

Q1-Q4 2023 INTEGRATED MARKETING & COMMUNICATIONS CALENDAR

| JANUARY | FEBRUARY | MARCH | APRIL | MAY | JUNE | JULY | AUGUST | SEPTEMBER | OCTOBER | NOVEMBER | DECEMBER |
|---------|----------|-------|-------|-----|------|------|--------|-----------|---------|----------|----------|
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CO-OPERATIVE MARKETING/THE MARKETPLACE - THEMARKETPLACE@PREFERREDHOTELS.COM

| THE ESSENTIALS | <p>THE ESSENTIALS - BRANDED RATE PROGRAMS*</p> <p>Stay More. Save More Preferred Suites Preferred Bed & Breakfast</p> <p>Preferred Extended Stay Preferred Advance Purchase Preferred Curations</p> <p>Preferred Plus Preferred Extended Stay Best Available Rate</p> <p>American Express Extra Night Offer American Express Preferred Family Offer Mastercard Standard Offer</p> <p>Mastercard Premium Offer Visa Worlds Offer Visa Worlds Golf Offer</p> <p>I Prefer Member Rate I Prefer Flexible Member Rate</p> | | | | | | | | | | | |
|--|---|--|----------|---------------------------|-------------------|--|---------------|--|----------------------|-----------------|--------------------------|--|
| | | | | Spring Travel Inspiration | | | Summer Fun* | | | | | |
| EXPERIENCE SPOTLIGHT CAMPAIGNS | Spa & Wellness* | | | Family Travel* | | | Food & Drink* | | | Arts & Culture* | | |
| | Beaches & Islands* | | | | Celebrations* | | | | | | | |
| | Europe Destination* | | | | Asia Destination* | | | | Florida & Caribbean* | | | |
| | California Destination* | | | | Italy* | | | | Canada* | | | |
| DESTINATION SPOTLIGHT CAMPAIGNS | 2 X LME* | | 2 X LME* | | 2 X LME* | | 2 X LME* | | 2 X LME* | | 2 X LME* | |
| | 2 X LME* | | 2 X LME* | | 2 X LME* | | 2 X LME* | | 2 X LME* | | 1 X LME* | |
| | 2 X LME* | | 2 X LME* | | 2 X LME* | | 2 X LME* | | 2 X LME* | | 2 X LME* | |
| | 2 X LME* | | 2 X LME* | | 2 X LME* | | 2 X LME* | | 2 X LME* | | 2 X LME* | |
| | 2 X LME* | | 2 X LME* | | 2 X LME* | | 2 X LME* | | 2 X LME* | | 2 X LME* | |
| THE ACCELERATORS (LAST MINUTE ESCAPES) | 2 X LME* | | 2 X LME* | | 2 X LME* | | 2 X LME* | | 2 X LME* | | 2 X LME* | |
| THE ACCELERATORS (SEASONAL PROMOTION) | | | | | | | | | | | CYBER SALES SINGLE'S DAY | |

Key to Marketing Channels

- DEDICATED LANDING PAGE
- EMAIL
- DIGITAL PAID MEDIA
- BLOG POST
- ORGANIC SOCIAL MEDIA
- B2B ACTIVATIONS
- B2C ACTIVATIONS
- PR ACTIVATIONS
- DISPLAY REMARKETING /ADVERTISING
- PAID SEARCH

* Add-on - price starting at \$450 †Property must be an active and engaged participant in the I Prefer Hotel Rewards loyalty program.

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I PREFER ACTIVITIES - LOYALTY@IPREFER.COM

| BONUS OFFERS | | | | Booking Bonus - New Website - 25,000 bonus points Earth Day (BG) Itinerary and enroll bonus | Unforgettable Moments Bonus 20k points for stays through July | | | | | | Unforgettable Moments Bonus 10k points for bookings made between Oct 1 and Nov 10, 2023 and for stays through Jan 1, 2024. | Cyber Offer 30k Bonus Points for Members | Members' Choice Announcement (Dec) and Booking Bonus (through March) - Celebrate 40 winning hotels with up to 40k bonus points (10k per property stayed by March 31) |
|--|----------------|----------------|------------------------------|---|---|---|---|---|---|---|--|---|--|
| REDEMPTION OFFERS | 2 x Key Access | 2 x Key Access | Auction Event 2 x Key Access | Regional Reward Night 2 x Key Access | 2 x Key Access | Auction Event 2 x Key Access RN/RN+ Awareness Trigger | Auction Event 2 x Key Access RN/RN+ Awareness Trigger | 2 x Key Access RN/RN+ Awareness Trigger | |
| REGIONAL OFFERS | | | | (Japan) 5k Points Bookings through June | | | | | | | | Single's Day 11k bonus points for members | |
| MEMBER EMAILS/ DEDICATED LANDING PAGES | | VIP Offers | | VIP Offers | | VIP Offers | | VIP Offers | | VIP Offers | | VIP Offers | |
| MEMBER COMMUNICATIONS | | | | Account Summary | Account Summary | Account Summary | Account Summary | Account Summary | Account Summary | Account Summary | Account Summary | Account Summary | Account Summary |

PARTNERSHIPS - THEMARKETPLACE@PREFERREDHOTELS.COM

| PARTNERSHIPS | | | | Amex Statement Credit Offer | | | Amex Statement Credit Offer; AARP Launch | AARP Digital Activations; AMEX Digital Display Campaign | AARP Digital Activations; AMEX Digital Display Campaign; Mastercard Asia Acquisition | AARP Digital Activations; AMEX Digital Display Campaign; Mastercard Asia Acquisition; Union Pay Launch | AARP Digital Activations; AMEX Digital Display Campaign; Mastercard Asia Acquisition; Union Pay promotion | AARP Digital Activations; AMEX Digital Display Campaign; Mastercard Asia Acquisition; Union Pay promotion |
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BRAND LEVEL MARKETING - THEMARKETPLACE@PREFERREDHOTELS.COM

| GLOBAL PROMOTIONS | Independent Hotel Day | | | | | Preferred Pineapple Week | | | | | | | |
|-------------------------|---|--|--|--|--|--------------------------|----------------------------|-------------------------------------|--|----------------------------|--------------------------|--|--|
| | Where Next 23 | | | | | Unforgettable Moments | | | Unforgettable Moments- Festive Message Including 10,000 IP Bonus Points for bookings made between Oct 1 and Nov 10, 2023 and for stays through Jan 1, 2024 Audience: Global | | | | |
| | | | | | | | Legend Collection (Global) | Legend Collection (USA & Caribbean) | Legend Collection (Europe) | Legend Collection (Mexico) | Legend Collection (Asia) | | |
| BRAND DIGITAL MARKETING | Evergreen PHR Brand Paid Search PHR Brand Display Advertising | | | PHR Brand Social Media Advertising PHR MetaSearch We Chat Mini Program Marketing | | | | | | | | | |

Key to Marketing Channels

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PR ACTIVITIES - PUBLICRELATIONSPHR@PREFERREDHOTELS.COM

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| PR ACTIVITIES (IN ADDITION TO THE ACTIVITIES SUPPORTING MARKETING CAMPAIGNS) | | | I Prefer - Reintroduction | I Prefer - update release Earth Day Family Travel (BG focused) | Celebrations + Beaches and Islands global pitch - Theme TBD | Unforgettable Moments - Launch release - distributed June 5 Hidden Gems targeted pitch (Select Media per region) pending hotel sign-ups | Legend Campaign - Development release for trade outreach | Spotlight on Spain - thought leadership and hotels (priority to The Marketplace hotels) | News from the Legend Collection - The Marketplace hotels prioritized Florida and Caribbean - The Marketplace Destination Spotlights (pending hotel signups) | NMA Q3 2023 Unforgettable Moments - Festive + Hotel Stories CNT Awards Global Release | Cyber Monday/Travel Tuesday global pitch Singles Day: Solo Travel Picks in 2024 - November 11 (Asia Focus - social) | New Openings 2024 Experience Legendary Hotels in The Nordics |
| | | | St Patrick's Day - Inbound Ireland focus | Mexico travel global pitch (dependent on sign-ups and CTA) UK & US-focused - King Charles' Coronation | Preferred Pride global pitch (Americas EMEA focus) | International Pineapple Week - distribution June 20 | T+L Awards global release July 4 Americas regional pitch (pending hotel sign-ups and CTA) | AARP Release CD Partnership announcement | Diwali celebrations Golden Week - China | Day of the Dead Celebrations; Mexico Hotels of the Year 2023 | What's Hot 2024 - emerging global and regional travel trends | Lunar New Year 2024 - China and East Asia Markets Late early Dec / I Prefer Member's Choice Announcement |

ORGANIC SOCIAL ACTIVITIES - SOCIALMEDIA@PREFERREDHOTELS.COM

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| GLOBAL SOCIAL MEDIA KEY DATES | New Years Day Lunar New Year (Jan 22, 2023) Independent Hotel Day (Jan 29, 2023) | Valentine's Day Escapes | St Patrick's Day Japan Spring Holiday/ start of Cherry Blossom season/ Holi | Songkran Festival (Thailand) Earth Day Easter Heritage Day National Parks Week Golden week (Japan) | King Charles' Coronation Mother's Day Pride Father's Day Cinco De Mayo China Golden Week | School holidays (SEA) Pet Appreciation Week Pride Month Preferred Pineapple Week | Independence Day (US) 4th July I Prefer focus Unforgettable moments launch | National Dog Day (Indonesia) World Elephant Day (Safari) | Diwali (India) Independence Day (Vietnam) Japan Silver Week World Rhino Day Mid Autumn Festival (China, Singapore, Malaysia) Oktoberfest Munich (begins) Rugby World Cup | National Golf Lovers Day International Coffee Day China Golden Week Halloween Emotional Wellness Month | Dia de Los Muertos Diwali (SEA) World Kindness Day National Take a Hike Day Cyber Monday/Travel Deal Tuesday China Singles Day / Solo Hotels Thanksgiving | Winter Holidays Winter solstice (northern hemisphere) Christmas Eve/Christmas, Hanukkah, New Year's Eve, New Year |
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| GLOBAL SOCIAL MEDIA EVERGREEN | User Generated Content and Influencer Content | | | | | | | | | | | | |
| | 2X Suite of the week | 2X Suite of the week | 2X Suite of the week | 2X Suite of the week | 2X Suite of the week | 2X Suite of the week | 2X Suite of the week | 2X Suite of the week | 2X Suite of the week | 2X Suite of the week | 2X Suite of the week | 2X Suite of the week | 2X Suite of the week |

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| CHINESE SOCIAL MEDIA PLATFORMS | Future Travel Chines New Year (China F&B) Independent Hotel Day UGC campaign ideas: Chinese New Year | Wedding & Celebration Spend your days on this special Valentine Day (F&B/Romantic travel destination) UGC campaign idea: <i>I Prefer</i> (TBC with Marketing and depending on I Prefer issues) | Spa & Wellness -Best Spa & Wellness destination for your next stay UGC campaign idea: <i>I Prefer</i> (TBC with Marketing) | World Earth Day Travel with Preferred "Residences" (Collection series) UGC campaign idea: Labour Day Travel | Labor Day Travel Destination Recommendation (China) Ecotourism Golf & Adventure Travel with Preferred "Legend" (Collection series) UGC campaign idea: Where Next? (TBC with Marketing) | Golf & Adventure Spend Children's Day with You Lovely Kids (China hotel member family package/unique family/children focused activities) Which Pride Hotel You Prefer? (Preferred LGBT Hotel) International Pineapple Week Travel with Preferred UGC campaign idea: International Pineapple Week | Family Travel (Urban escape) Food & Wine (Wineay resort) Mid-Autumn Festival Travel with Preferred "Residences" (Collection series) UGC campaign idea: Family Travel -Family focused adventures or excursions | Family Travel (Urban escape) Food & Wine (Wineay resort) Mid-Autumn Festival Travel with Preferred "Residences" (Collection series) UGC campaign idea: International Dog Day | International Dog Day (Pet-friendly) Food & Wine Travel with Preferred "Legend" (Collection series) UGC campaign idea: Golden Week | Golden Week travel destination Art & Culture Michelin starred restaurant hotel related Design Hotel Travel with Preferred UGC campaign idea: China Singles Day promotion (TBC with marketing, depending on the 11.11 offer) | Mountain & Ski (Switzerland, France, Italy/USA) Spa&Wellness (China, Japan, Sweden) Meeting and event space UGC campaign idea: China Singles Day promotion (TBC with marketing, depending on the 11.11 offer) | Ski & Winter Fun Hotels Christmas Season (China F&B) (China M&A) Travel with Preferred "Residences" UGC campaign idea: Ski & winter travel |
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BRAND PUBLICATIONS - BRANDCREATIVE@PREFERREDHOTELS.COM

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|---------------------------|-----------------------------|-------------------------|--------------------------|---|------------------------|--------------------------------|--------------------------|--------------------------|------------|--|---|--|--------------------------------------|
| PREFERRED TRAVEL MAGAZINE | | | | Preferred Travel vol 21 Theme: Favorite destinations we love to return to again and again 3 neighborhoods in these favorite destinations: London, Tokyo, New York, Rome, Mexico City, Singapore, Copenhagen Markets Around the World Preferred Journeys: Venice to Como, California Coast Highway, New York to Washington, D.C. by Rail Summer Games Food Worth the Journey (U.S.-focus) Cherished Resorts | | | | Preferred Travel vol 22 | | | | Preferred Travel vol 23 (Dec 2023/Jan 2024) PARIS!! 20pp covering Paris, include "Why I Love Paris" essay, "My Weekend" with notable Parisians, festivals & fetes, Olympics, weekend markets, food & drink 72 hours in ... Singapore, San Antonio, Helsinki In the Neighborhood: Washington, D.C. Wharf District Switzerland (specific hotels mentioned in feature: Grand Hotel Zermatterhof, Storchen Zurich, Alpina Gstaad, 7132 Hotel) Little Black Book: Mexico City Pioneer: Interview with Peter Ueberroth Art: Design Museums Food & Drink: Mocktails Preferred Experiences: Residences (winter focus) Travel Tails: City Dogs Where in the World: TBC | |
| | DIRECTORIES | | Golf Directory | PH Directory (TPG) | | Preferred Residences Directory | | BG Directory Launch | | Travel Planning Guide | | Preferred Residences Directory | |
| | BRAND AD PLACEMENTS | | | Departures Design&Style | T+L IT List / 500 List | CNT Hot List | Departures Escapes (DPS) | T+L | | Departures Fashion | CNT RCA-Spread | Departures Luxury-Spread | AFAR - Where to go '24 |
| | | | | CNT Slow Travel | AFAR Hospitality | | | WorldsBest Awards-Spread | | | AFAR - Epic Trips Town & Country - Culture | | Town & Country - Let's Celebrate '24 |
| | | | | | | | Town & Country Travel | | | | | CNT - Asia | |
| | WORLDWIDE HOTEL LISTING | WWHL Digital Update | WWHL Digital Update | WWHL Digital Update | WWHL Print | WWHL Digital Update | WWHL Digital Update | WWHL Digital Update | WWHL Print | WWHL Digital Update | WWHL Digital Update | WWHL Digital Update | WWHL Print |
| | EXPERIENCE FOLIOS (PRINTED) | Weddings & Celebrations | Spa & Wellness | Beaches & Islands | Family Pride | | | | | Food and Drink (might change name) Spa & Wellness | | | |
| | EXPERIENCE FOLIOS (DIGITAL) | Weddings & Celebrations | Spa & Wellness Adventure | Beaches & Islands | Pets | | | | | | SKI | | |