

THE

MARKETPLACE

PREFERRED HOTELS & RESORTS

2022

SPOTLIGHT CAMPAIGN: CELEBRATIONS

End of Campaign Report

THE SPOTLIGHTS: CELEBRATIONS

# CAMPAIGN OVERVIEW



## OBJECTIVES

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

Drive visibility to participating hotels through a series of engaging and targeted communications to travelers looking to take a celebratory vacation.

## STRATEGY

Encourage travelers to book getaways celebrating big wins, successes, and special moments with the Preferred Suites offer.

## CAMPAIGN MESSAGE

Celebrate Life's Special Moments with a Suite Stay.

## TIMING

October 21 –  
December 31, 2022

## OFFER

Preferred Suites





# CAMPAIGN MESSAGE



## Celebrate Life's Special Moments with a Suite Stay

Celebrate your big wins, successes, and special moments in style with a spacious suite up to 30% off at hotels and resorts around the world. Book by December 31, 2022, for travel through March 31, 2023, to save on your celebratory stay.

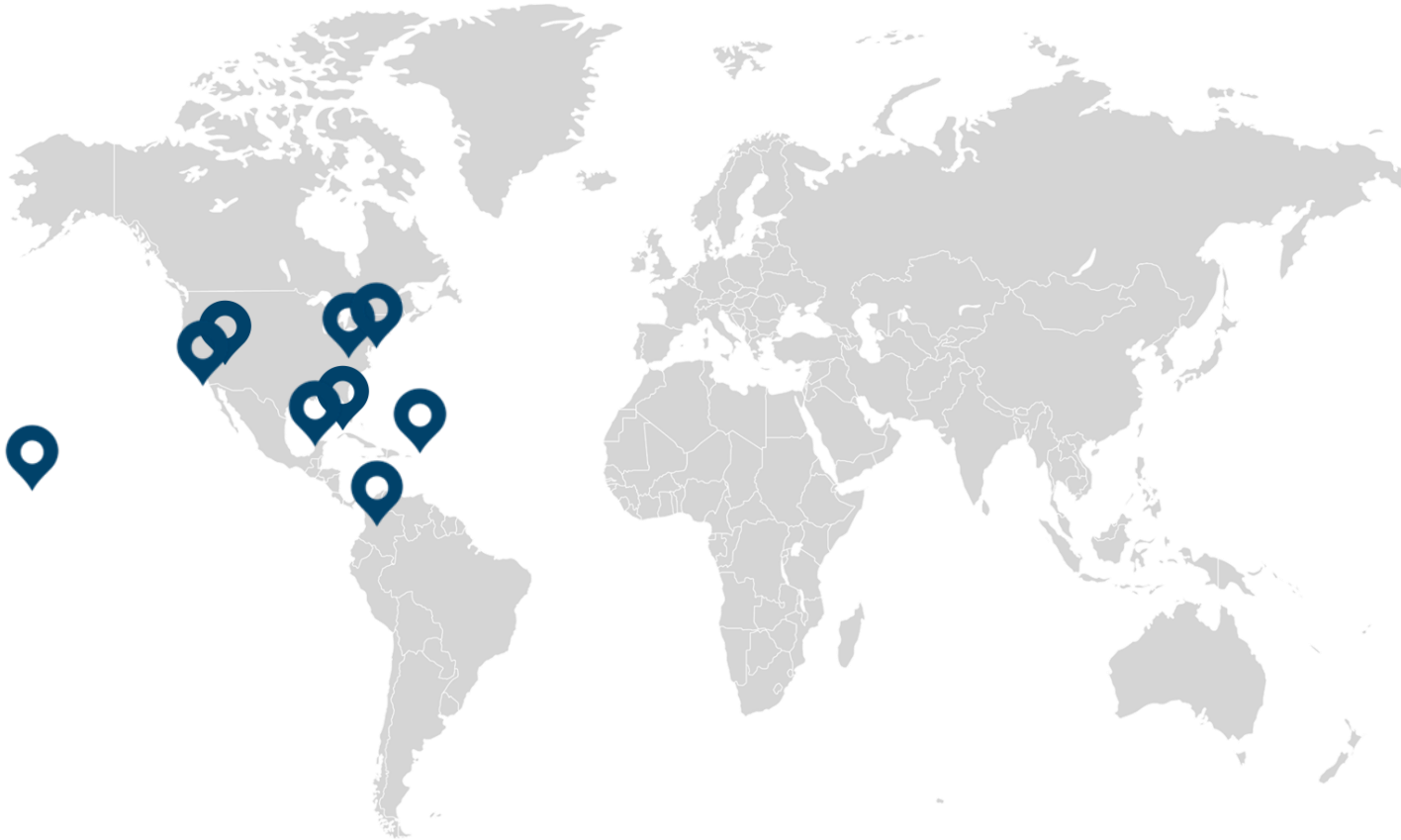


# TARGET AUDIENCE

- Customers with past stays at participating hotels
- Qualified *I Prefer* members in N. & S. America



## PARTICIPATING HOTELS



	PROPERTIES	LOCATION
1	93 Luxury Suites & Residences	Bogota, Colombia
2	Alohilani Resort Waikiki Beach	Honolulu, Hawaii, United States
3	Aurora Anguilla Resort & Golf Club	Rendezvous Bay, Anguilla
4	Edgewood Tahoe Resort	Stateline, Nevada, United States
5	Hawks Cay Resort	Duck Key, Florida, United States
6	Hotel Californian	Santa Barbara, California, United States
7	Nemacolin	Farmington, Pennsylvania, United States
8	NIZUC Resort & Spa	Cancun, Mexico
9	Preserve Sporting Club & Residences	Richmond, Rhode Island, United States

# ENGAGEMENT CHANNELS

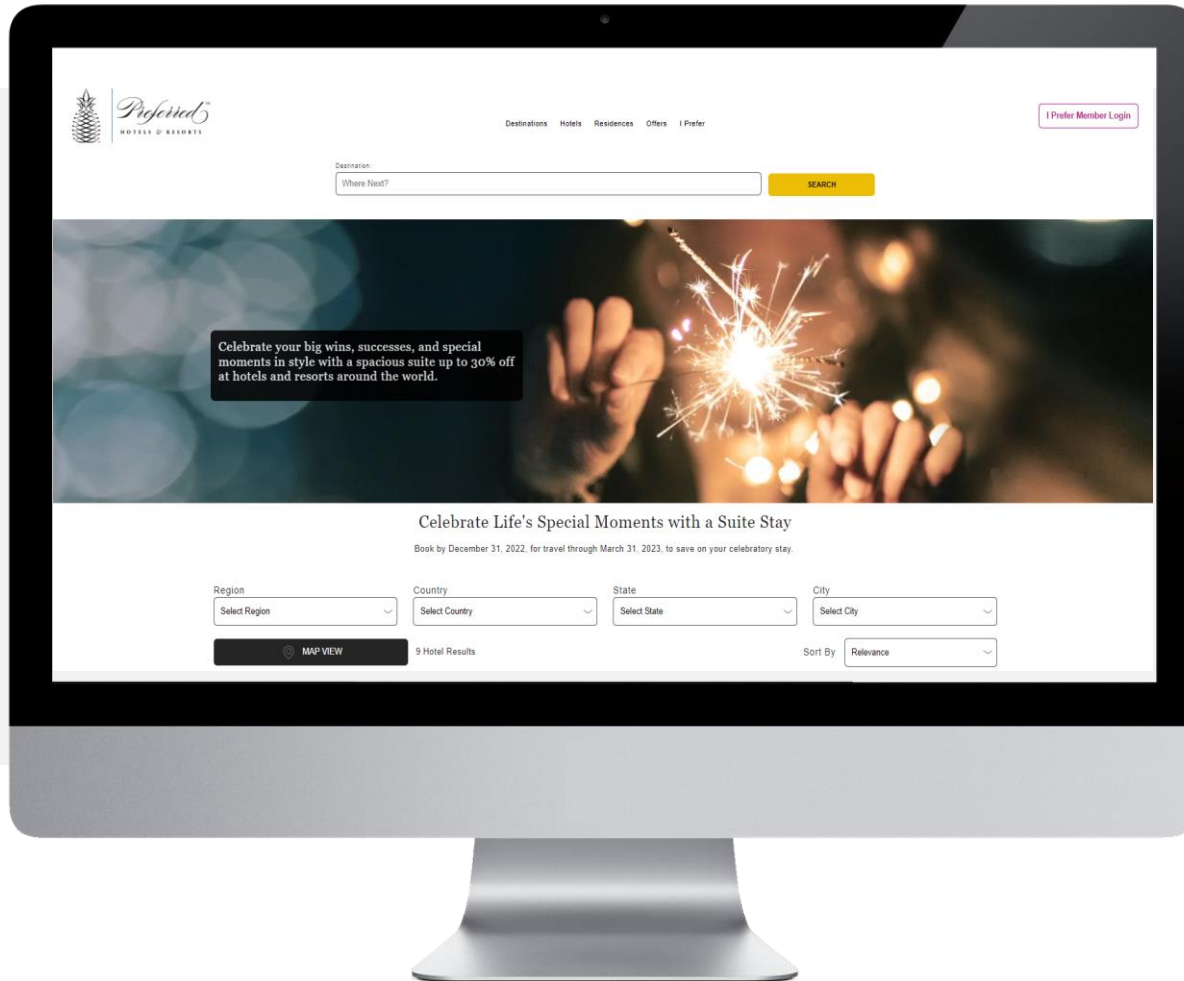


# DIGITAL TACTICS

THE SPOTLIGHTS: CELEBRATIONS



# PREFERRED BRAND WEBSITE



1

Dedicated landing page featuring participating hotels

2

Landing page live October 21 – December 31, 2022

3

<https://preferredhotels.com/offer/spotlight-celebrations>



# PREFERRED – DIGITAL DISPLAY

## PROSPECTING

- Contextual targeting
- People looking for a similar property
- People looking for hotels or resorts getaways celebrating big wins, successes, and special moments

## LANDING PAGE REMARKETING

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

## SEGMENTED AUDIENCES FOCUSING ON

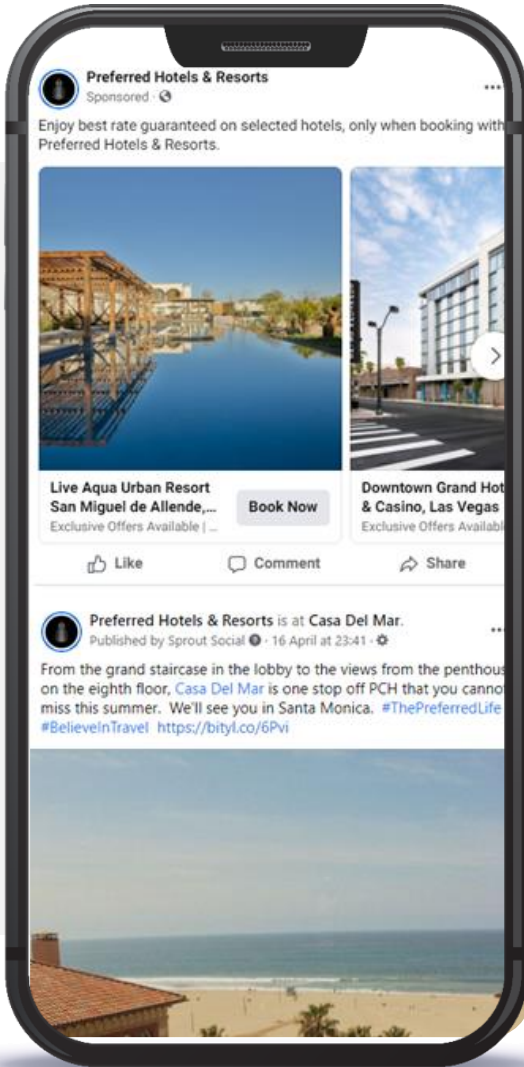
- Behavior – past user / booker data
- Psychographic – aspirational and interest in celebratory vacation.
- Demographic targeting

The collage displays several digital ads for Preferred Hotels & Resorts, each featuring a different property and a consistent promotional offer. The ads are arranged in a grid-like fashion, overlapping slightly. Each ad includes the text 'Celebrate Life's Special Moments', a 'BOOK NOW' button, and the offer 'with up to 30% off suites'. The properties shown include:

- Aurora Anguilla Resort & Golf Club**: Rendezvous Bay, Anguilla
- NIZUC Resort & Spa**: Cancun, Mexico
- Hawks Cay Resort**: Duck Key, Florida, USA
- 93 Luxury Suites & Residences**: Bogota, Colombia
- Nemacolin**: Farmington, Pennsylvania, USA
- Hotel Californian**: Santa Barbara, California, USA
- 'Alohilani Resort**: Waikiki Beach, Honolulu, Hawaii, USA
- Preserve Sporting Club & Residences**: Richmond, Rhode Island, USA
- Edgewood Tahoe Resort**: Stateline, Nevada, USA

The Preferred Hotels & Resorts logo is visible at the bottom of the collage, along with a pineapple icon and the text 'THE MARKETPLACE' and 'PREFERRED HOTELS & RESORTS — 2022'.

# 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 Celebratory Getaways

3

Remarketing ads for visitors of the campaign landing page



THE SPOTLIGHTS: CELEBRATIONS

# PREFERRED – PAID SOCIAL MEDIA





# BRAND SOCIAL

## WE ARE STORYTELLERS...

Our channels include:

### INSTAGRAM:

- Posts, Reels & Story features
- Details: A selection of the above formats will be activated to raise awareness of activity and link to the campaign landing page.
- Audience Reach: 109k Followers (Updated)

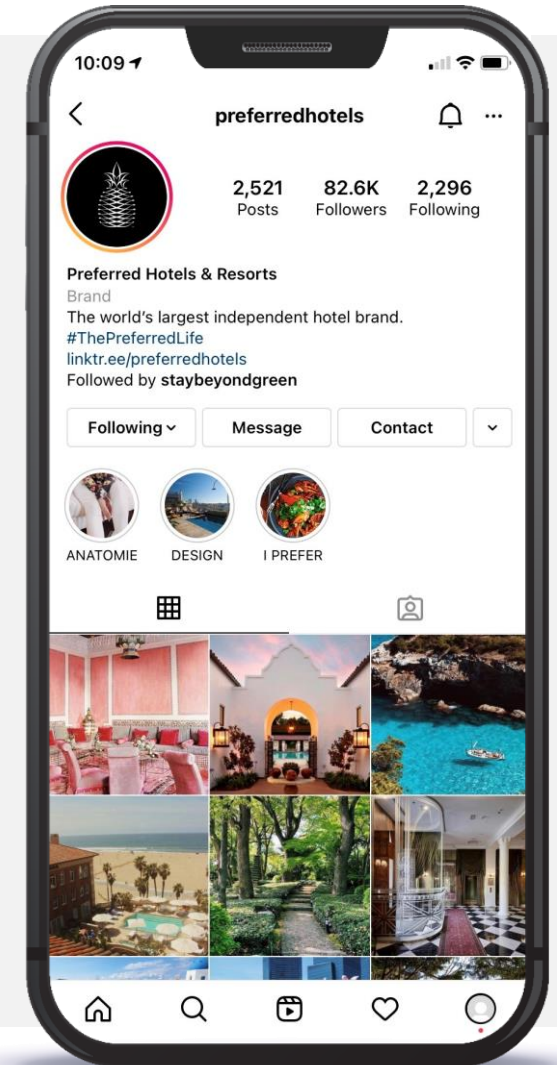
### FACEBOOK:

- Posts & Stories
- Details: Posts on the [@PreferredHotels](#) Facebook Page will detail offer with a direct link to the campaign landing page. Potential for Instagram stories to also feature on Facebook stories
- Audience Reach: 303k

### INTERACTIVE TWEETS:

- Twitter Posts
- Details: On the [@PreferredHotels](#) Twitter, all tweets will include links to the campaign landing page.
- Audience Reach: 32k

*Depending on strength of offer and imagery available, a combination of the above channels will be activated in support of the promotion.*



# *I PREFER* MEMBER E-MAIL

THE SPOTLIGHTS: CELEBRATIONS

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

Highly targeted audience of *I Prefer* celebrating big wins, successes, and special moments with the Preferred Suites offer.

Deployment: October 21, 2022






# PREFERRED GLOBAL SALES

THE SPOTLIGHTS: CELEBRATIONS

# SALES FLYER

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



## Celebrate Life's Special Moments

### Save Up to 30%

Offer Code:


**MKTSD**

Offer your clients savings of up to 30% on suite stays of two nights or more with our Celebrations Preferred Suites offer.

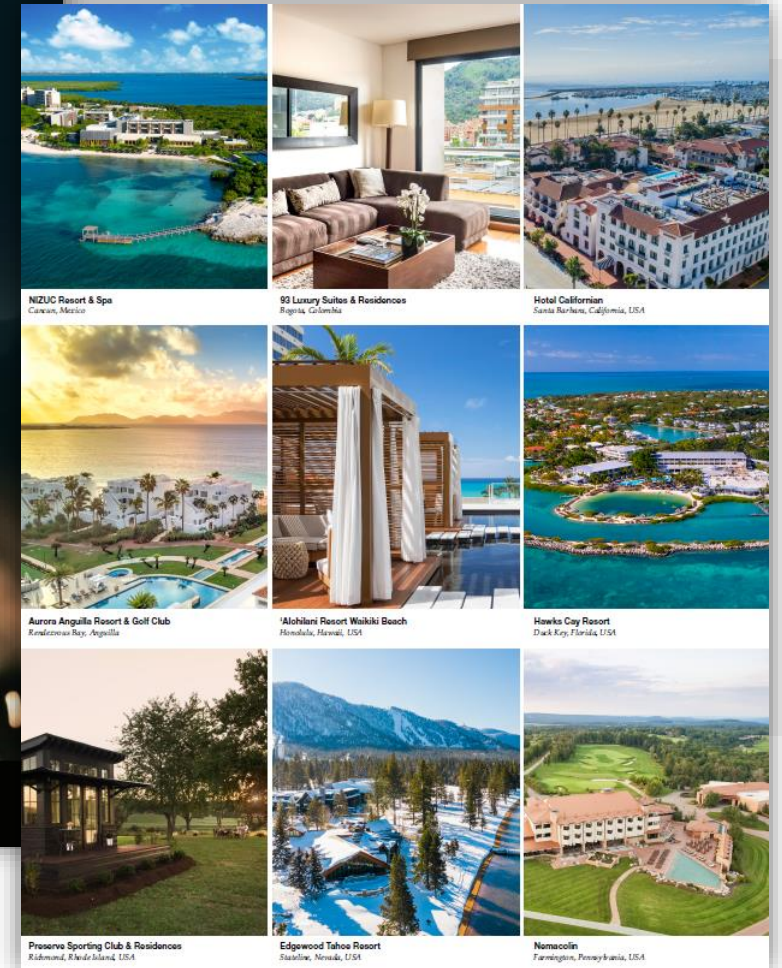
As a valued Travel Advisor, we invite you to book our **Suites for Celebrations** offer – a lifestyle-focused campaign highlighting the best places to celebrate life's special moments from Preferred Hotels & Resorts.

Book your clients' next celebratory vacation with this exclusive program and save them up to 30% on suites when staying two nights or more.

Book by December 31, 2022, for travel through March 31, 2023, to help your clients celebrate their successes, big wins, and special moments at hotels and resorts around the world.



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




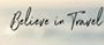

# THE SPOTLIGHTS: CELEBRATIONS SALES NEWSLETTER

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


## EXCLUSIVE COLLECTION & EXPERIENTIAL OFFERS



Celebrations



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.


Proudly 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](#)




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




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

[VISIT GREECE](#)

### EXCLUSIVE COLLECTION & EXPERIENTIAL OFFERS



Celebrations



Florida & Caribbean





# SPOTLIGHT CAMPAIGN – CELEBRATIONS

## CAMPAIGN RESULTS

# CAMPAIGN REACH & RATE PLAN PRODUCTION



**29.9 M**

Digital Display and  
Paid Social Media  
impressions



**189 K**

Email sends to  
targeted / *Prefer*  
Members



**3.9 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	628,145	30,805	596,033
Bookings	175	7	167
Nights	590	27	561
ADR	1,065	1,141	1,062
LOS	3.4	3.9	3.4

1 – Results are based on gross figures inclusive of cancellations

2 – Results are based on MKTSD 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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