

THE

# MARKETPLACE

PREFERRED HOTELS & RESORTS

2022

SPOTLIGHT CAMPAIGN: FOOD & DRINK

End of Campaign Report



THE SPOTLIGHTS: FOOD & DRINK

# CAMPAIGN OVERVIEW



## OBJECTIVES

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

Drive visibility to participating hotel's food & drink experiences through a series of engaging and targeted communications.

## STRATEGY

Showcase the unique food and drink experiences each hotel and destination has to offer. Give reason to the audience to visit these hotels and destinations.

## CAMPAIGN MESSAGE

Delicious Stays with Dining Extras

Campaign Approach:  
Encourage travelers to visit unique dining destinations and enjoy exclusive F&B perks with the Preferred Plus offer.

## TIMING

September 22 – December 31, 2022

## OFFER

Preferred Plus



# CAMPAIGN MESSAGE



## Delicious Stays with Dining Extras

Discover delicious destinations and experiences with our Preferred Plus offer.

Book by December 31, 2022, for stays through March 31, 2023, and enjoy exclusive food-related perks during your stay.



# TARGET AUDIENCE

- *I Prefer* members that indicate food and wine as a preference
- Past guests of participating hotels.
- Qualified *I Prefer* members



## PARTICIPATING HOTELS



	PROPERTIES	LOCATION
1	Hotel Maximilian's	Augsburg, Germany
2	Hotel Golf Chateau de Chailly	Chailly-sur-Armancon, France
3	Hotel Californian	Santa Barbara, California, United States
4	Edgewood Tahoe Resort	Stateline, Nevada, United States
5	The Wigwam	Litchfield Park, Arizona, United States
6	Carneros Resort and Spa	Napa, California, United States
7	Alohilani Resort Waikiki Beach	Honolulu, Hawaii, United States
8	Preserve Sporting Club & Residences	Richmond, Rhode Island, United States
9	Rancho Santana	Tola, Nicaragua
10	Aurora Anguilla Resort & Golf Club	Rendezvous Bay, Anguilla

THE SPOTLIGHTS: EXPERIENCE – FOOD & DRINK

# ENGAGEMENT CHANNELS

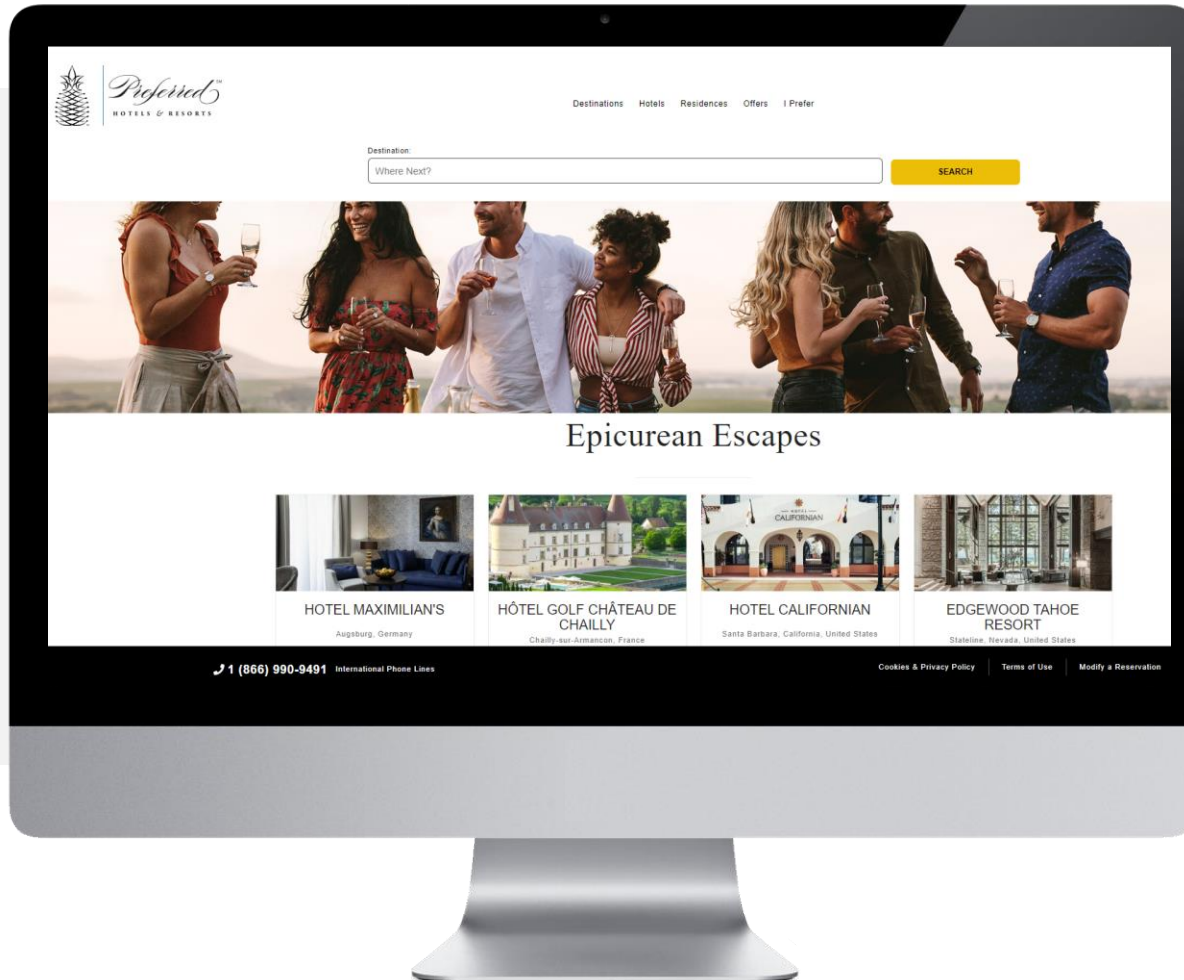


# DIGITAL TACTICS

THE SPOTLIGHTS: FOOD & DRINK



# PREFERRED BRAND WEBSITE



1

Dedicated landing page featuring participating hotels

2

Landing page live September 22 – December 31, 2022

3

<https://preferredhotels.com/offer/food-drink>



# PREFERRED – DIGITAL BANNER AD DISPLAY

1

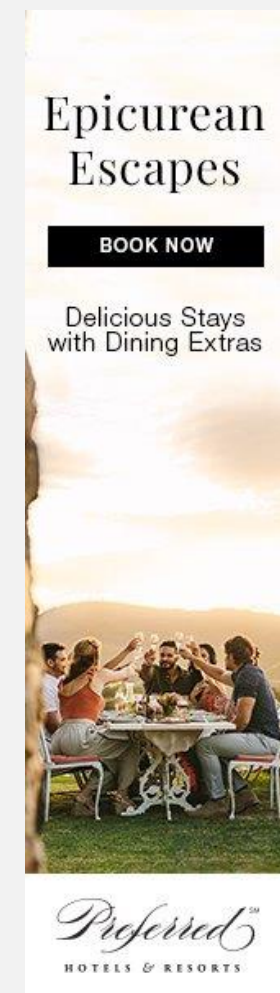
## CONTEXTUAL TARGETING

Targeting focused on people looking for unique food and drink experiences.

2

## CUSTOM INTENT TARGETING

Targeting focused on people looking for participating properties, property names, restaurant names, keywords, and URLs.



# PREFERRED – DIGITAL BANNER AD DISPLAY

**Epicurean Escapes**

**BOOK NOW**

Delicious Stays with Dining Extras

**Hotel Maximilian's**  
Augsburg, Germany



*Preferred*  
HOTELS & RESORTS

**Epicurean Escapes**

**BOOK NOW**

Delicious Stays with Dining Extras

**Preserve Sporting Club & Residences**  
Richmond, Rhode Island, USA



*Preferred*  
HOTELS & RESORTS

**Epicurean Escapes**

**BOOK NOW**

Delicious Stays with Dining Extras

**Rancho Santana**  
Tola, Nicaragua



*Preferred*  
HOTELS & RESORTS

**Epicurean Escapes**

**BOOK NOW**

Delicious Stays with Dining Extras

**The Wigwam**  
Litchfield Park, Arizona, USA



*Preferred*  
HOTELS & RESORTS

**Epicurean Escapes**

**BOOK NOW**

Delicious Stays with Dining Extras

**'Alohilani Resort Waikiki Beach**  
Honolulu, Hawaii, USA



*Preferred*  
HOTELS & RESORTS

**Epicurean Escapes**

**BOOK NOW**

Delicious Stays with Dining Extras

**Edgewood Tahoe Resort**  
Stateline, Nevada, USA



*Preferred*  
HOTELS & RESORTS

**Epicurean Escapes**

**BOOK NOW**

Delicious Stays with Dining Extras

**Carneros Resort and Spa**  
Napa, California, USA



*Preferred*  
HOTELS & RESORTS

**Epicurean Escapes**

**BOOK NOW**

Delicious Stays with Dining Extras

**Aurora Anguilla Resort & Golf Club**  
Rendezvous Bay, Anguilla



*Preferred*  
HOTELS & RESORTS

**Epicurean Escapes**

**BOOK NOW**

Delicious Stays with Dining Extras

**Hotel Californian**  
Santa Barbara, California, USA



*Preferred*  
HOTELS & RESORTS

**Epicurean Escapes**

**BOOK NOW**

Delicious Stays with Dining Extras

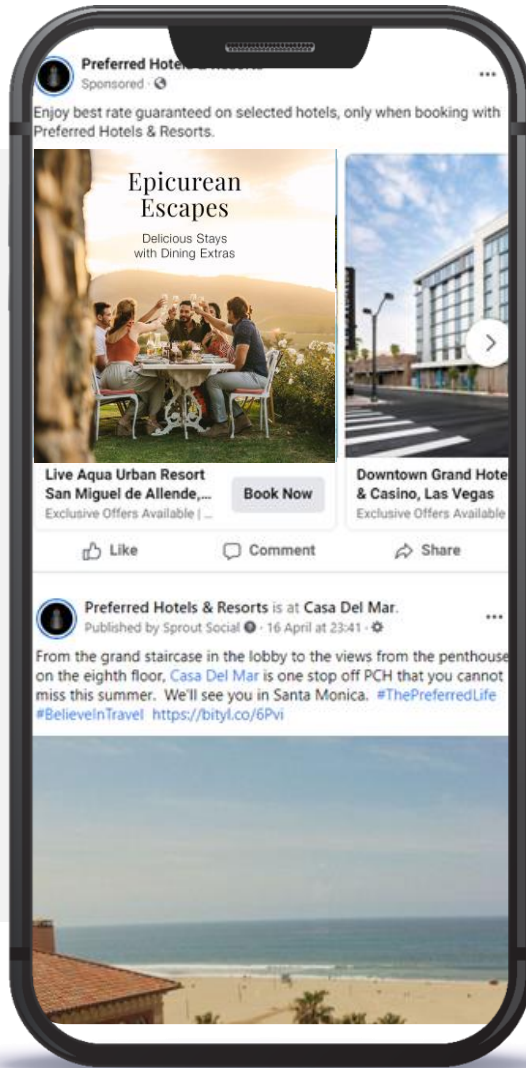
**Hôtel Golf Château de Chailly**  
Chailly-sur-Armançon, France



*Preferred*  
HOTELS & RESORTS



# PREFERRED – PAID SOCIAL MEDIA



1

Dynamic social media advertising to promote individual hotels and resorts, and their specific food and drink offers, to people who have expressed interest in similar properties and locations on the PH&R website, app, and elsewhere on the internet

2

Dynamic social media advertising to promote food and drink offers to people who have expressed interest in food and drink on the PH&R website, app, and elsewhere on the internet

3

Social media advertising targeting *I Prefer* Members interested in Food and Wine



# BRAND SOCIAL

## WE ARE STORYTELLERS...

- POSTS:
  - **Facebook Posts**
  - Details: Posts on the [@PreferredHotels](#) Facebook Page will detail the offer and participating hotel images with a direct link to the campaign landing page.
  - Audience Reach: 297.6k



# *I PREFER* MEMBER E-MAIL

THE SPOTLIGHTS: FOOD & DRINK

# I PREFER EMAIL

1

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

2

Highly targeted audience of *I Prefer* members who expressed interest in food and wine plus customers with past stays at participating hotels

3

Deployment: September 22, 2022





# PREFERRED GLOBAL SALES

THE SPOTLIGHTS: THE SPOTLIGHTS: EXPERIENCE – FOOD & DRINK

# SALES NEWSLETTER

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

## EXCLUSIVE COLLECTION & EXPERIENTIAL OFFERS



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.

Truly Preferred,  
Rick Stiffler

### FEATURED PROPERTIES

#### New England & Canada Getaways

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

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

**NYC Athena Hotel**  
Athens, Greece  
[LEARN MORE](#)

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

[VISIT GREECE](#)

## EXCLUSIVE COLLECTION & EXPERIENTIAL OFFERS

**Epicurean Escapes**  
Delicious Stays with Dining Extras

**Florida & Caribbean**

# SPOTLIGHT CAMPAIGN – FOOD & DRINK

## 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 REVENUE	PHG CHANNELS <sup>3</sup>	HOTEL CHANNELS <sup>4</sup>
Revenue	53,698	2,808	50,890
Bookings	20	1	19
Nights	62	2	60
ADR	866	1,404	848
LOS	3.1	2	3.2

*1 – Results are based on gross figures inclusive of cancellations*

*2 – Results are based on MKTVIP 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

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