

THE MARKETPLACE 2022

PREFERRED HOTELS & RESORTS

SPOTLIGHT CAMPAIGN: EXPERIENCE – DESTINATION SPA

End of Campaign Report

CAMPAIGN OVERVIEW



OBJECTIVES

Drive traffic, visibility and bookings to participating hotels through a series of engaging and targeted communications to travelers looking for a unique hotel spa stay.

STRATEGY

Showcase the diversity in spa hotel types and locations. Focusing on “Spa Stays Your Way” as the variety in ways and destinations are endless in ways travels can experience wellness.

CAMPAIGN MESSAGE

Spa Stays Your Way
Unique Spa Hotels Around the World Because There’s No Wrong Way to Spa

TIMING

May 30 – August 30, 2022

OFFER

Preferred Plus

CAMPAIGN MESSAGE



Spa Stays Your Way

Unique Spa Hotels Around the World
Because There's No Wrong Way to Spa

Everyone's ideal spa is different.
Luckily, we have a whole world of wellness options to
suit every style.

PARTICIPATING HOTELS



	PROPERTIES	LOCATION
1	Hotel Californian	Santa Barbara, California, United States
2	Preserve Sporting Club & Residences	Richmond, Rhode Island, United States
3	Amrit Ocean Resort & Residences	Riviera Beach, Florida, United States
4	Wellington Hotel & Spa Madrid	Madrid, Spain
5	The Lake House on Canandaigua	Canandaigua, New York, United States
6	HOTEL DU PONT	Wilmington, Delaware, United States
7	Nemacolin	Farmington, Pennsylvania, United States



ENGAGEMENT CHANNELS

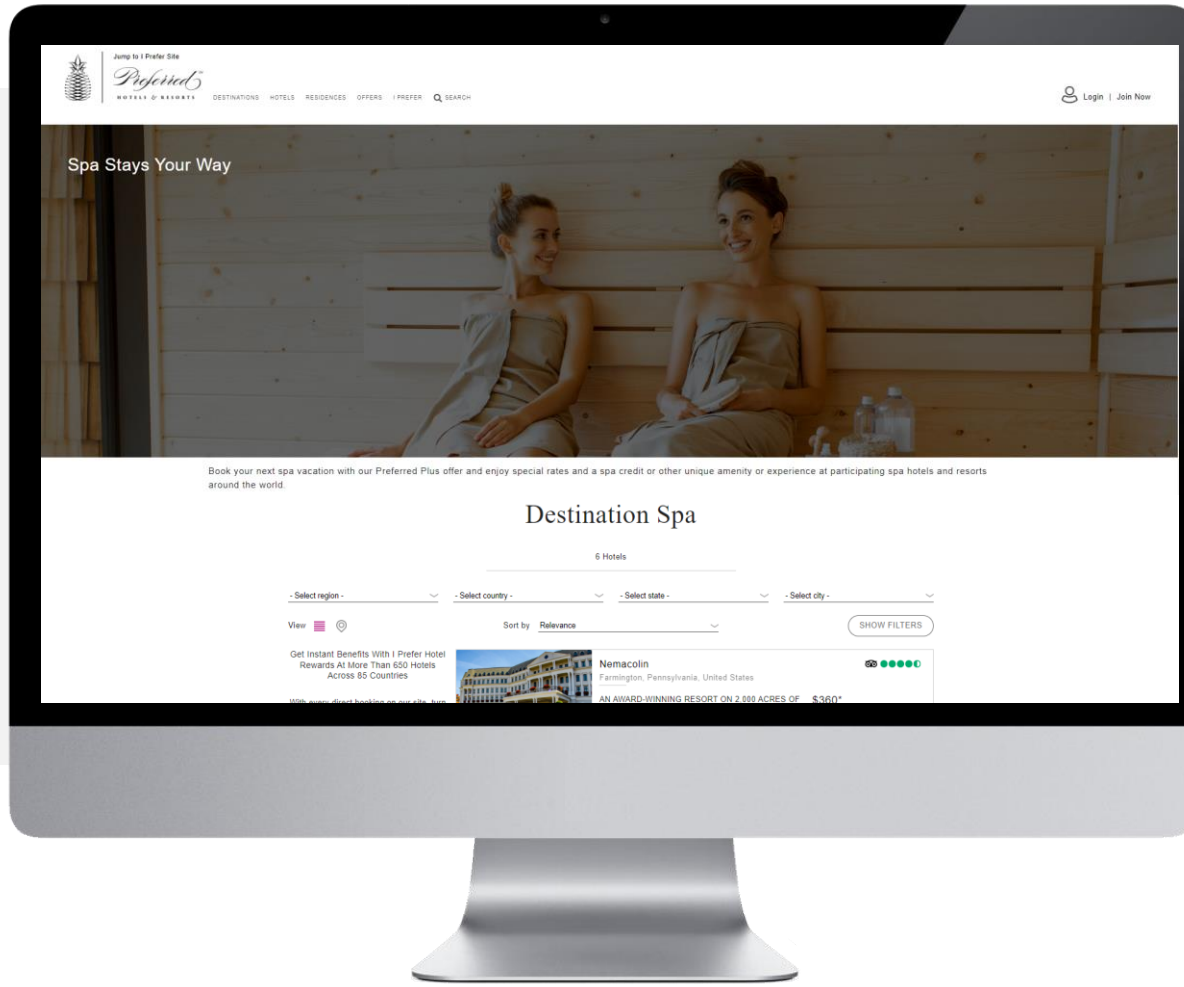


DIGITAL TACTICS

THE SPOTLIGHTS: EXPERIENCE – DESTINATION SPA

EXPOSURE

ONLINE MERCHANDISING – DEDICATED LANDING PAGE



1

Dedicated landing page featuring participating hotels

2

Landing page live May – August 2022

3

<https://preferredhotels.com/offer/destination-spa>

EXPOSURE

DIGITAL MEDIA

PROSPECTING

- Contextual targeting
- People looking for a similar property
- People looking for spa 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 unique hotel spa stays
- Demographic targeting



EXPOSURE

PAID SOCIAL MEDIA ADVERTISING

1

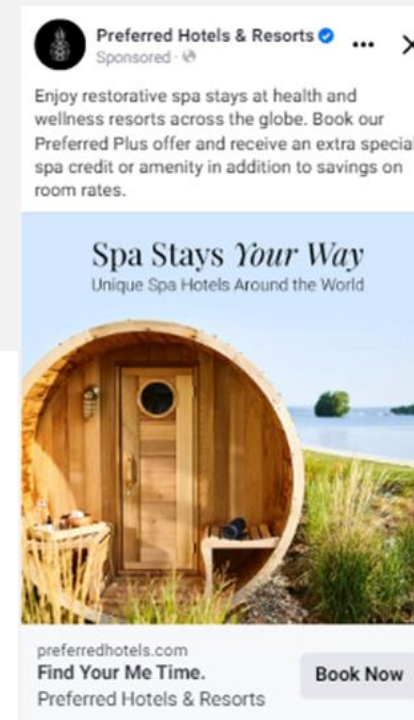
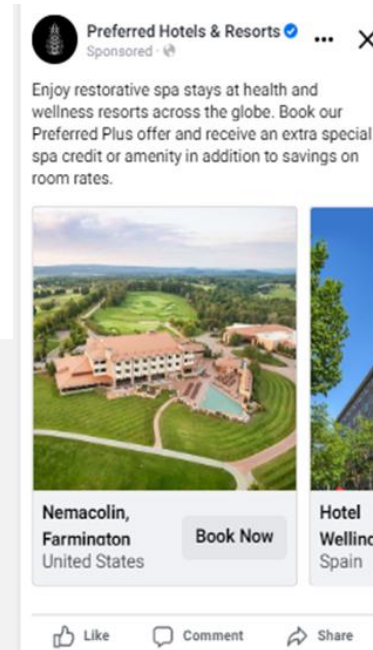
Dynamic advertising on Facebook to automatically promote hotels to people that have expressed interest in similar properties on the PH&R website, app, and elsewhere on the internet

2

Display advertising targeting people who have expressed an interest in unique spa stays

3

Remarketing ads for visitors of the campaign landing page



EXPOSURE

EMAIL MARKETING

1

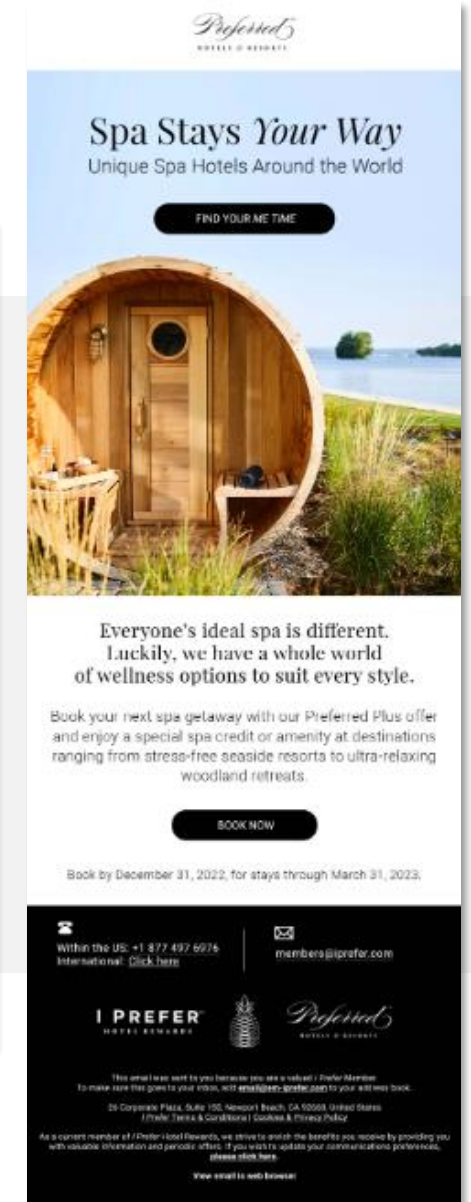
Email supporting content relevant to the campaign theme and the participating hotels

2

Highly targeted audience of feeder markets for participating hotels

3

Deployment: May 30, 2022



EXPOSURE SALES FLYER

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


EXCLUSIVE COLLECTION & EXPERIENTIAL OFFERS




Spa Stays *Your Way*
Unique Spa Hotels Around the World



Florida & Caribbean



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 K 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](#)



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




NYC Athens Plaza
Athens, Greece
[LEARN MORE](#)



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

[VISIT GREECE](#)

EXCLUSIVE COLLECTION & EXPERIENTIAL OFFERS



Spa Stays *Your Way*
Unique Spa Hotels Around the World



Florida & Caribbean

SPOTLIGHT CAMPAIGN EXPERIENCE - SPA

CAMPAIGN RESULTS

CAMPAIGN REACH & RATE PLAN PRODUCTION



9.4M

Digital Display and
Paid Social Media
impressions



465K

Email sends to
targeted *I Prefer*
Members



22.4K

Visits to dedicated
landing page on
PH.com

KPI ^{1,2}	TOTAL RATE PLAN REVENUE	PHG CHANNELS ³	HOTEL CHANNELS ⁴
Revenue	170,493	34,686	135,807
Bookings	95	20	75
Nights	250	63	187
ADR	682	550	726
LOS	2.6	3.2	2.5

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 and PHG – Voice

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





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