



*Preferred*SM
HOTELS & RESORTS

I PREFERSM
HOTEL REWARDS

CYBER SALE 2025

— Cyber Sale 2025

Executive Summary

\$5.9 Million

REVENUE ON CYBER RATE
PLAN (ALL CHANNELS)*



6,000+

BOOKINGS GENERATED*



246 Million

IMPRESSIONS
GENERATED**



57,000+

CLICKS GENERATED FROM
THE CAMPAIGN**



*Results are based on confirmed bookings (not including cancellations) across all channels

**Results may include double counting impressions across channels

Rate Plan Production

Data Pulled from Nov 24 - Dec 4, 2025

KPI ^{1,2}	TOTAL RATE REVENUE	TOTAL RATE REVENUE YOY GROWTH	PHG WEB CHANNELS ³	PHG CHANNELS YOY GROWTH	HOTEL CHANNELS ⁴	HOTEL CHANNELS YOY GROWTH
Revenue	\$ 5,908,499	+488%	\$ 1,660,720	+344%	\$3,090,117	+499%
Bookings	6,411	+678%	1,914	+515%	3,274	+619%

1 – Results are based on confirmed bookings (not including cancellations)

2 – Results are based on MKTCYB25 rate code for the duration of the campaign

3 – PHG Channels include PHG – IBE: Preferredhotels.com and Iprefer.com

4 – Hotel Channels include Hotel – IBE

— Campaign Summary

CYBER SALE 2025

— Cyber Sale 2025

Campaign Overview



OBJECTIVES

Drive traffic and bookings to participating hotels from key feeder markets. Stand out from the competition on Cyber Monday & Black Friday.

STRATEGY

Drive urgency with a one-day Cyber Monday offer for a 35% off AND 35,000 *Preferred* bonus points incentive.

Drive additional bookings by extending the offer on Tuesday 3rd and Wednesday 4th December.

TIMING

24th – 30th November:
Standard Offer Period

1st December: Cyber Monday

2nd – 3rd: Extended Period

OFFER

35% off AND 35,000
BONUS POINTS OFFER:
Valid for stays of
minimum 2 nights.

— Cyber Sale 2025

Campaign Timing

November

24	25	26	27	28	29	30
Launch	Standard Cyber Offer Period					

December

1	2	3	4
Cyber Monday	Extended Offer Period		



CYBER SALE 2025

Campaign Message



SAVE 35%

ON SELECT HOTELS

+

Earn 35,000

I PREFER BONUS POINTS

Save 35% and earn 35,000 *I Prefer* bonus points with a luxury hotel stay of three nights or more.

Don't miss out on our best offer of the year!

Register and Book by December 3, 2025, for stays through June 30, 2026.

Target Audience

- Cyber Monday Sale consumers looking to take a luxury vacation and searching for “deals”
- Global feeder markets for participating hotels
- Global *I Prefer* members



The Offer



- **RATE PROGRAM CODE:**
 - MKTCYB25
- **VALID ARRIVAL DATE:**
 - November 25, 2025 – June 30, 2026
- **VALID BOOKING DATE:**
 - Nov 24 – Dec 4, 2025
- **OFFER DESCRIPTION:**
 - Stay two (2) nights or more and get 35% off when you book rate code MKTCYB25.
- **ADDITIONAL DETAILS:**
 - Commissionable 10%
 - Cannot be combined with other offers or promotions

Plus 35,000 /
Prefer Bonus
Points when users
register

BLACK OUT DATES MAY BE APPLIED

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MARKETING CHANNELS

Integrated Marketing

DIGITAL MEDIA

- Paid Display
- Paid Social
- Paid Search (PPC)
- Organic Search (SEO)
- Strategic Targeting

ONLINE MERCHANDISING

- Dedicated landing pages
- Website pop up banners
- Homepage Feature

HOTEL AMPLIFICATION

- Hotel Owned Channel Promotion

EMAIL DISTRIBUTIONS

- *I Prefer* Member channels: 3 Dedicated Emails promoting the offer
- Follow Up Communications

PR & SOCIAL MEDIA

- Organic Social Media Posts & Stories
- Media outreach

PARTNERSHIPS

- Travel + Leisure
- AARP
- Affiliate Marketing



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Digital Media

We deployed a robust, full-funnel media mix across Facebook, DV360, and paid search to drive high-intent traffic to the campaign offer page.

While no dedicated Cyber search campaigns were activated, we optimized account-wide ad copy across all brand and property campaigns to amplify this year's offer. The results were significant: brand conversions surged 54% during the sale period. Overall, the Cyber campaign delivered 39.6M impressions and 22K clicks, reinforcing strong digital performance and ROI.



39.6M
Impressions



22,310
Clicks



— Cyber Sale 2025

Email & Online Merchandizing

Landing Pages: Dedicated registration and offer pages live on IPrefer.com and PreferredHotels.com, plus homepage placement and pop-ups to capture organic traffic.

I Prefer Email Deployment Dates:

- Nov 25: Offer Launch Announcement
- Dec 1: Cyber Monday
- Dec 2: Offer Extended Period

Additional Email Touchpoints: Registration confirmation emails to drive engagement and bookings. As well as follow-up for Cyber bookers who didn't register, encouraging sign-up and further reservations.



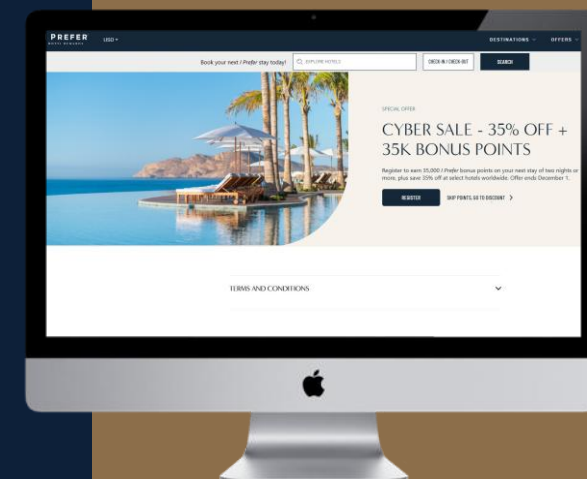
19.8%

Average Open Rate



8.7%

Average Click Rate



— Cyber Sale 2025

Hotel Amplification

We empowered participating hotels to amplify the offer through their own channels to maximize the impact. Promoting across web, email, display, and social to create a unified, multi-touchpoint presence. This collaborative approach not only extended the campaign's reach but also leveraged the credibility and influence of each property's brand voice, driving stronger engagement and maximizing overall impact.



**ONE WEEK TO BOOK,
A FULL YEAR TO ESCAPE**
SAVE 35% THROUGH 2026!

Picture a February escape when you need it most. A May getaway when the California coast comes alive. An August retreat when the city fog rolls in and Cavallo Point feels like your own private sanctuary. Whatever the season calls for, you can answer with our Cyber sale, offering **35% off our Best Flexible Rate for all of 2026***.

You have just one more week to book, but an entire year to stay. During this brief window, you can lock in **35% savings on any stay through December 30, 2026**. From New Year celebrations to spring weekends to summer adventures under the Golden Gate. **The booking window closes December 5.** Whether you're planning ahead or leaving room for spontaneity, the choice is yours. Book now and secure a year's worth of possibilities.

[RESERVE YOUR ROOM](#)

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PR & Social Media Overview

PUBLIC RELATIONS

- 216 million+ total impressions
- 3.2 million advertising equivalency value
- 35 earned editorial placements across 7 countries

SOCIAL MEDIA

- 16 posts
- 14,770 impressions
- 3.65% engagement rate (eng/reach)

The Washington Post

AFAR

THE
POINTS
GUY 

RWRDS 



GayaTravel 
Magazine

Expansión

LoyaltyLobby

Making sense of travel loyalty programs.

TRAVELPULSE

BY NORTHSTAR



TURNING LEFT FOR LESS

CHAMPAGNE TRAVEL ON A PROSECCO BUDGET 

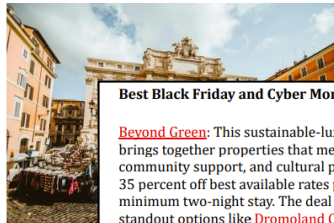
Global Editorial Highlights

— Cyber Sale 2025

AFAR

The Best Black Friday Travel Deals, Including Europe Flights from \$349, Glamping, Trains, and Luxe Cruises

Our inboxes have been flooded with exciting offers during this holiday promotional season. These are the deals that have us dreaming about our next getaway and picking out gifts for our friends and family (okay, and maybe for ourselves, too).



Best Black Friday and Cyber Monday 2025 hotel deals

Beyond Green: This sustainable-luxury hotel portfolio founded by Preferred Travel Group, brings together properties that meet strict criteria for environmental stewardship, community support, and cultural preservation. Through December 1, the brand is offering 35 percent off best available rates plus 35,000 I Prefer Bonus Points when you book a minimum two-night stay. The deal applies to travel through June 30, 2026 and includes standout options like [Dromoland Castle](#) in Ireland and [The Leela Palace Udaipur](#) in India.

Head for Points

Get 35,000 bonus I Prefer points in the Preferred Hotels sale

Links on Head for Points may support the site by paying a commission. [See here](#) for all partner links.

Independent luxury hotel booking consortium Preferred Hotels has brought back its Black Friday offer for another year.

This is the strongest offer you see all year from Preferred Hotels, and this year it is easier to take part because the minimum stay has been cut from three nights to just two.

Forbes

Last-Minute Cyber Week Discount Trips, Deals And Deals

recommend
helping travel advisors sell travel



Hotels & Beyond
All Out 2025 Cyber Sale

TravelDreamsMagazine
What is your version of living the dream?

HOME ABOUT US DREAM DESTINATIONS DREAM GOLF DREAM JOBS DREAM SPECIALS CONTACT US

Preferred Hotels & Resorts and Beyond Green Unveil 2025 Cyber Sale Offer

Posted by Tim Cotroneo on November 20, 2025

THE POINTS GUY

The best Cyber Monday and Travel Tuesday hotel deals in 2025

Preferred Hotels & Resorts

The independent hotel brand is offering 35% off its best available rates when travelers book by Dec. 1, 2025. Even better, the company will award a booking bonus of 35,000 I Prefer points with a minimum two-night stay, but travelers must register for the offer during the booking window. The sale is valid for travel through June 30, 2026.

To book: Visit Preferred Hotels & Resorts' website.

Beyond Green

This sustainable hotel brand is offering 35% off stays and a booking bonus of 35,000 I Prefer points when travelers book a minimum two-night vacation. Travelers must book by Dec. 1, 2025, and travel by June 30, 2026. To get the bonus points, travelers must register for the offer during the booking window.

The Washington Post

The Black Friday travel deals you'll actually want to buy

We scoured the internet for bargains on hotels, flights, cruises and more.



Welcome to sale season. Every corner of the internet is flashing red with the promise of huge savings, going fast — whether pet food or power tools. The travel industry is no exception; our inboxes overflow with emails for Black Friday, Cyber Monday and Travel Deal Tuesday savings on hotels, airline miles, cruises, group tours and more.

ポイント貯まるミッション 毎日Infoseekニュースを使って、楽しくポイントを貯めよう
③ ミッションとは？

プリファード ホテルズ&リゾーツ」と「ビヨンドグリーン」
一年で最大の「オンライン セール - Cyber Sale」を開
催！
TIMES / 2025年11月19日 13時49分



Condé Nast Traveler



The Top Cyber Monday 2025 Travel Deals Worth Booking Today

Hotels

Green getaways with global rewards

Beyond Green, the eco-conscious hotel brand, is offering a generous 35% off stays along with a bonus of 35,000 I Prefer points for travelers booking a two-night minimum. Ideal for those looking to combine sustainability with luxury, Beyond Green properties offer a range of serene and beautifully designed accommodations. Book by December 1, 2025, for stays through June 30, 2026, and don't forget to register for the offer during the booking window to claim your bonus points. Whether you're waking up to misty mountain views or oceanside sunrises, every stay contributes to preserving the environment.

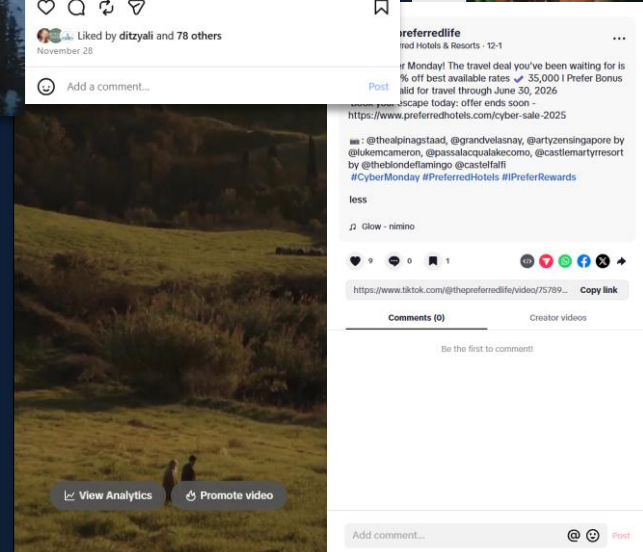
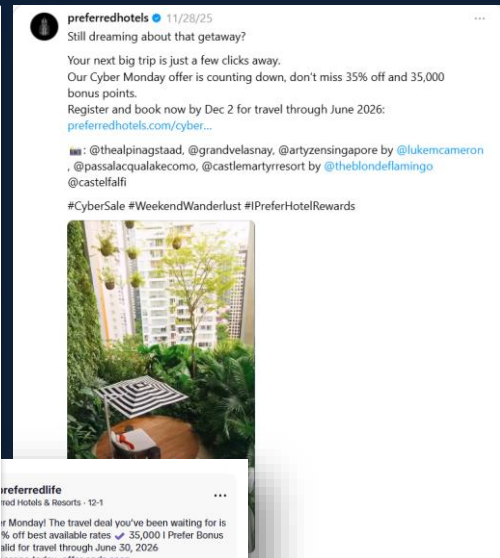
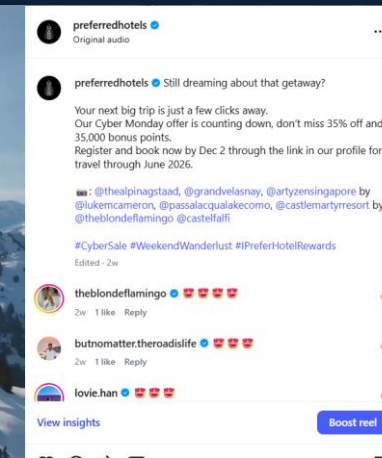
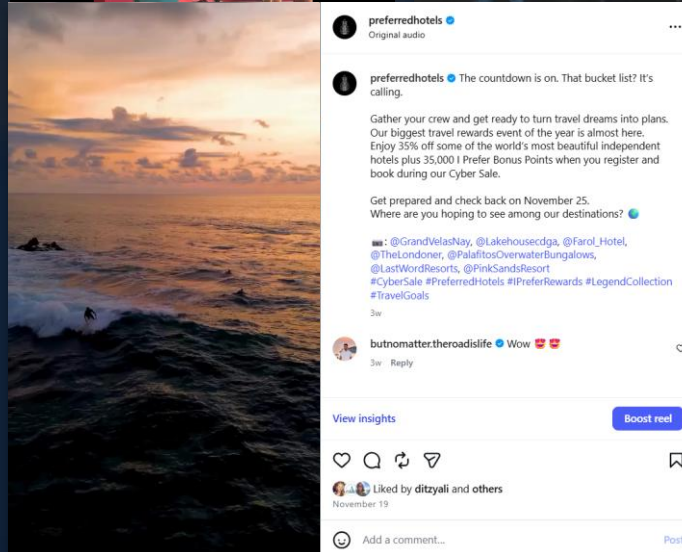
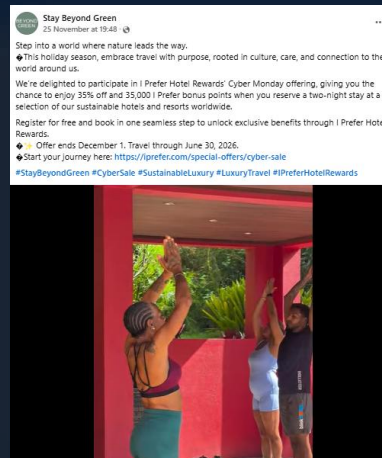
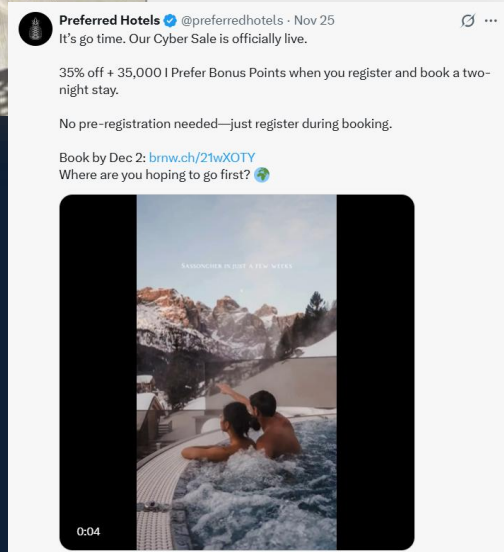
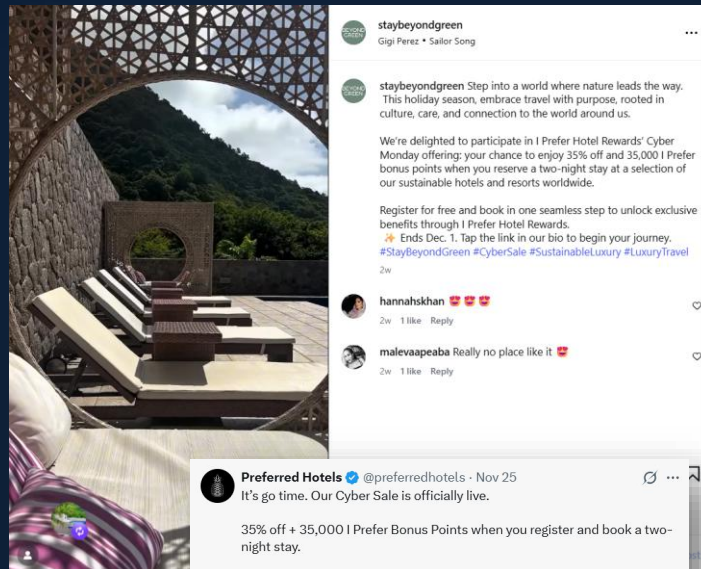
[BOOK NOW AT BEYOND GREEN](#)

Preferred
HOTELS & RESORTS

I PREFER
HOTEL REWARDS

Social Media Highlights

— Instagram, Facebook, Threads, Tiktok, X, Pinterest



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Partner Marketing

AARP

Our Partnership with AARP allowed us to promote the Cyber offer to their millions of US consumers. We promoted across their social media and through banner ads on their website. In total garnering 104,000 impressions and 1,287 clicks.

Travel + Leisure

Our Partnership with Travel + Leisure allowed us to promote the offer to their readership for the duration of the campaign garnering 1.05 Million impressions and 1,111 clicks.



1.09m

Total Impressions



2.3K

Total Clicks





THANK YOU!