



THE

MARKETPLACE

PREFERRED HOTELS & RESORTS

2022

SPOTLIGHT CAMPAIGN: DESTINATION— EUROPEAN CITY BREAKS

End of Campaign Report

THE SPOTLIGHTS: DESTINATION EUROPEAN CITY BREAKS

# CAMPAIGN OVERVIEW



## OBJECTIVES

Drive traffic and bookings to participating hotels from key feeder markets.

Drive incremental revenue to participating hotels through a series of engaging and targeted communications.

## STRATEGY

A platform to showcase unique aspects of European City hotels giving a reason to the audience to visit

## CAMPAIGN MESSAGE

Europe Your Way

Book your next European stay with the *Preferred Plus* offer and enjoy exclusive experiences.

## TIMING

August 18– November 20, 2022

## OFFER

Preferred Plus



# CAMPAIGN MESSAGE



## Europe Your Way

Enjoy exclusive stay experiences across the continent.

Book your next European hotel stay with our *Preferred Plus* offer and receive an exclusive experience such as tickets to a monument or museum, a private shopping excursion, evening cocktails for two, and more.

# TARGET AUDIENCE

- People with a high intent to travel to European hotels within city limits
- Global market
- Qualified / *Prefer* members



# PARTICIPATING HOTELS



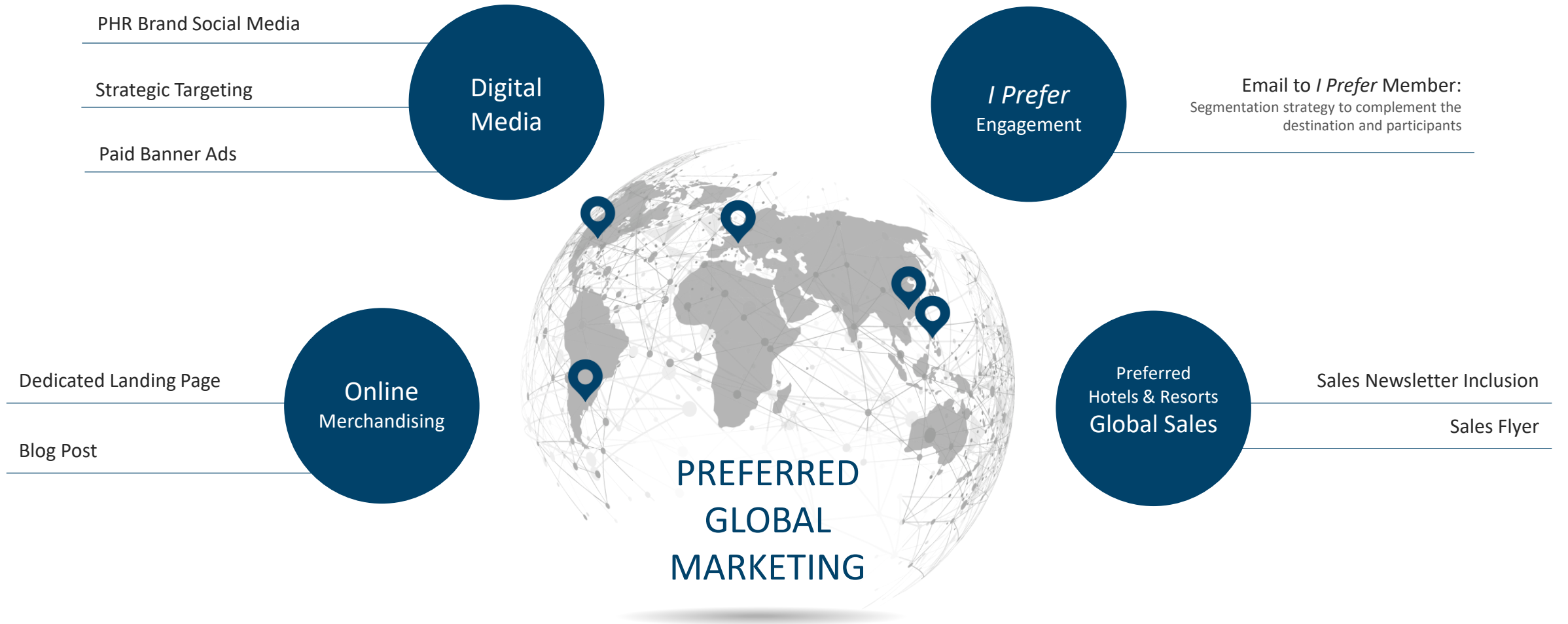
	PROPERTIES	LOCATION
1	Deltapark Vitalresort	Gwatt, Switzerland
2	Hotel Napoleon Paris	Paris, France
3	The Grand, York	York, United Kingdom
4	Hotel Maximilian's	Augsburg, Germany
5	Bernini Palace Hotel	Florence, Italy
6	Pulitzer Amsterdam	Amsterdam, Netherlands
7	Hotel Monaco & Grand Canal	Venice, Italy
8	Hotel Wellington	Madrid, Spain
9	Hotel Bristol Palace	Genova, Italy





THE SPOTLIGHTS: DESTINATION EUROPEAN CITY BREAKS

# ENGAGEMENT CHANNELS

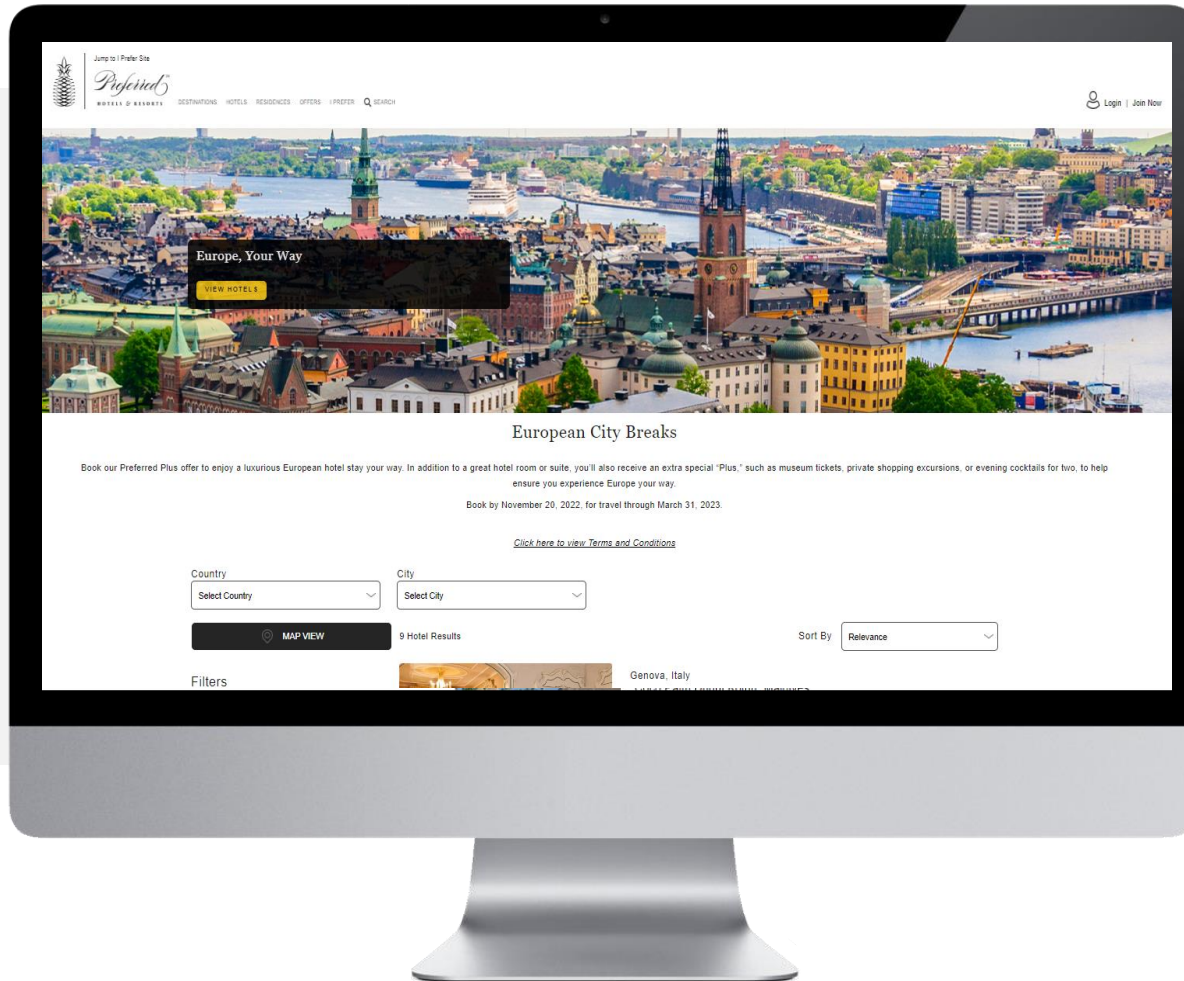


# DIGITAL TACTICS

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# PREFERRED BRAND WEBSITE



1

Dedicated landing page featuring participating hotels

2

Landing page live Aug 18 – November 20, 2022

3

<https://preferredhotels.com/offer/european-city-breaks>



# PREFERRED – DIGITAL DISPLAY

## PROSPECTING

- Contextual targeting
- People looking for a similar property

## LANDING PAGE REMARKETING

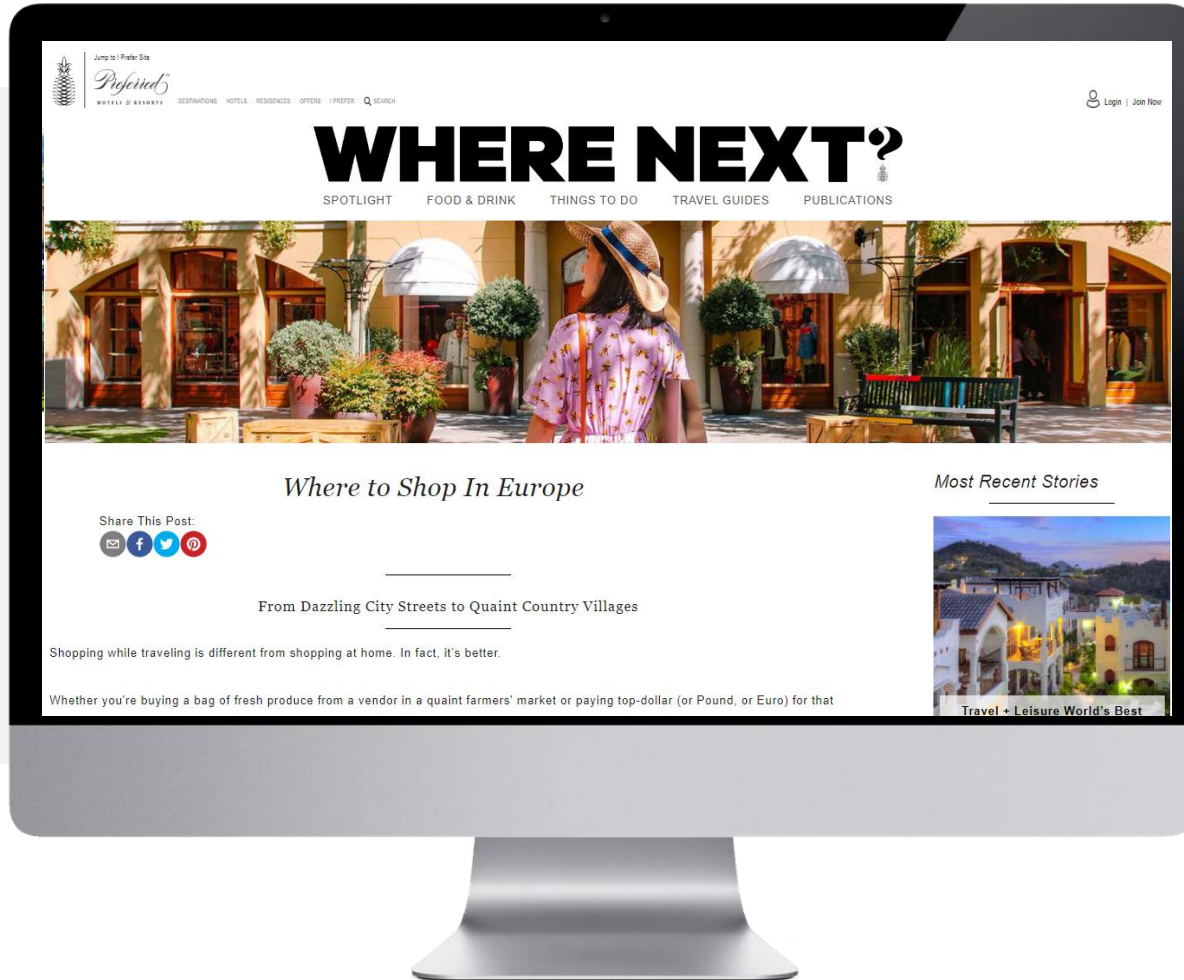
- Display advertising for visitors who land on the dedicated campaign landing page

## SEGMENTED AUDIENCES FOCUSING ON

- Behavior – past user / booker data
- Psychographic – aspirational and interest in visiting European cities
- Demographic targeting



# PREFERRED BLOG



1

Dedicated Blog Post

2

Blog to be featured in upcoming IP Newsletter

3

<https://preferredhotels.com/where-next/spotlight/where-shop-til-you-drop-europe>

# *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

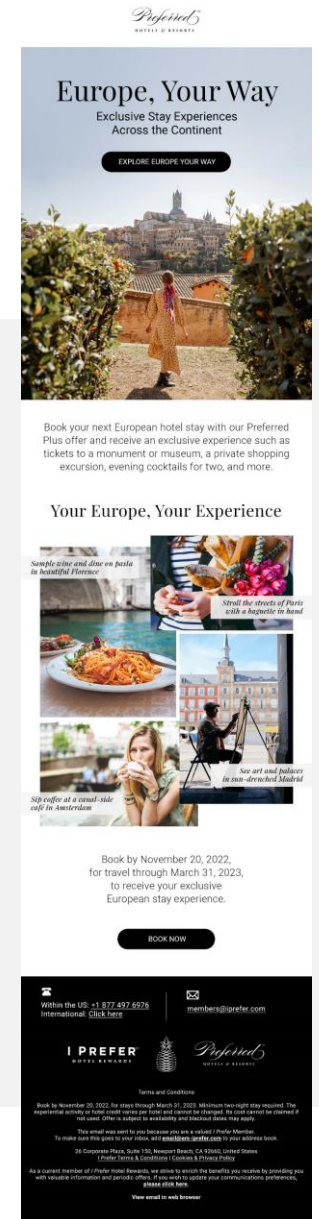
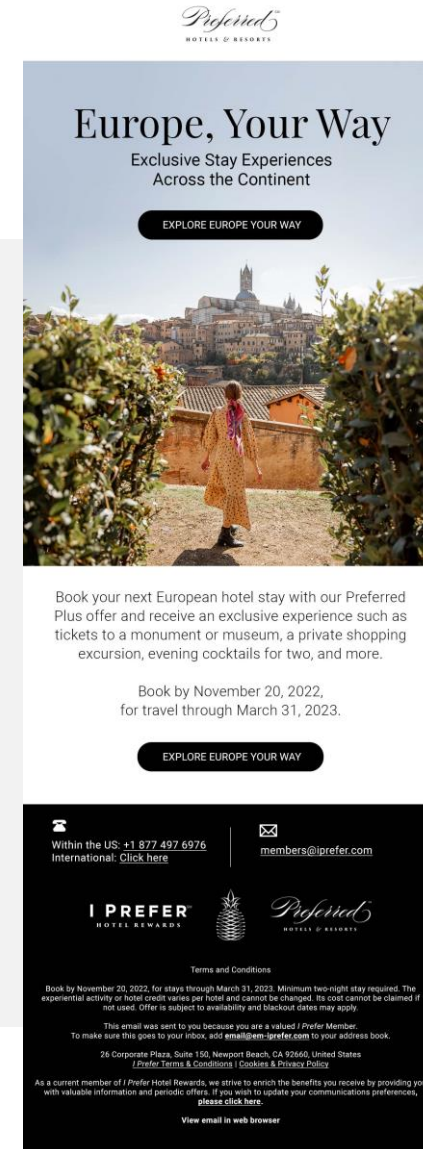
Highly targeted audience of *I Prefer* members

3

Deployment: August 18, 2022

4

Creative test, showing additional imagery vs no additional imagery



# PREFERRED GLOBAL SALES

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# SALES FLYER

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

*Preferred*  
HOTELS & RESORTS

## Europe, Your Way

Exclusive Stay Experiences Across the Continent

Rate Code:  
**MKTVIP**

Offer your clients an exclusive complimentary local or on-property activity or experience with our **Preferred Plus** offer.


As a valued Travel Advisor, we invite you to book our **Europe, Your Way Preferred Plus** offer, a destination-focused campaign highlighting Preferred Hotels & Resorts European city properties and complimentary exclusive experiences ranging from museum tickets for two to rooftop cocktails or VIP shopping.

With properties in France, Germany, Spain, Italy, the Netherlands, and UK, this offer provides your clients the perfect opportunity to not only explore Europe, but also experience it.


Book your client's next European vacation with our **Preferred Plus** offer and wow them with a local or on-property experience.

Reserve by November 20, 2022, for travel through March 31, 2023.


GDS Booking:  
Search codes **PH** or **PV**  
<https://preferredhotels.com/explore-europe>




**Hotel Napoleon Paris**  
Paris, France  
Guests receive two tickets to the top of the Arc de Triomphe.




**Hotel Wellington**  
Madrid, Spain  
Guests enjoy special pricing on a Champagne and oyster experience.




**Bernini Palace Hotel**  
Florence, Italy  
Guests are offered a traditional aperitif for two at the hotel's Lounge Bar.




**Hotel Bristol Palace**  
Genoa, Italy  
Guests are welcomed with cocktails and traditional local delicacies.




**Hotel Monaco & Grand Canal**  
Venice, Italy  
Guests are served a cocktail before setting off for a personalized shopping trip.




**The Grand York**  
York, England, UK  
Guests can explore York with tickets to the city's Hop-on Hop-off bus tour.



**Pulitzer Amsterdam**  
Amsterdam, Netherlands  
Guests enjoy complimentary breakfast, a round of cocktails, and a deck of cards.



**Hotel Maximilian's**  
Augsburg, Germany  
Guests wake to a Champagne breakfast and a VIP shopping experience.



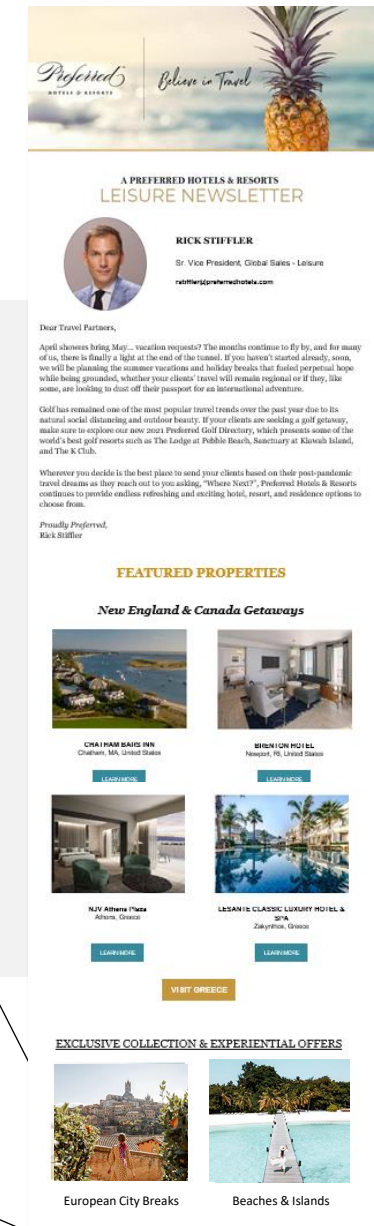
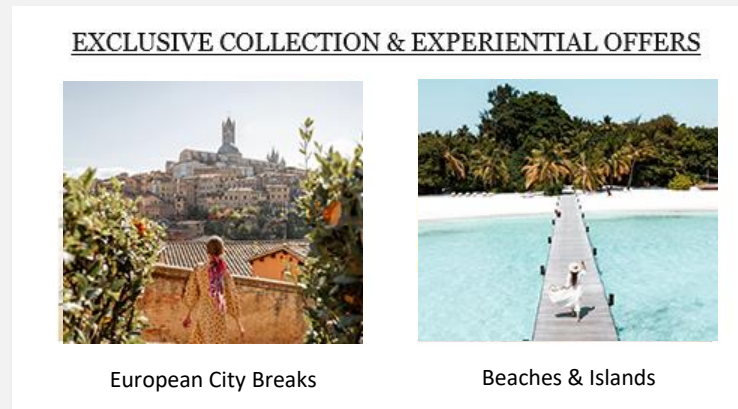
**Deltapark Vitalresort**  
Garm, Switzerland  
Guests can indulge in an aromatic oil massage at the hotel's DeltSpa.

**Terms and Conditions**  
Book by November 20, 2022, for stays through March 31, 2023. Minimum two-night stay required. The experiential activity or hotel credit varies per hotel and cannot be changed. Its cost cannot be claimed if not used. Offer is subject to availability and blackout dates may apply.



# THE SPOTLIGHTS: DESTINATION EUROPEAN CITY BREAKS SALES NEWSLETTER

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



# SPOTLIGHT CAMPAIGN: DESTINATIONS – EUROPEAN CITY BREAKS

CAMPAIGN RESULTS

# CAMPAIGN REACH & RATE PLAN PRODUCTION



**1.3M**

Digital Display and  
Paid Social Media  
impressions



**161K**

Email sends to  
targeted *I Prefer*  
Members



**13.8K**

Visits to dedicated  
landing page on  
PH.com

KPI <sup>1,2</sup>	TOTAL RATE PLAN REVENUE	PHG CHANNELS <sup>3</sup>	HOTEL CHANNELS <sup>4</sup>
Revenue	23,743	8,088	15,267
Bookings	21	9	11
Nights	59	20	37
ADR	402	347	413
LOS	2.8	2.2	3.4

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





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