LOYALTY@IPREFER.COM						
SEASONAL OFFERS					Gift Card bonus offer  	Tiered points offer / multiplier  
SPECIAL OFFERS W/BRAND						Pineapple Day 
MEMBER OFFERS		VIP Offers†   		VIP Offers†   		VIP Offers†   
ENEWSLETTERS (EDITORIAL/BLOG)	IP eNews 		IP eNews 	IP eNews 	IP eNews 	IP eNews 
REDEMPTION OFFERS			Auction Event†  	Regional Reward Nights  		Auction Event†  
BRAND LEVEL MARKETING - THEMARKETPLACE@PREFERREDHOTELS.COM						
GLOBAL PROMOTIONS	Independent Hotel Day    					International Pineapple Week   
	Where Next 23       			New Global Campaign       		
BRAND DIGITAL MARKETING	24/7/365 Paid Search and Digital Display Marketing   					
ASIA NEWSLETTERS	Lunar New Year  	Japan Regional Newsletter 	China Regional Newsletter 	Southeast Asia Regional Newsletter 	Japan Regional Newsletter 	China Regional Newsletter 
PR ACTIVITIES - PUBLICRELATIONSPHR@PREFERREDHOTELS.COM						
PR ACTIVITIES (IN ADDITION TO THE ACTIVITIES SUPPORTING MARKETING CAMPAIGNS)				I Prefer update release (pending hard news) Forbes Awards global release	Preferred Pride global pitch (Americas EMEA focus)	I Prefer update release (pending hard news)
			St Patrick's Day - Inbound Ireland focus	Earth Day UK/ US/ some Global		International Pineapple Week (Americas EMEA focus)

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ORGANIC SOCIAL ACTIVITIES - SOCIALMEDIA@PREFERREDHOTELS.COM

GLOBAL SOCIAL MEDIA KEY DATES	New Years Day Lunar New Year (Jan 22, 2023) Independent Hotel Day	Valentine's Day Escapes	St Patrick's Day Japan Spring Holiday/ start of Cherry Blossom season	GoldenWeek (Japan) Songkran Festival (Thailand) Earth Day Easter National Pet Day New Member Release	King Charles' Coronation Mother's Day Pride Father's Day Cinco De Mayo China Golden Week	
GLOBAL SOCIAL MEDIA EVERGREEN	User Generated Content and Influencer Content					
	2X Suite of the week	2X Suite of the week	2X Suite of the week	2X Suite of the week	2X Suite of the week	2X Suite of the week
CHINESE SOCIAL ACTIVITIES	Future Travel Chinese New Year Independent Hotel Day	Wedding & Celebration Spend your days on this special Valentine Day	Spa & Wellness	World Earth Day Travel with Preferred "Residences"	Labor Day Travel Destination Recommendation Ecotourism Golf & Adventure Travel with Preferred "Legend"	Golf & Adventure Spend Children's Day with Your Lovely Kids Which Pride Hotel You Prefer? International Pineapple Week Travel with Preferred

BRAND PUBLICATIONS - BRANDCREATIVE@PREFERREDHOTELS.COM

PREFERRED TRAVEL MAGAZINE				Preferred Travel vol 21 Theme: Favorite destinations we love to return to again and again 3 neighborhoods in these favorite destinations: London, Tokyo, New York, Rome, Mexico City, Singapore, Copenhagen Markets Around the World Preferred Journeys: Venice to Como, California Coast Highway, New York to Washington, D.C. by Rail Summer Games Food Worth the Journey (U.S.-focus) Cherished Resorts		
DIRECTORIES		Golf Directory	PH Directory (TPG)		Preferred Residences Directory	
BRAND AD PLACEMENTS			Departures Design&Style	T+L IT List / 500 List	CNT Hot List	Departures Escapes (DPS)
			CNT Slow Travel	AFAR Hospitality		Town & Country Travel
WORLDWIDE HOTEL LISTING	WWHL Digital Update	WWHL Digital Update	WWHL Digital Update	WWHL Print	WWHL Digital Update	WWHL Digital Update
EXPERIENCE FOLIOS (PRINTED)	Weddings & Celebrations	Spa & Wellness	Beaches & Islands	Family Pride		
EXPERIENCE FOLIOS (DIGITAL)	Weddings & Celebrations	Spa & Wellness Adventure	Beaches & Islands	Pets		

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