

THE

# MARKETPLACE

PREFERRED HOTELS & RESORTS

2022

SPOTLIGHT CAMPAIGN: FLORIDA & CARIBBEAN

End of Campaign Report



THE SPOTLIGHTS: FLORIDA & CARIBBEAN

# 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 to travelers looking to take a warm weather vacation.

## STRATEGY

Showcase all that Florida and the Caribbean have to offer giving a reason to the audience to visit this destination.

## CAMPAIGN MESSAGE

Soak up the sun in Florida and The Caribbean

Campaign Approach:  
Encourage travelers to visit Florida or Caribbean beaches during winter with the Stay More, Save More offer.

## TIMING

October 9 – December 31, 2022

## OFFER

Stay More, Save More





THE SPOTLIGHTS: FLORIDA & CARIBBEAN

# CAMPAIGN MESSAGE



## Soak up the Sun in Florida & The Caribbean.

Book three nights or more with our Stay More, Save More offer by December 31, 2022, for stays through March 31, 2023, and save up to 30% off beach and island vacations of three nights or more off your next stay.

# TARGET AUDIENCE

- *I Prefer* members that indicate beaches & islands as a preference
- Customers with past stays at the participating hotels
- Qualified *I Prefer* members



THE SPOTLIGHTS: FLORIDA & THE CARIBBEAN

# PARTICIPATING HOTELS



	PROPERTIES	LOCATION
1	Eau Palm Beach Resort & Spa	Palm Beach/Manalapan, Florida, United States
2	NIZUC Resort & Spa	Cancun, Mexico
3	Trump International Beach Resort Miami	Sunny Isles Beach, Florida, United States
4	Reunion Resort & Golf Club	Kissimmee, Florida, United States
5	Biltmore Hotel	Coral Gables, Florida, United States





THE SPOTLIGHTS: FLORIDA & THE CARIBBEAN

# ENGAGEMENT CHANNELS

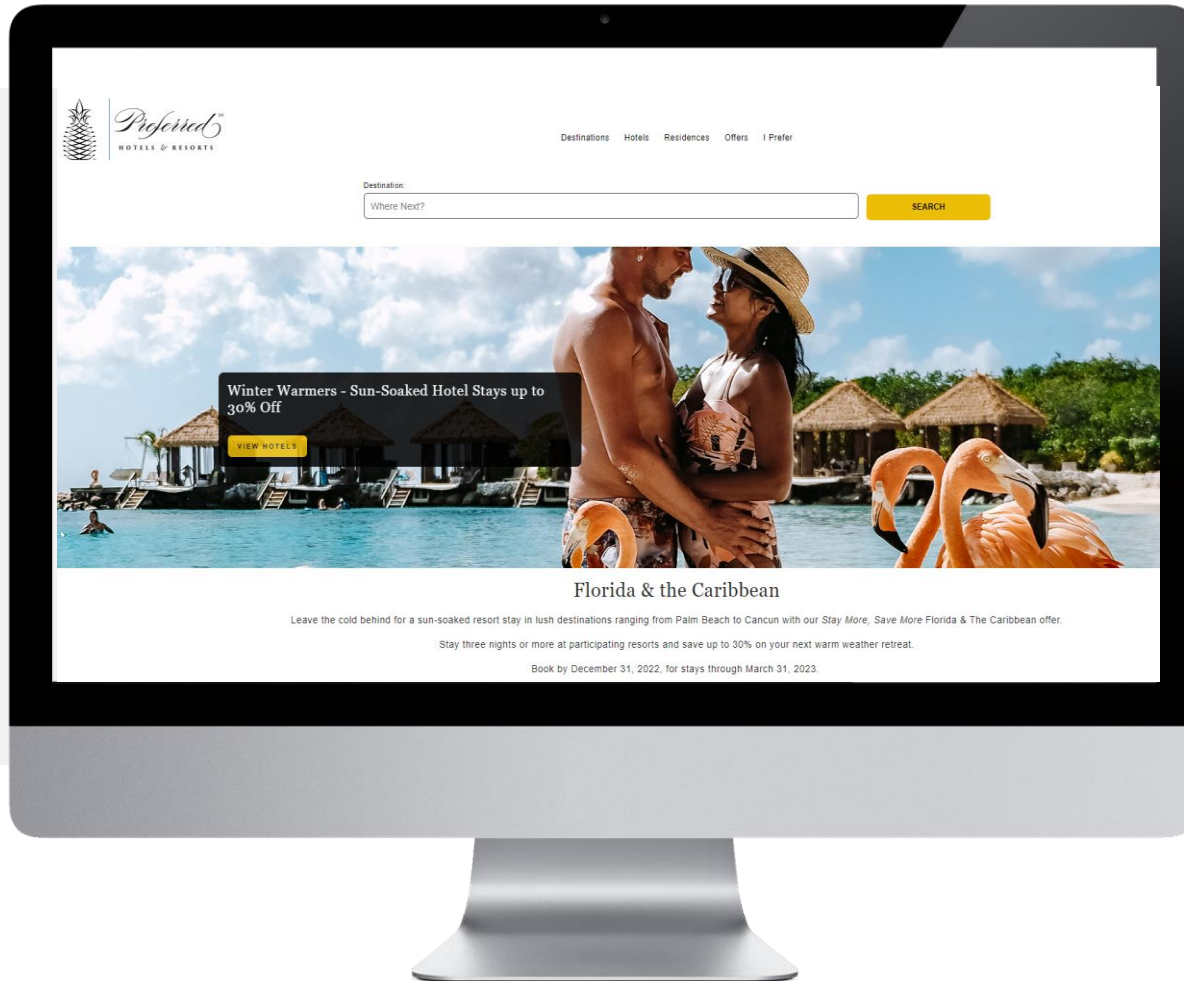


# DIGITAL TACTICS

THE SPOTLIGHTS: FLORIDA & THE CARIBBEAN

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# PREFERRED BRAND WEBSITE



1

Dedicated landing page featuring participating hotels

2

Landing page live October 9 – December 31, 2022

3

<https://preferredhotels.com/offer/florida-caribbean>



# PREFERRED – DIGITAL DISPLAY

## CUSTOM INTENT

- Using hotel & location specific URLs and keywords to inform custom intent audiences, such as 'Miami hotels,' 'Florida/Caribbean holidays,' or 'Biltmore Coral Gables,' while targeting generic themes related to off-season holidays and winter sun

## THIRD PARTY AUDIENCES

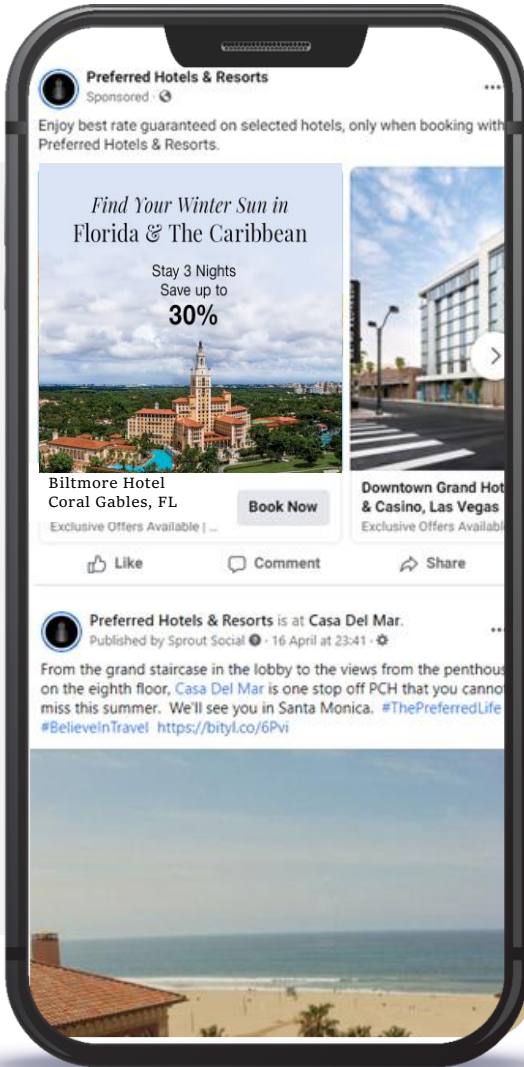
- Using pre-formed audiences provided by the Google marketing platform with themes related to off-season holidays/winter sun as well as those web users interested in traveling to certain destinations such as Florida, The Caribbean, Barbados, Jamaica, Miami and more.

## LANDING PAGE RETARGETING

- Targets non-purchasing web users; visitors from the campaign landing page



# PREFERRED – PAID SOCIAL MEDIA



1

**Property Prospecting:** Targets a broad U.S. nation-wide audience using a sales goal objective to target highly relevant web users

2

**Property Retargeting:** Targets those non-purchasing web users who have previously interacted with URLs and ads relating to Florida and Caribbean properties in the Preferred catalogue

3

**Landing Page Retargeting:** Targets non-purchasing visitors of the campaign landing page



THE SPOTLIGHTS: FLORIDA & THE CARIBBEAN

# PREFERRED – PAID SOCIAL MEDIA

*Find Your Winter Sun in  
Florida & The Caribbean*

Stay 3 Nights  
Save up to  
**30%**



REUNION RESORT & GOLF CLUB  
Kissimmee, Florida

*Find Your Winter Sun in  
Florida & The Caribbean*

Stay 3 Nights  
Save up to  
**30%**



TRUMP INTERNATIONAL BEACH RESORT MIAMI  
Sunny Isles Beach, Florida

*Find Your Winter Sun in  
Florida & The Caribbean*

Stay 3 Nights  
Save up to  
**30%**



NIZUC RESORT & SPA  
Cancún, Mexico

*Find Your Winter Sun in  
Florida & The Caribbean*

Stay 3 Nights  
Save up to  
**30%**



EAU PALM BEACH RESORT & SPA  
Palm Beach, Florida

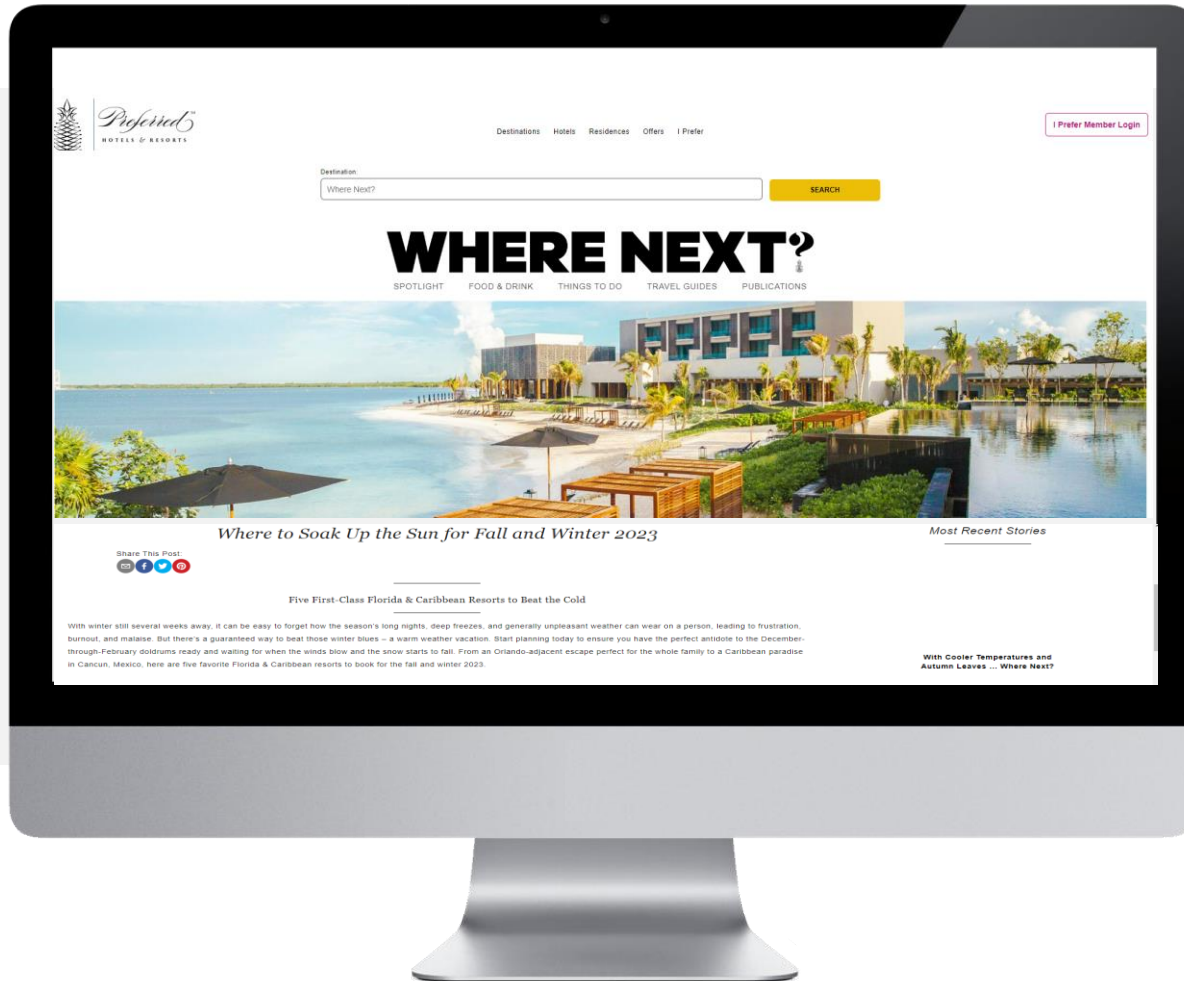
*Find Your Winter Sun in  
Florida & The Caribbean*

Stay 3 Nights  
Save up to  
**30%**



BILTMORE HOTEL  
Coral Gables, Florida

# PREFERRED BLOG



1

Dedicated Blog Post

2

Blog to be featured in upcoming IP Newsletter

3

<https://preferredhotels.com/where-next/spotlight/where-soak-sun-fall-and-winter-2023>



# *I PREFER* MEMBER E-MAIL

THE SPOTLIGHTS: FLORIDA & THE CARIBBEAN

# I PREFER EMAIL

1

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

2

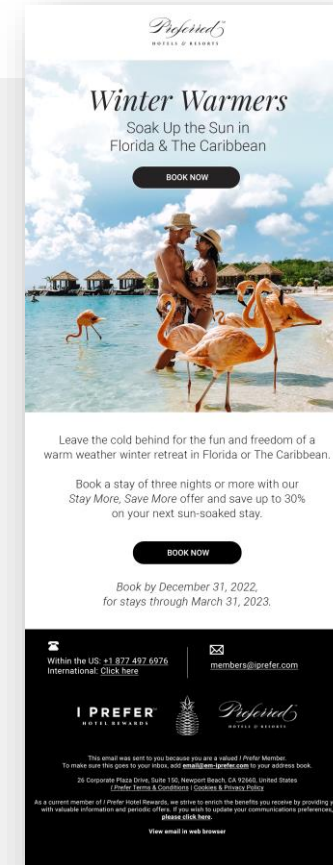
Highly targeted audience of *I Prefer* members who expressed interest in beaches/islands plus customers with past stays at participating hotels

3

Deployment: October 9, 2022

4

Creative test, long version showing participating hotels vs short version not showing hotels





# PREFERRED GLOBAL SALES

THE SPOTLIGHTS: FLORIDA & THE CARIBBEAN

# SALES FLYER

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

*Winter Warmers*  
Soak Up the Sun in  
Florida & The Caribbean

Rate Code:  
**MKTSSA**

Offer your clients savings of up to 30% on stays of three nights or more at five Florida & Caribbean resorts with our *Stay More, Save More* program.

As a valued Travel Advisor, we invite you to book our *Winter Warmers Stay More, Save More* destination-focused campaign highlighting Preferred Hotels & Resorts properties across Florida and the Caribbean.

Book your client's next sun-soaked resort vacation with this exclusive program and save them up to 30% when staying three nights or more.

Book by December 31, 2022, for travel through March 31, 2023, to help your clients leave the cold for warm weather destinations ranging from Palm Beach to Cancún.

[preferredhotels.com/sun-soaked-escapes](https://preferredhotels.com/sun-soaked-escapes)  
GDS Booking:  
Search codes **PH** or **PV**

**Four Seasons Resort & Spa**  
Palm Beach, Florida, USA

**Four Seasons Resort**  
Fort Lauderdale, Florida, USA


**Ritz-Carlton**  
Fort Lauderdale, Florida, USA

**Four Seasons Resort & Spa**  
Cancún, Mexico


# SALES NEWSLETTER

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



**EXCLUSIVE COLLECTION & EXPERIENTIAL OFFERS**




Florida & Caribbean Travel



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](#)



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




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




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

[VISIT GREECE](#)

**EXCLUSIVE COLLECTION & EXPERIENTIAL OFFERS**



Florida & Caribbean



Beaches & Islands



# SPOTLIGHT CAMPAIGN DESTINATION – FLORIDA & CARIBBEAN

## CAMPAIGN RESULTS

# CAMPAIGN REACH & RATE PLAN PRODUCTION



**7.5 M**

Digital Display and  
Paid Social Media  
impressions



**164 K**

Email sends to  
targeted *I Prefer*  
Members



**3.5 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	918,229	30,753	887,476
Bookings	401	7	394
Nights	1431	40	1391
ADR	641	769	638
LOS	3.6	5.7	3.5

*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, GDS and PHG – Voice*

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





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