

THE

# MARKETPLACE

PREFERRED HOTELS & RESORTS

# 2022

SPOTLIGHT CAMPAIGN: EXPERIENCE — BEACHES & ISLANDS

End of Campaign Report



THE SPOTLIGHTS: EXPERIENCE – BEACHES & ISLANDS

# 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**

Showcase high-activity beach activities, family friendly escapes, and beachfront wellness near the participating hotels giving a reason to the audience to visit this destination.

**CAMPAIGN MESSAGE**

Bliss is Just a Beach Away

Campaign Approach:  
Encourage travelers to visit quiet and calm locales for longer stays in order to save.

**TIMING**

July 26 – October 30, 2022

**OFFER**

Stay More, Save More



# CAMPAIGN MESSAGE



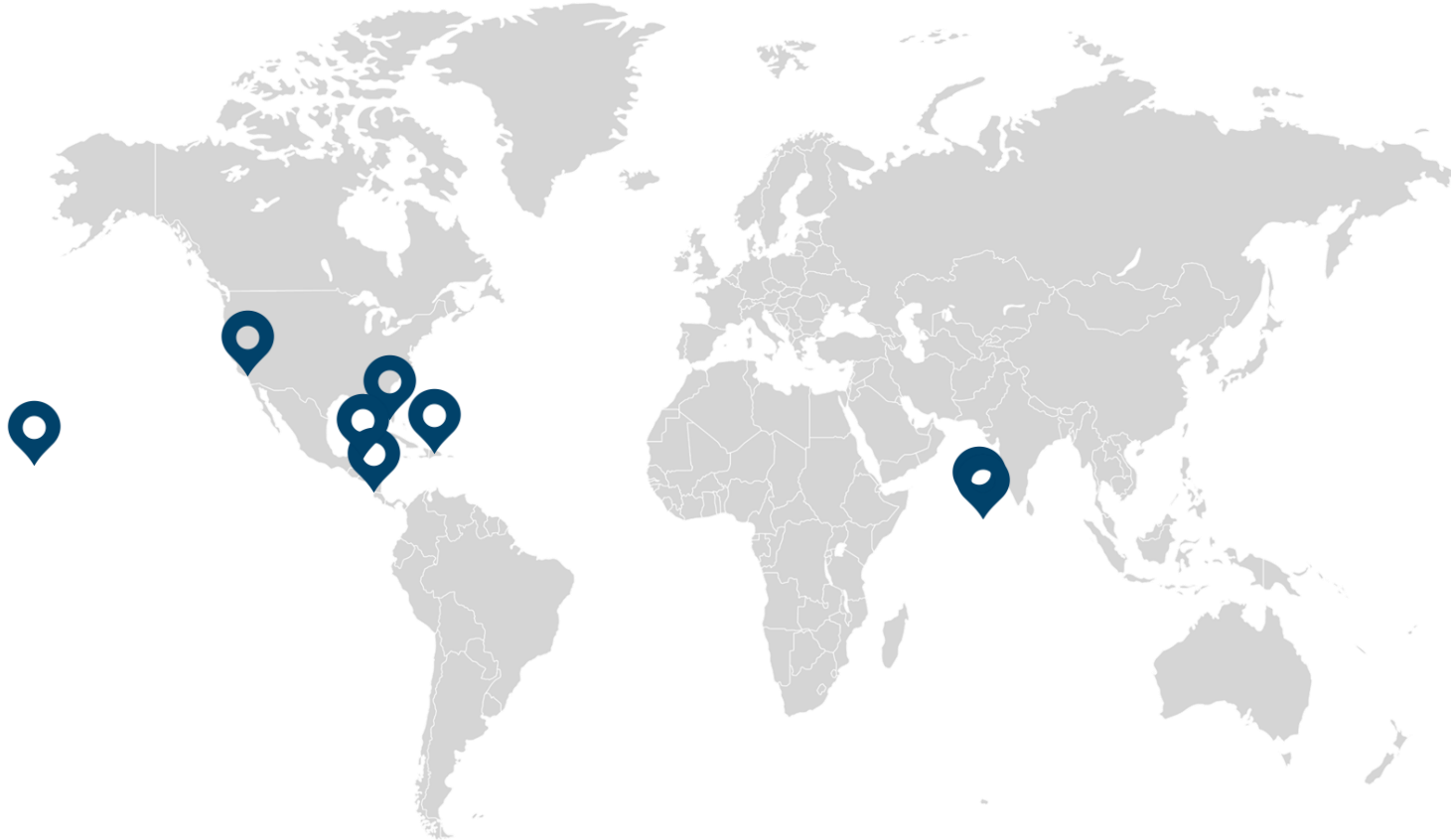
## Bliss is Just a Beach Away

Don't you deserve a few days in a shaded seaside hammock, quietly swaying in the breeze?

Book our Beaches & Islands Stay More, Save More offer by October 30, 2022, for stays through March 31, 2023, and save up to 30% off beach and island vacations of three nights or more.

THE SPOTLIGHTS: EXPERIENCE – BEACHES & ISLANDS

# PARTICIPATING HOTELS



	PROPERTIES	LOCATION
1	Hotel Californian	Santa Barbara, California, United States
2	Alohilani Resort Waikiki Beach	Honolulu, Hawaii, United States
3	Eau Palm Beach Resort & Spa	Palm Beach/Manalapan, Florida, United States
4	Rancho Santana	Tola, Nicaragua
5	Coco Bodu Hithi, Maldives	North Male Atoll, Maldives
6	Coco Palm Dhuni Kolhu, Maldives	Dhuni Kolhu Island, Maldives
7	NIZUC Resort & Spa	Cancun, Mexico
8	Aurora Anguilla Resort & Golf Club	Anguilla, Anguilla



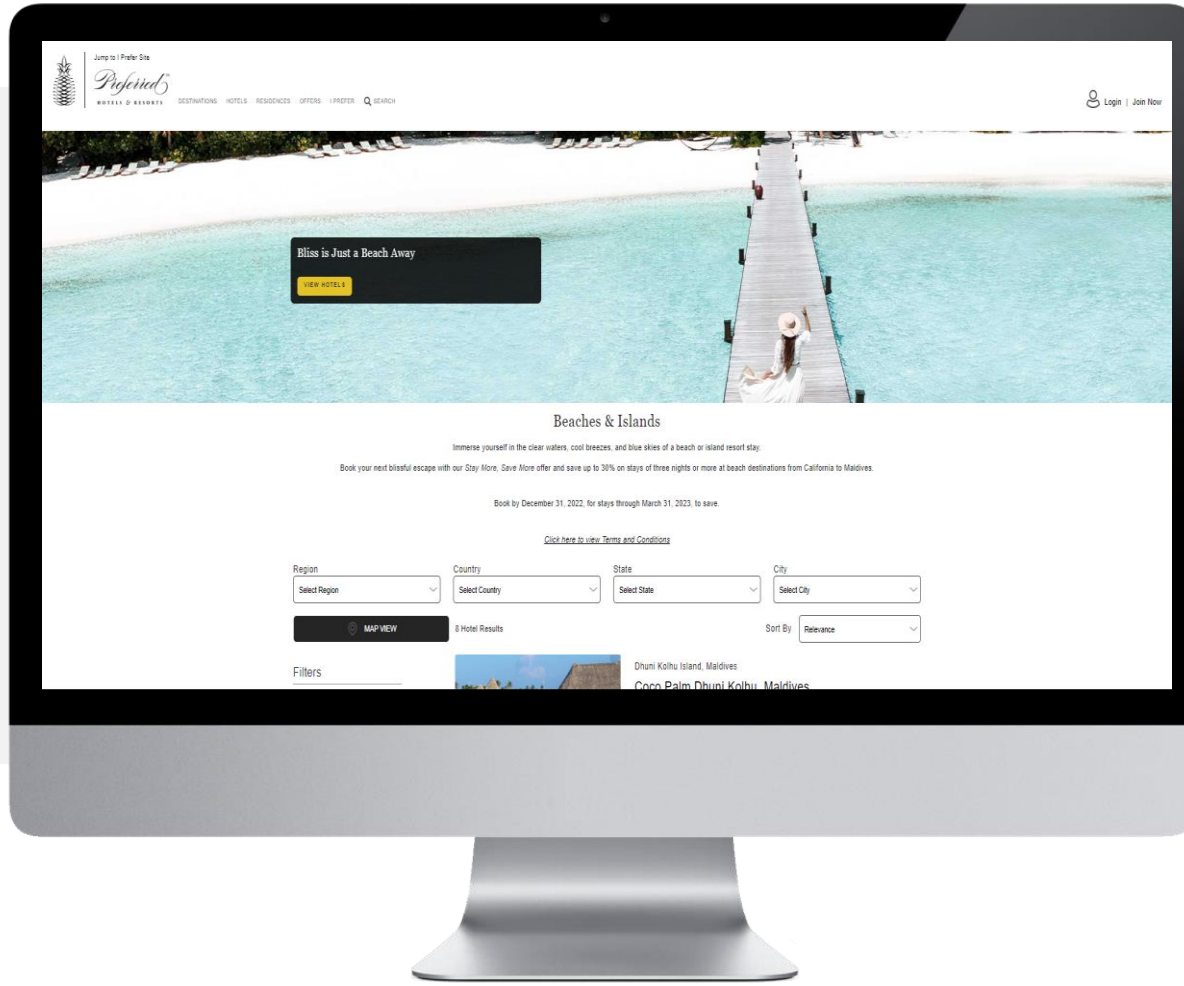
# SPOTLIGHTS: EXPERIENCE – BEACHES & ISLANDS

CAMPAIGN EXPOSURE



THE SPOTLIGHTS: EXPERIENCE – BEACHES & ISLANDS

# PREFERRED BRAND WEBSITE



1

Dedicated landing page featuring participating hotels

2

Landing page live July 26 – October 30, 2022

3

<https://preferredhotels.com/offer/beaches-islands>

# PREFERRED – DIGITAL DISPLAY

## PROSPECTING

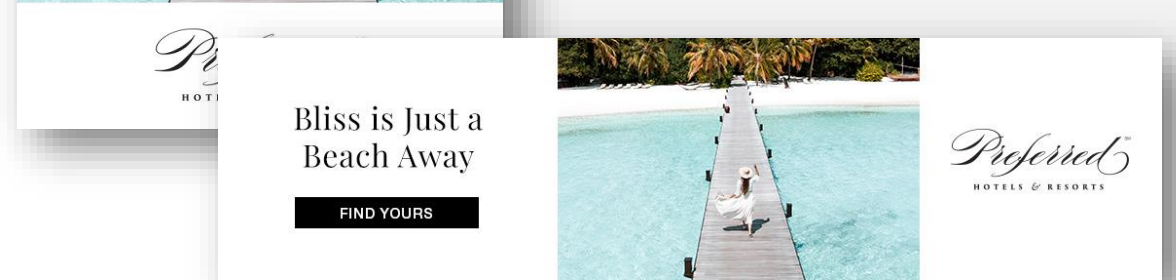
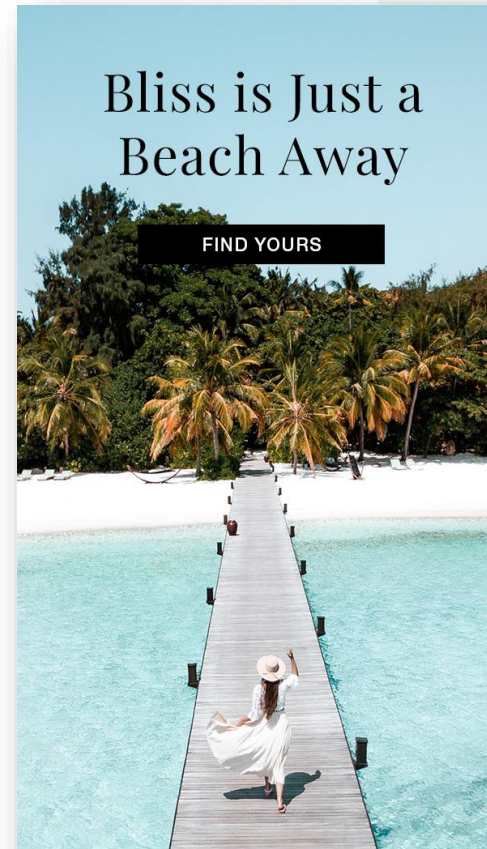
- Contextual targeting
- People looking for a similar property
- People looking for family friendly hotels

## 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



# PREFERRED – PAID SOCIAL MEDIA

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 travel to Beaches & Island destinations

3

Remarketing ads for visitors of the campaign landing page

4

Conducting a copy test. One with offer, one without.





# PREFERRED – PAID SOCIAL MEDIA

**Preferred Hotels & Resorts** Sponsored · 🌴

Up to 30% off sand-between-your-toes stays.

Set on a sandy beach overlooking the Anguilla channel with views of nearby St. Martin, Aurora Anguilla Resort & Golf Club is a Caribbean paradise composed of crystal-clear waters, bright and airy accommodations, and welcoming island hospitality.



preferredhotels.com  
**Aurora Anguilla Resort & Golf Club, Anguilla, Anguilla** **Book Now**

👍👍👍 Adriana Serritella and 13 oth... 1 share

**Preferred Hotels & Resorts** Sponsored · 🌴

Up to 30% off sand-between-your-toes stays.

You can see that Coco Bodu Hithi, Maldives is paradise long before you arrive.



preferredhotels.com  
**Coco Bodu Hithi, Maldives, North Male Atoll, Maldives** **Book Now**

👍👍👍 Sitarama Ana... 1 comment 3 shares

**Preferred Hotels & Resorts** Sponsored · 🌴

Up to 30% off sand-between-your-toes stays.

Featuring Spanish Colonial Revival architecture and modern Moorish themed interior décor from celebrity designer Martyn Lawrence Bullard, the Hotel Californian is the new center of the Santa Barbara waterfront.



preferredhotels.com  
**Hotel Californian, California, United States** **Book Now**

👍👍👍 Aaron Correll Greer and 12 o... 1 share

**Preferred Hotels & Resorts** Sponsored · 🌴

Up to 30% off sand-between-your-toes stays.

The Pacific is a constant presence at Alohilani Resort Waikiki Beach, a contemporary hi-rise oasis in the heart of Waikiki.



preferredhotels.com  
**Alohilani Resort Waikiki Beach, Hawaii, United...** **Book Now**

👍👍👍 Roy Shapiro and 17 others 3 shares

**Preferred Hotels & Resorts** Sponsored · 🌴

Up to 30% off sand-between-your-toes stays.

Sparkling transparent blue water, soft white sand, and lush tropical gardens help set the scene at NIZUC Resort & Spa, a secluded beachfront resort at Punta Nizuc in Cancún, Mexico.



preferredhotels.com  
**NIZUC Resort & Spa, Playa del Carmen, Mexico** **Book Now**

👍👍👍 Lesley Marriott and 4 others 1 comment

**Preferred Hotels & Resorts** Sponsored · 🌴

Up to 30% off sand-between-your-toes stays.

Slip into authentic, Central American, multi-award-winning magnificence when you book a stay at Rancho Santana on Nicaragua's rugged Pacific Coast.



preferredhotels.com  
**Rancho Santana, Carretera Las Salinas, Nicaragua** **Book Now**

👍👍👍 Louise Franklin and 7 others 1 share

**Preferred Hotels & Resorts** Sponsored · 🌴

Up to 30% off sand-between-your-toes stays.

Wake up in a luxurious villa and step down from your private terrace into the sun-warmed sea at Coco Palm Dhuni Kolhu, Maldives



preferredhotels.com  
**Coco Palm Dhuni Kolhu, Maldives, Dhuni Kolhu...** **Book Now**

👍👍👍 Yolanda Crowe and 52 ... 5 shares

# *I PREFER* MEMBER E-MAIL

THE SPOTLIGHTS: EXPERIENCE – BEACHES & ISLANDS

# I PREFER EMAIL

1

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

2

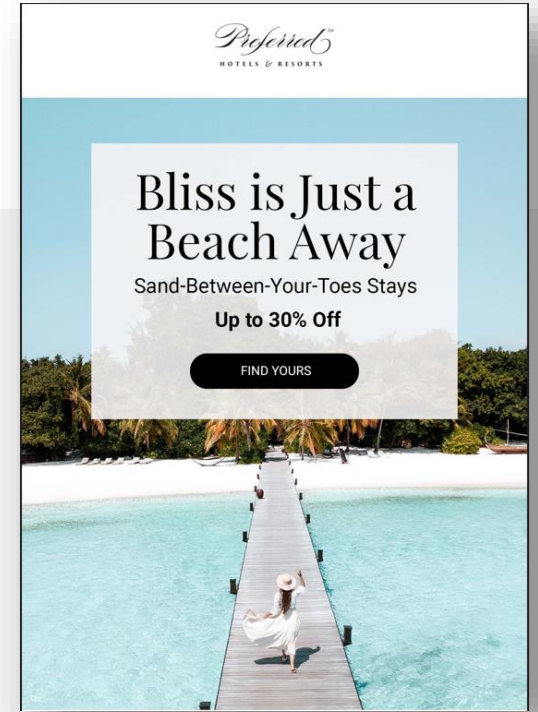
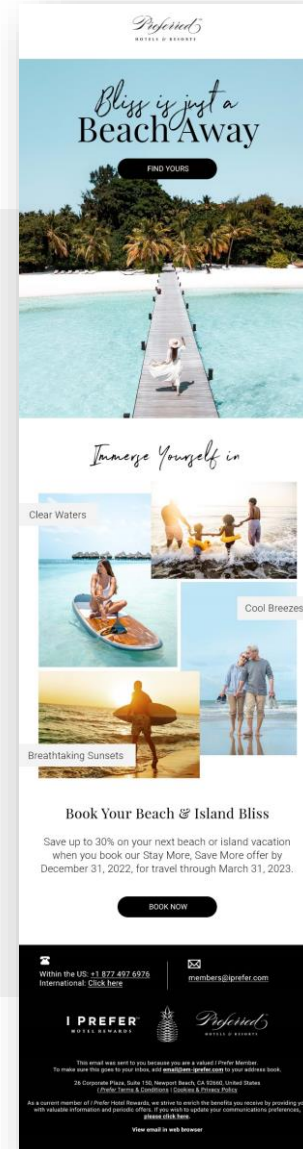
Highly targeted audience of *I Prefer* members who expressed interest in beaches/islands plus customers with past stays at participating hotels

3

Deployment: July 26, 2022

3

Creative test, showing the offer in hero vs no offer language





# PREFERRED GLOBAL SALES

THE SPOTLIGHTS: EXPERIENCE – BEACHES & ISLANDS

# SALES FLYER

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

*Preferred*  
HOTELS & RESORTS

*Bliss is Just a Beach Away*  
SAND-BETWEEN-YOUR-TOES STAYS

Rate Code:  
**MKTSSA**

<https://preferredhotels.com/experience-beaches-islands>

We Love Our Travel Advisors  
Our Bookings are Commissionable!

Offer your clients savings of up to 30% on stays of three nights or more at beach and island hotels and resorts with our **Stay More, Save More** offer.

As a valued Travel Advisor, we invite you to book our **Bliss is Just a Beach Away Stay More, Save More** offer – a destination-focused campaign highlighting Preferred Hotels & Resorts beach and island properties in the US, Mexico, Maldives, and more.

Book your client's next beach or island vacation with our Stay More, Save More offer and save them up to 30% off B&B when staying three nights or more, while earning a beautiful commission for yourself.

Book by December 31, 2022, for travel through March 31, 2023, to help your clients experience a sun-drenched trip filled with clear waters, cool breezes, and blue skies.

GDS Booking:  
Search codes **PH** or **PV**

*Hotel California*  
Carlsbad, California, USA

*Casa Palms Beach Resort & Spa*  
Palm Beach, Florida, USA

*Rancho Santana*  
San Juan, Puerto Rico

*Coco Palm Omani Khor*  
Dhaka, Maldives

*Coco Bodhi Hilla*  
North Male Atoll, Maldives

*NIZIC Resort & Spa*  
Cancun, Mexico

*Atrana Anguilla Resort & Golf Club*  
Anguilla, Anguilla

# SALES NEWSLETTER

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



Beaches & Islands

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.

cordially Preferred,  
Rick Stiffler

**FEATURED PROPERTIES**

*New England & Canada Getaways*

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

**BRIDGTON HOTEL**  
Bridgton, ME, United States  
[LEARN MORE](#)

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

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

[VISIT GREECE](#)

**EXCLUSIVE COLLECTION & EXPERIENTIAL OFFERS**

Family Travel

Beaches & Islands



# SPOTLIGHT CAMPAIGN DESTINATION – BEACHES & ISLANDS

## CAMPAIGN RESULTS

# CAMPAIGN REACH & RATE PLAN PRODUCTION



**10.6M**

Digital Display and  
Paid Social Media  
impressions



**17K**

Email sends to  
targeted *I Prefer*  
Members



**7.3K**

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	221,884	39,345	182,539
Bookings	54	15	39
Nights	215	42	173
ADR	1,032	937	1,055
LOS	4	2.8	4.4

*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 and PHG – Voice*

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





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