

# THE MARKETPLACE PREFERRED HOTELS & RESORTS — 2022

SPOTLIGHT CAMPAIGN: DESTINATION NORDICS

End of Campaign Report



THE SPOTLIGHTS: DESTINATION NORDIC

# CAMPAIGN OVERVIEW



## OBJECTIVES

Drive traffic, visibility and bookings to participating hotels from key feeder markets through a series of engaging and targeted communications to travelers looking to take a vacation in the Nordics.

## STRATEGY

Showcase all that the Nordics have to offer giving a reason to the audience to visit each destination.

## CAMPAIGN MESSAGE

Northern Europe  
Travel the Nordics

Campaign Approach: Inspire travelers to travel the Nordics with the exclusive option save up to 30% with the Stay More, Save More offer.

## TIMING

June 24 – October 1 2022

## OFFER

Stay More Save More





THE SPOTLIGHTS: DESTINATION NORDIC

# CAMPAIGN MESSAGE



## Northern Europe Travel the Nordics

Whether it's an exploration of your Viking heritage in Oslo, a food-forward visit to Copenhagen, or a design-seeker's trip to Stockholm, the Nordics deliver the best of northern Europe.

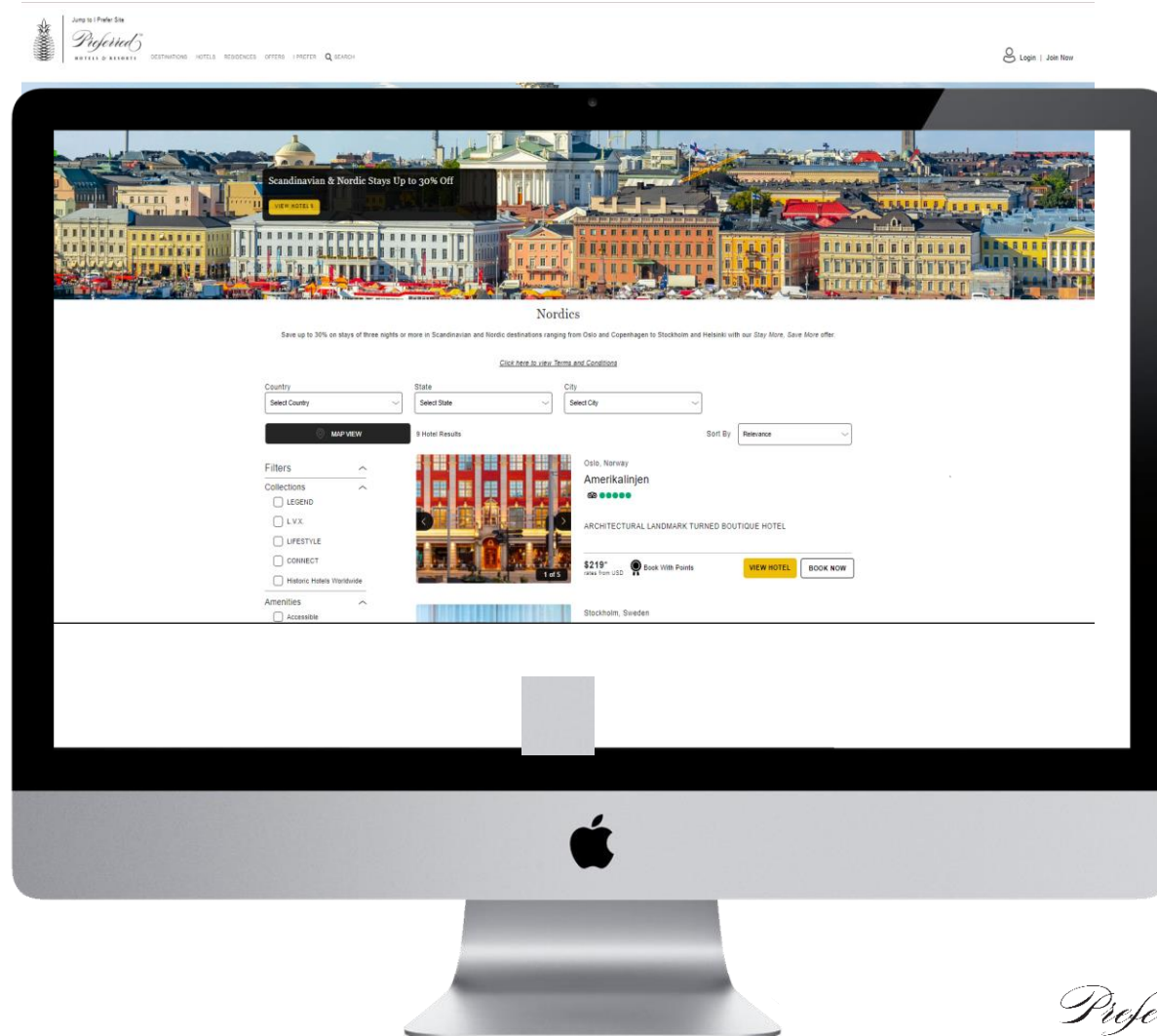
Watch mesmerizing aurora light up the region's wild winter nights or embrace the midnight sun of midsummer with this Stay More, Save More offer for travel to Finland, Norway, Sweden, and Denmark.

# SPOTLIGHT CAMPAIGN DESTINATION - NORDIC

## CAMPAIGN EXPOSURE

# EXPOSURE

## ONLINE MERCHANDISING – DEDICATED LANDING PAGE



1

Dedicated landing page featuring participating hotels

2

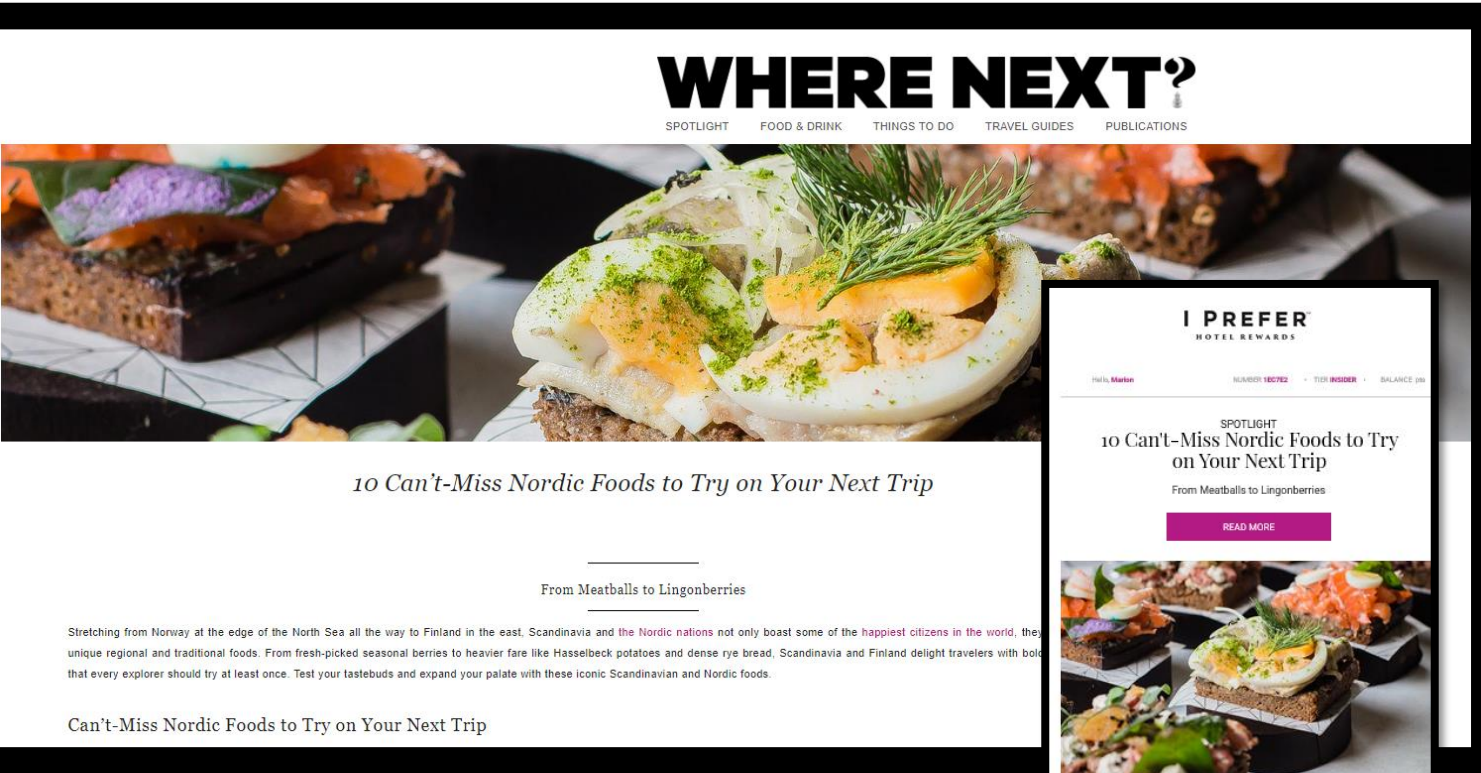
Landing page live June 24 – December 2022

3

<https://preferredhotels.com/offer/nordics>

# EXPOSURE

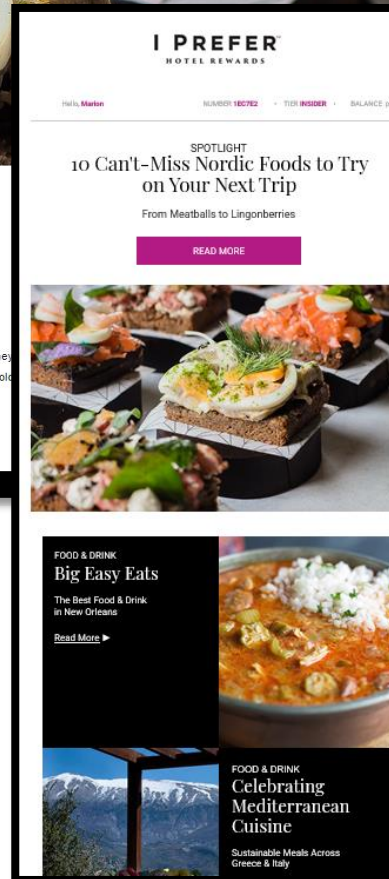
## ONLINE MERCHANDISING – BLOG ARTICLE



### 10 Can't-Miss Nordic Foods to Try on Your Next Trip

An editorial blog highlighting the Nordic nations' unique food traditions will be featured on Preferred Hotels & Resorts WHERE NEXT? blog. Written to draw organic traffic via curated SEO content, this blog directs readers to a dedicated campaign landing page featuring participating properties.

The Blog was also featured in the July *I Prefer* Newsletter





# EXPOSURE

## DIGITAL MEDIA

### PROSPECTING

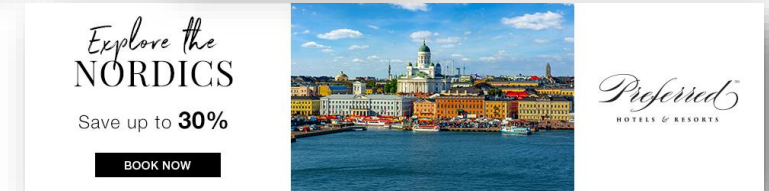
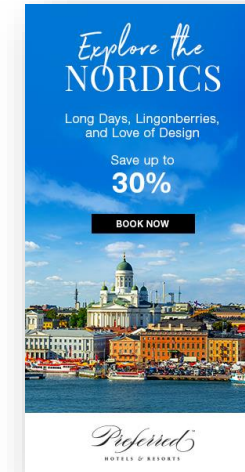
- Contextual targeting
- People looking for a similar property
- People looking for a Nordic vacation

### 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 destination
- Demographic targeting



# EXPOSURE

## 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 travel around the Nordics

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. 2 Versions based on region vernacular
- 3

Deployment: June 24, 2022



# EXPOSURE SALES FLYER

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

*Preferred*  
HOTELS & RESORTS

## Summer in the NORDICS

Long Days, Lingonberries, and Love of Design

Rate Codes:  
**MKTSSA**

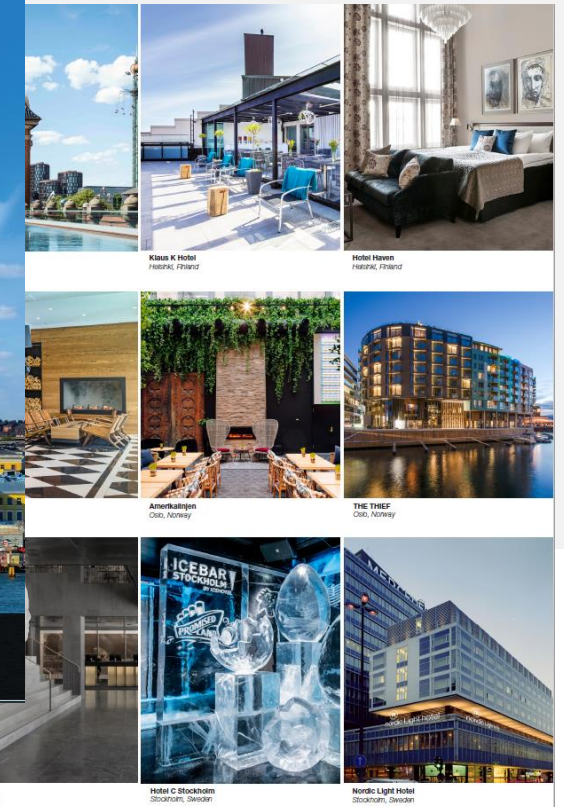

Offer your clients savings of up to 30% on stays of three nights or more at destination hotels and resorts across Scandinavia and The Nordics with our Stay More, Save More offer.

As a valued Travel Advisor, we invite you to book our Summer in Scandinavia Stay More, Save More offer – a destination-focused campaign highlighting Preferred Hotels & Resorts properties across the region, from Oslo to Copenhagen, Helsinki, and Stockholm.

Book your client's next Scandinavian or Nordic getaway with our Stay More, Save More offer and they'll save up to 30% off BAR when staying three nights or more.

Book by December 31, 2022, for travel through March 31, 2023, to help your clients experience a rewarding trip through a land of seemingly endless summer days, quaint towns, and stunning natural wonders.

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





# EXPOSURE

## SALES NEWSLETTER

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


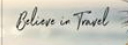

### EXCLUSIVE COLLECTION & EXPERIENTIAL OFFERS




Family Travel



Nordics



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](#)




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




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

[VISIT GREECE](#)

### EXCLUSIVE COLLECTION & EXPERIENTIAL OFFERS



Family Travel



Nordics

# SPOTLIGHT CAMPAIGN DESTINATION - NORDIC

## CAMPAIGN RESULTS



# CAMPAIGN REACH & RATE PLAN PRODUCTION



## 24M

Digital Display and  
Paid Social Media  
impressions



## 453K

Email sends to  
targeted *I Prefer*  
Members



## 8,112

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	\$ 1,667,668	\$ 456,190	\$ 1,211,478
Bookings	2,224	603	1621
Nights	8,042	2,627	5415
ADR	\$ 199	\$173,65	\$ 223,73
LOS	3.8	4.3	3.3

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





THE

MARKETPLACE

PREFERRED HOTELS & RESORTS