

Q1 2024 INTEGRATED MARKETING & COMMUNICATIONS CALENDAR









JANUARY

FEBRUARY












































MARCH

CO-OPERATIVE MARKETING/THE MARKETPLACE - THEMARKETPLACE@PREFERREDHOTELS.COM

START OF MARKETING MARKETPLACE 2024 PARTICIPATING HOTELS

BRANDED PROGRAMS	I Prefer Member Rate Stay More Save More Preferred Suite	Preferred Bed & Breakfast Advance Purchase Extended Stay	Preferred Local	   
BRAND PROGRAMS	American Express	Mastercard & Visa Bank Programs		   

EXPERIENCES, DESTINATIONS, SEASONAL CAMPAIGNS AND LAST MINUTE ESCAPES

DESTINATION & EXPERIENCE ALWAYS ON	   		
EXPERIENCE, DESTINATIONS & SEASONAL PUSHES	WINTER TRAVEL (SKI & MOUNTAIN & WINTER SUN)	FAMILY TRAVEL	CULINARY
	    	    	     
	WELLNESS	SPRING BREAK - TOP DESTINATIONS: Europe, Mexico, Florida, Caribbean, California	SUMMER TRAVEL
	    	     	     
LAST MINUTE ESCAPES	2 X LME	2 X LME	2 X LME
	 	 	 

Key to Marketing Channels

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

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

Q1 2024 INTEGRATED MARKETING & COMMUNICATIONS CALENDAR

	JANUARY	FEBRUARY	MARCH
I PREFER ACTIVITIES - LOYALTY@IPREFER.COM			
BONUS OFFERS	Member's Choice Award Promotion (Points promo for hotels recognized as Members Choice winners)		
REDEMPTION OFFERS	Key Access RN/RN+ Awareness Trigger	Key Access RN/RN+ Awareness Trigger	Key Access RN/RN+ Awareness Trigger
REGIONAL OFFERS			10K point bonus WeChat - China bookings (TBD)
MEMBER EMAILS/ DEDICATED LANDING PAGES		VIP Offers	
MEMBER COMMUNICATIONS	Account Summary Tier Name Change/T&Cs update	Account Summary	Account Summary
BRAND LEVEL MARKETING - THEMARKETPLACE@PREFERREDHOTELS.COM			
GLOBAL PROMOTIONS	Independent Hotel day New Year's Day Lunar New Year		
BRAND DIGITAL MEDIA	Evergreen PHR Brand Paid Search PHR Brand Display Advertising	PHR Brand Social Media Advertising PHR MetaSearch We Chat Mini Program Marketing	

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	JANUARY	FEBRUARY	MARCH
ORGANIC SOCIAL ACTIVITIES - SOCIALMEDIA@PREFERREDHOTELS.COM			
GLOBAL SOCIAL MEDIA KEY DATES	New Years Day Independent Hotel Day (Jan 29, 2024)	Lunar New Year (Feb 10, 2024) Valentine's Day Escapes	St Patrick's Day Japan Spring Holiday start of Cherry Blossom season Holi
GLOBAL SOCIAL MEDIA EVERGREEN	User Generated Content and Influencer Content Local area guide (5-10 key places to explore in your hotel's area - MUST be significant city. MUST have strong imagery)		
	2X Suite of the week	2X Suite of the week	2X Suite of the week
CHINESE SOCIAL MEDIA PLATFORMS (WECHAT, SINA WEIBO & RED)	New Years Day Independent Hotel Day	New Years Day Independent Hotel Day	New Years Day Independent Hotel Day
CHINA SOCIAL MEDIA EVER GREEN (MAINLY FOCUS ONWECHAT)	Post brand videos of 3 - 4 member hotels on WeChat Video Account		
	User generated content and influence content partnered with 2 - 3 China key influencers aligned with key marketing campaign and monthly/seasonal key topics and major festivals.		
PARTNER ACTIVATIONS - IN MARKET DATE			
MASTERCARD OFFERS	I Prefer acquisition campaign - Asia	I Prefer acquisition campaign - Asia	I Prefer acquisition campaign - Asia
UNION PAY OFFERS	I Prefer Member rate Union Pay offering	I Prefer Member rate Union Pay offering	I Prefer Member rate Union Pay offering
AIRLINES	Air Canada Points exchange promotion	Air Canada Points exchange promotion	Air Canada Points exchange promotion
MEMBER ORGANISATIONS	AARP digital activations	AARP digital activations	AARP digital activations

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JANUARY

FEBRUARY

MARCH

BRAND PUBLICATIONS - BRANDCREATIVE@PREFERREDHOTELS.COM

PREFERRED TRAVEL MAGAZINE

Preferred Travel vol 21
(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
Little Black Book: Mexico City
Pioneer: Interview with Peter Ueberroth
Art: Design Museums
Food & Drink: Mocktails
Preferred Experience: Residences
Travel Tails: City Dogs
Where in the World: TBC

Preferred Travel, vol 24 (April 2024)

WORLDWIDE HOTEL LISTING

WWHL (April 2024)

Key to Marketing Channels

											
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