



# THE MARKETPLACE PREFERRED HOTELS & RESORTS — 2022

SPOTLIGHT CAMPAIGN: EXPERIENCE — FAMILY TRAVEL

End of Campaign Report

THE SPOTLIGHTS: EXPERIENCE – FAMILY TRAVEL

# CAMPAIGN OVERVIEW



## OBJECTIVES

Drive traffic, visibility and bookings to participating hotels through a series of engaging and targeted communications to travelers looking to take a family friendly vacation.

## STRATEGY

Showcase the participating hotels and their appeal in the family travel segment giving a reason to the audience to visit these highlighted destination and properties.

## CAMPAIGN MESSAGE

Family Travel  
Perfect Fun For Everyone

Find Your Family's Perfect Paradise

## TIMING

April 27 – July 12, 2022

## OFFER

Stay More Save More



THE SPOTLIGHTS: EXPERIENCE – FAMILY TRAVEL

# CAMPAIGN MESSAGE



## FAMILY TRAVEL

### Prefect Fun For Everyone

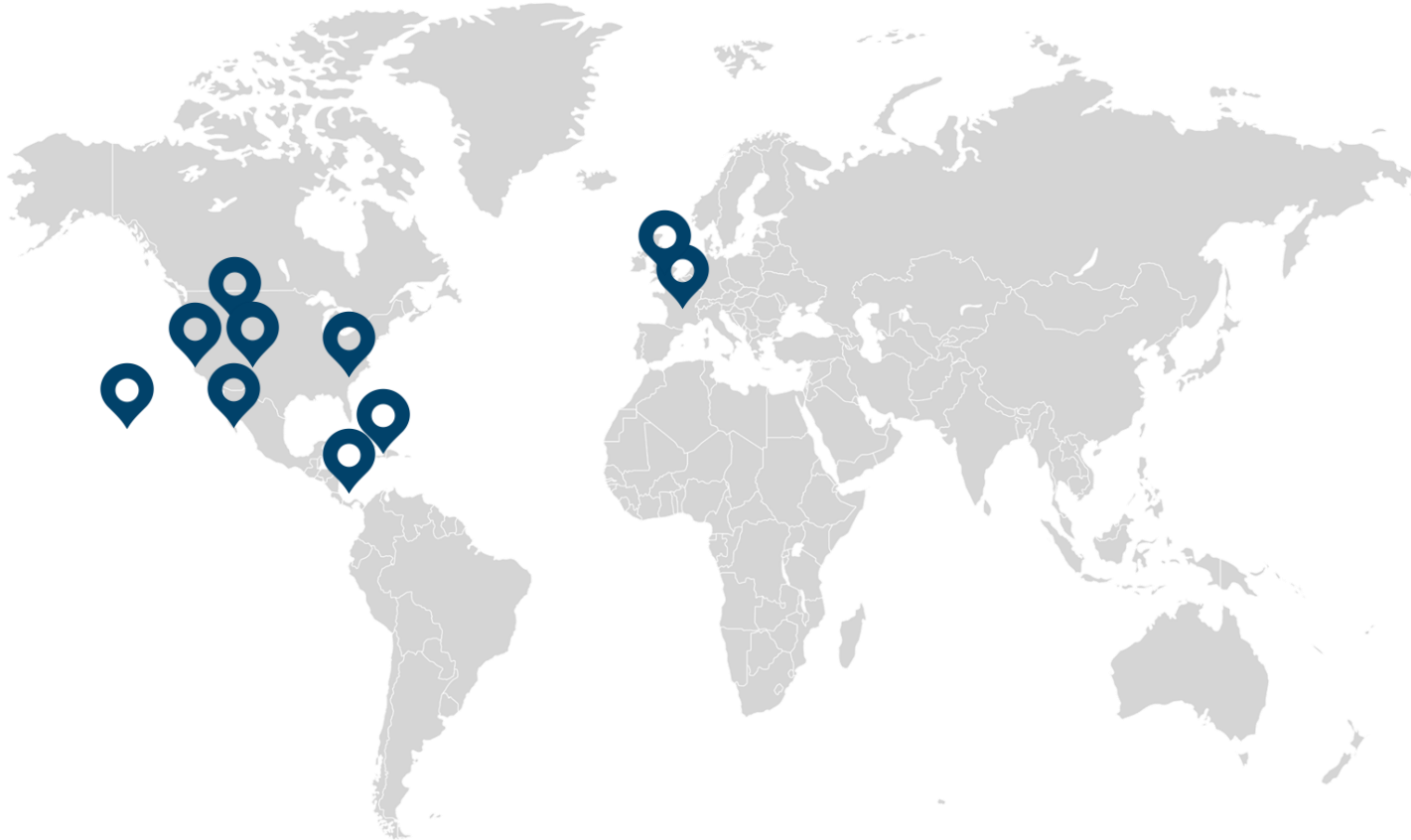
Find Your Family's Perfect Paradise

Experience perfect laughter, perfect sun, and perfect fun at hotels and resorts designed for families who live to travel the world with the people they love the most.



THE SPOTLIGHTS: EXPERIENCE – FAMILY TRAVEL

# PARTICIPATING HOTELS



|    | PROPERTIES  | LOCATION               |
|----|---|------------------------|
| 1  | Alohilani Resort Waikiki Beach                            | Honolulu, HI, USA      |
| 2  | The Wigwam  | Deckers, CO, USA       |
| 3  | Condado Vanderbilt Hotel                                  | San Juan, Puerto Rico  |
| 4  | The Guardsman   | London, United Kingdom |
| 5  | Rancho Santana  | Tola, Rivas, Nicaragua |
| 6  | Woodstock Inn & Resort                                    | Woodstock, VT, USA     |
| 7  | Hotel Napoleon Paris                                      | Paris, France          |
| 8  | The Lake House on Canandaigua                             | Canandaigua, NY, USA   |
| 9  | The Brush Creek Luxury Ranch Collection                   | Saratoga, WY, USA      |
| 10 | Grand Fiesta Americana Los Cabos All Inclusive Golf & SPA | Cabo San Lucas, Mexico |



THE SPOTLIGHTS: EXPERIENCE – FAMILY TRAVEL

# ENGAGEMENT CHANNELS

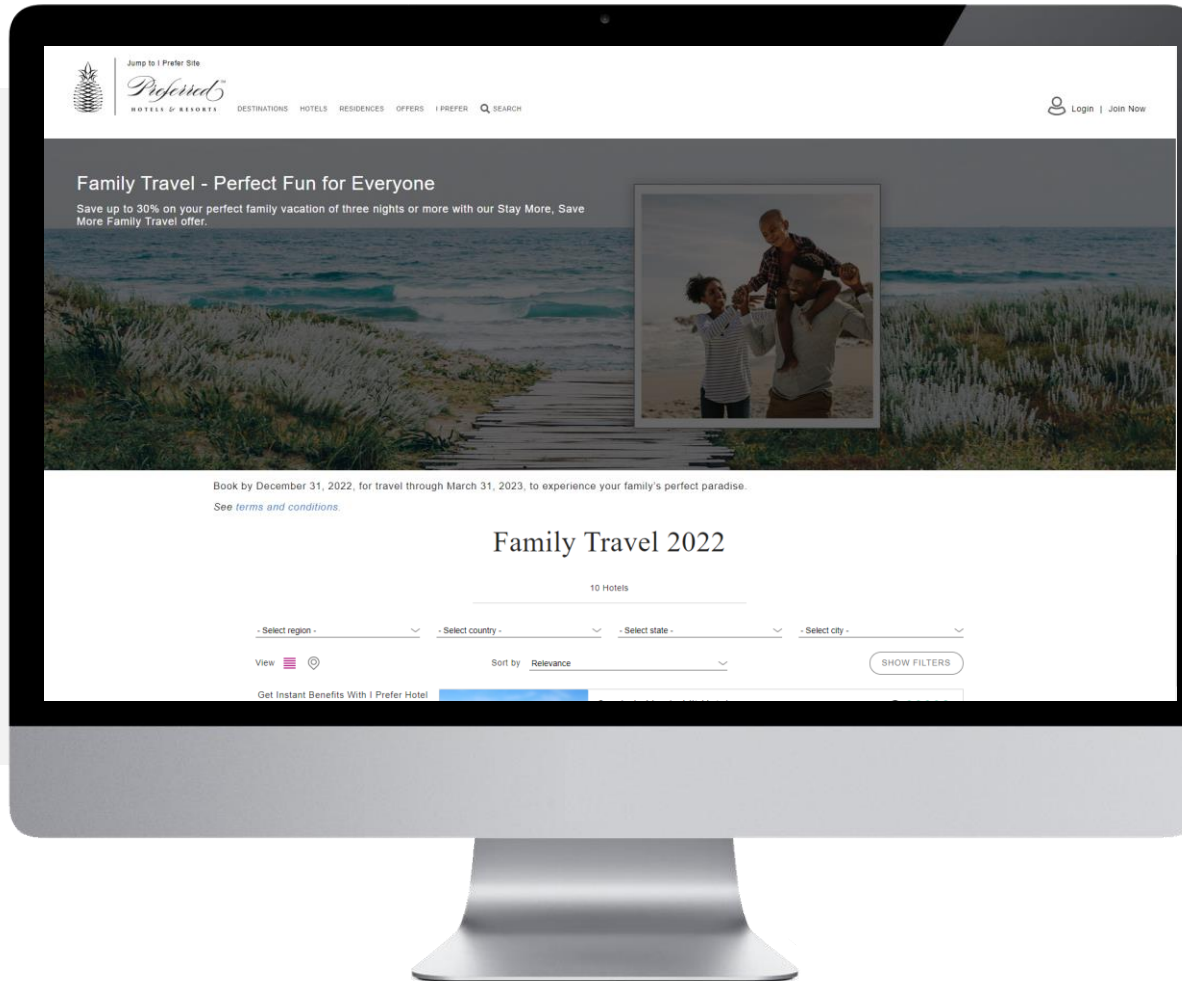


# SPOTLIGHT CAMPAIGN EXPERIENCE - FAMILY

## CAMPAIGN EXPOSURE

# EXPOSURE

## ONLINE MERCHANDISING – DEDICATED LANDING PAGE



1

Dedicated landing page featuring participating hotels

2

Landing page live April – July 2022

3

<https://preferredhotels.com/offer/family-travel-2022>

# EXPOSURE

## DIGITAL MEDIA

### PROSPECTING

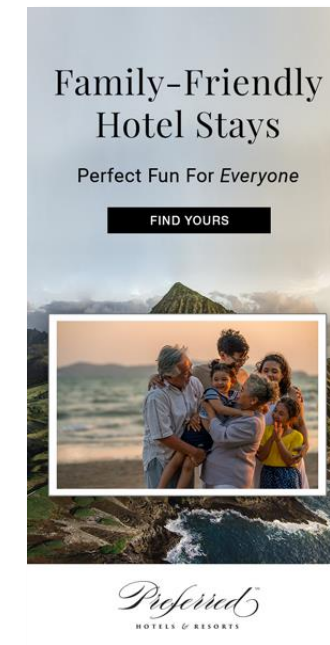
- Contextual targeting
- People looking for a similar property
- People looking for family friendly hotels

### LANDING PAGE REMARKETING

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

### SEGMENTED AUDIENCES FOCUSING ON

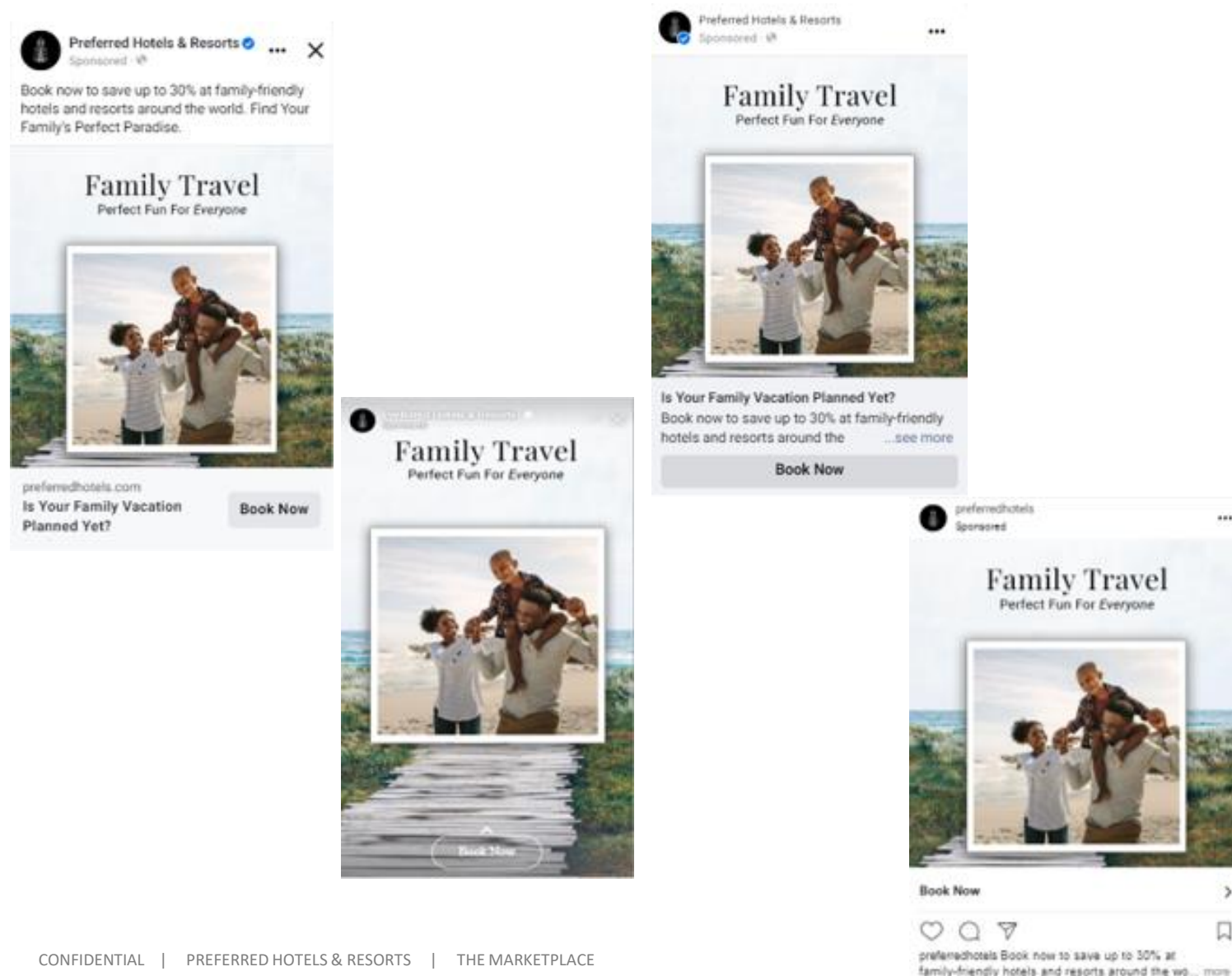
- Behavior – past user / booker data
- Psychographic – aspirational and interest in family friendly travel and vacation
- Demographic targeting





# EXPOSURE

## SOCIAL MEDIA ADVERTISING



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 family Travel

3

Remarketing ads for visitors of the campaign landing page

# EXPOSURE

## EMAIL MARKETING

1

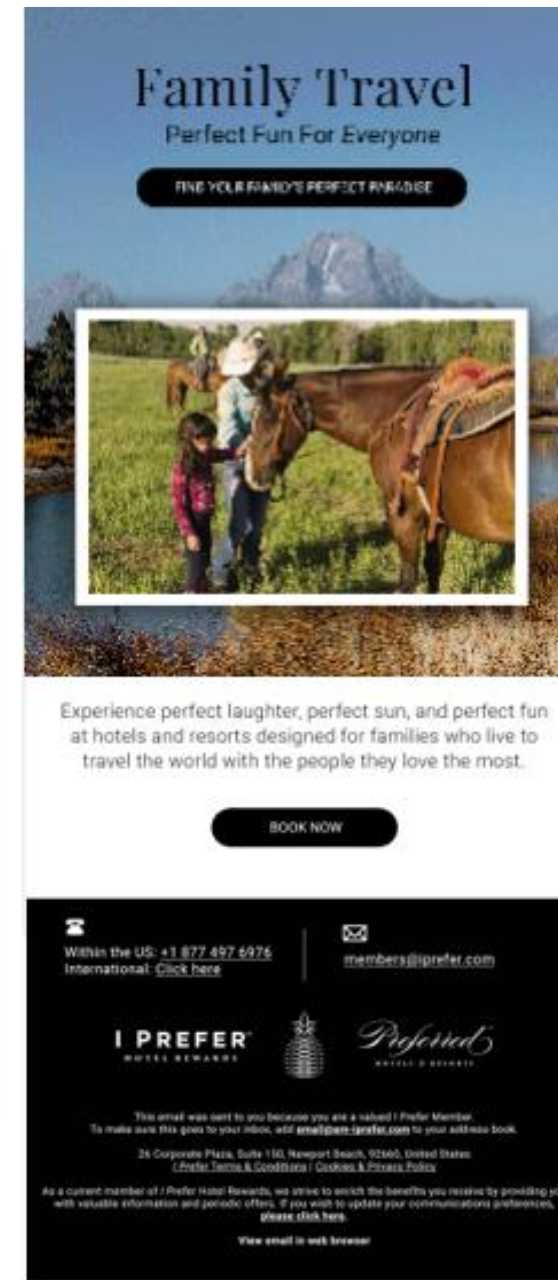
Email supporting content relevant to the campaign theme and the participating hotels

2

Highly targeted audience of feeder markets for participating hotels

3

Deployment: April 28, 2022



# EXPOSURE

## SALES FLYER

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

*Preferred*  
HOTELS & RESORTS

## Family Travel

Perfect Fun For *Everyone*

Rate Code:  
**MKTSSA**

**Save your clients up to 30% on family-friendly hotel stays of three nights or more with our *Stay More, Save More* offer.**

As a valued Travel Advisor, we invite you to book our **Family Travel *Stay More, Save More*** offer – a destination and family-focused deal designed to inspire those who love to travel to do so with the ones they love the most – at up to 30% off!

With **Family Travel – Perfect Fun for *Everyone***, families can find their perfect paradise and save big on stays of three nights or more at family-friendly hotels and resorts around the world.

Book by December 31, 2022, for travel through March 31, 2023, to help your clients experience their next family vacation.

Discounts and dates vary by property. See full [terms and conditions](#).



GDS Booking:  
Search codes **PH** or **PV**  
<https://preferredhotels.com/offer/family-travel>




# EXPOSURE


## SALES NEWSLETTER

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

**EXCLUSIVE COLLECTION & EXPERIENTIAL OFFERS**



Family Travel



Florida & Caribbean

**Preferred**  
HOTELS & RESORTS

*Believe in Travel*

**A PREFERRED HOTELS & RESORTS  
LEISURE NEWSLETTER**

**RICK STIFFLER**  
Sr. Vice President, Global Sales - Leisure  
rstiffler@preferredhotels.com

Dear Travel Partners,

April showers bring May... vacation requests? The months continue to fly by, and for many of us, there is finally a light at the end of the tunnel. If you haven't started already, soon, we will be planning the summer vacations and holiday breaks that fueled perpetual hope while being grounded, whether your clients' travel will remain regional or if they, like some, are looking to dust off their passport for an international adventure.


Golf has remained one of the most popular travel trends over the past year due to its natural social distancing and outdoor beauty. If your clients are seeking a golf getaway, make sure to explore our new 2021 Preferred Golf Directory, which presents some of the world's best golf resorts such as The Lodge at Pebble Beach, Sanctuary at Kiawah Island, and The R Club.

Wherever you decide is the best place to send your clients based on their post-pandemic travel dreams as they reach out to you asking, "Where Next?", Preferred Hotels & Resorts continues to provide endless refreshing and exciting hotel, resort, and residence options to choose from.

Travels Preferred,  
Rick Stiffler

**FEATURED PROPERTIES**


**New England & Canada Getaways**



**CHATHAM BARS INN**  
Chatham, MA, United States  
[LEARN MORE](#)



**BRENTON HOTEL**  
Newport, RI, United States  
[LEARN MORE](#)




**NY Athens Place**  
Athens, Greece  
[LEARN MORE](#)



**LAGANIS CLASSIC LUXURY HOTEL & SPA**  
Zakynthos, Greece  
[LEARN MORE](#)

[VISIT GREECE](#)

**EXCLUSIVE COLLECTION & EXPERIENTIAL OFFERS**



Family Travel



Nordics



# SPOTLIGHT CAMPAIGN EXPERIENCE - FAMILY

## CAMPAIGN RESULTS

# CAMPAIGN REACH & RATE PLAN PRODUCTION



**27.6 M**

Digital Display and  
Paid Social Media  
impressions



**467 K**

Email sends to  
targeted I Prefer  
Members



**6.9 K**

Visits to dedicated  
landing page on  
PH.com

| KPI <sup>1,2</sup> | TOTAL RATE PLAN<br>REVENUE | PHG<br>CHANNELS <sup>3</sup> | HOTEL<br>CHANNELS <sup>4</sup> |
|--------------------|----------------------------|------------------------------|--------------------------------|
| Revenue            | 357,691                    | 92,106                       | 265,585                        |
| Bookings           | 240                        | 43                           | 197                            |
| Nights             | 1,138                      | 250                          | 888                            |
| ADR                | 314                        | 368                          | 299                            |
| LOS                | 4.7                        | 5.8                          | 4.5                            |

1 – Results are based on gross figures inclusive of cancellations

2 – Results are based on MKTSSA rate code for the duration of the campaign

3 – PHG Channels include PHG – IBE, GDS and PHG – Voice

4 – Hotel Channels include Hotel – IBE, PMS and Hotel Voice Agent





# THE MARKETPLACE

PREFERRED HOTELS & RESORTS