



Preferred
HOTELS & RESORTS

MARKETING BY PREFERRED TRAVEL GROUP™ SOLUTIONS

2027 PROGRAM OVERVIEW



MARKETING

BY PREFERRED TRAVEL GROUP™

SOLUTIONS

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— Marketing Solutions

PROGRAM DESCRIPTION

Marketing Solutions by Preferred Travel Group gives hotels access to marketing programs designed to increase visibility, reach the right guests, and drive more bookings.

Key Benefits

- Reach high-value travelers and travel professionals
- Increase hotel visibility
- Drive new demand
- Benefit from AI-powered marketing
- Choose the programs that fit your goals

— REGISTER FOR MARKETING SOLUTIONS HERE —

— Marketing Solutions

THE STRUCTURE



— Marketing Solutions

THE STRUCTURE (BG only)



— Our Audience

CONNECTING HOTELS WITH HIGH-VALUE AUDIENCES



Brand Loyal



Affluent



High-Spending



Travel & Luxury -Focused

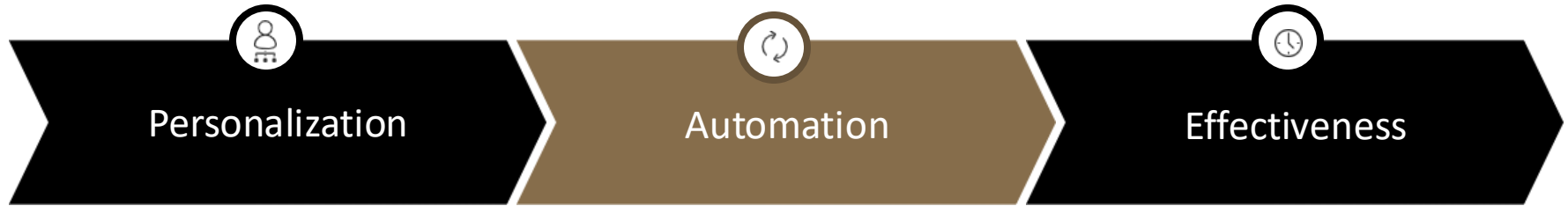


Travel Professionals

— Marketing in the Age of AI

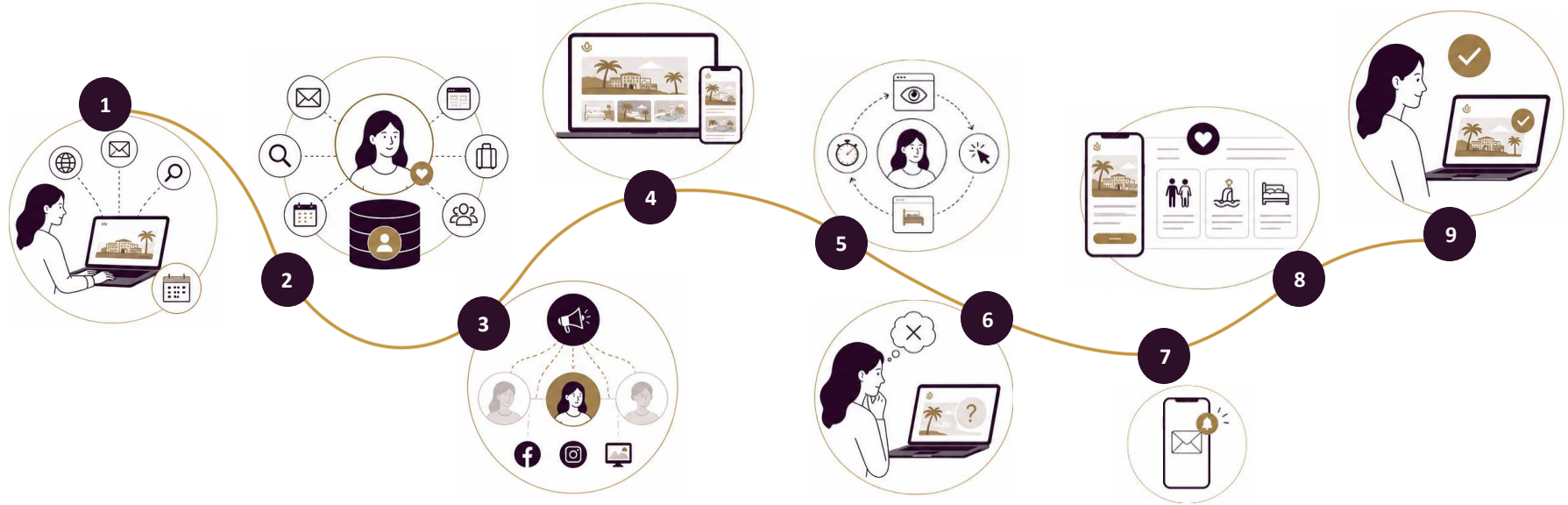
SMARTER MARKETING THROUGH DATA & AI

Today's travelers engage across multiple channels before booking. We use data and AI to deliver more relevant messages, to the right audience, at the right time.



— Marketing in the Age of AI

CONNECTING ACROSS THEIR BOOKING JOURNEY



1. Susan interacts across multiple channels.

2. CDP creates a single guest profile.

3. Preferred launches a promotional campaign.

4. Susan clicks the ad and lands on a personalized experience.

5. Her activity is captured in real time.

6. Susan abandons her session.

7. The CDP triggers an automated follow-up

8. Susan clicks the message and returns to her booking journey.

9. Susan completes her booking.



— Marketing Solutions

OUR SUITE OF MARKETING SOLUTIONS

— Designed to boost your hotel performance.



Co-Operative Marketing Program (*CORE PROGRAM*)

Drive awareness and bookings with high-impact campaigns at shared cost and strong ROI.



I Prefer Loyalty Marketing

Connect with the 7 Million I Prefer members around the globe.



Beyond Green Paid Media

Opportunities in top-tier media outlets specifically for Beyond Green members.



Travel Trade Marketing

Reach Preferred's network of luxury travel professionals.



Preferred Media Network

Boost visibility through targeted digital ads, optimized to deliver direct bookings.



Brand-Wide Promotions

Unforgettable Moments and Cyber Sale.

Realize the benefit of global promotions backed by high-powered omni-channel marketing.



Brand Partnerships

Access premium audiences through exclusive partnerships with top global brands.

Complimentary

Complimentary

— REGISTER FOR MARKETING SOLUTIONS HERE —

— Co-Operative Marketing Program

PROGRAM RESULTS

Global Metrics from 2025 Program.

890+

BOOKINGS PER
HOTEL ON AVERAGE*



1B+

AD IMPRESSIONS
GENERATED*



\$389M+

IN ROOM REVENUE
GENERATED*



41%

HALO BOOKINGS
GENERATED**



* 2025 full year metrics from hotels on MKT rate plans, all channels combined.

** 33% of all bookings generated through Preferred trackable Paid Media related activities in 2025 have resulted in a direct booking to a hotel direct website. Halo Marketing is when exposure to Preferred Hotels & Resorts advertising and digital efforts influences member hotel bookings via their direct sites.

Users who have been exposed to Preferred Hotel's advertising activity, then made a booking on the hotel's website (trackable via Synxis booking engines only). Attribution Window: 30 Days from view / 7 Days from click.

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— Co-Operative Marketing Program

CO-OPERATIVE MARKETING INCLUSIONS



Paid Search



**Experience &
Destination
Campaigns**



**Branded Rate
Programs**



Bank Programs



**Last Minute
Escapes**

— Co-Operative Marketing Inclusions

MARKETING & COMMUNICATION CHANNELS

Digital Media

- Paid Search (PPC)
- Paid Display
- Paid Social
- Organic Search (SEO)
- Smarter Bidding with Google AI
- Strategic Targeting
- Core ID Targeting
- SMS Messaging

Email Marketing

- AI-Powered Email Personalization
- *I Prefer* Monthly Account Summary Features

Online Merchandizing

- Optimized dedicated landing pages
- Expanded Web Presence
- Blog Articles
- Web Placements

PR & Social Media

- Organic Social Media Posts & Stories
- Media Outreach (when applicable)

Travel Trade

- Sales Newsletters
- Sales Folios

Partner Communications

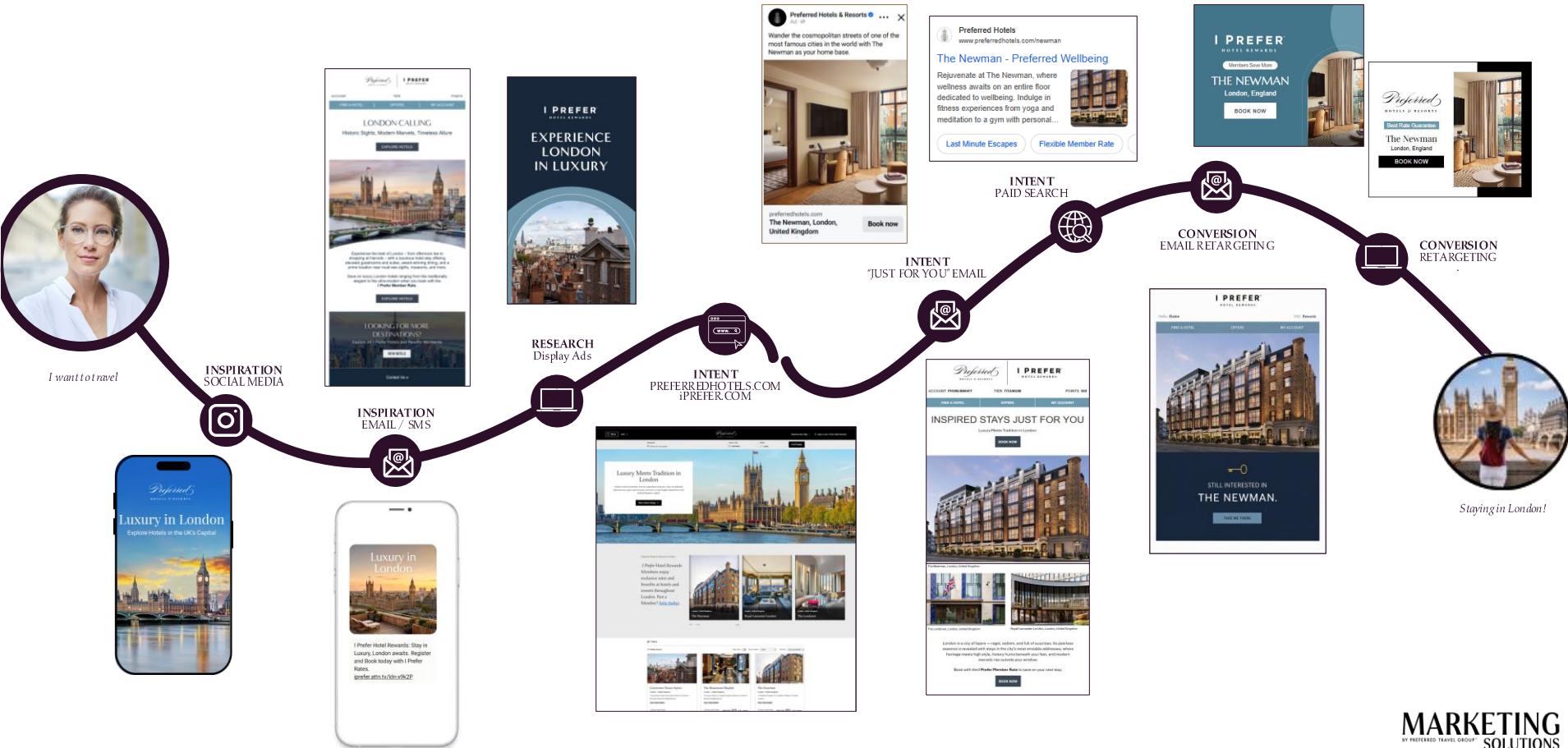
- Bank Partner Channels
- Partner Email Marketing
- Digital and Social Media
- Affiliate Marketing

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Co-Operative Marketing Program SAMPLE GUEST JOURNEY

Marketing Journey Sample: London



— Co-Operative Marketing Inclusions

PAID SEARCH

Through our relationship with Google, our paid search strategy complements your hotel's, increasing real estate and pushing OTAs down the page.

9x

HOTELS IN PPC GREW
BRAND.COM REVENUE ON
AVERAGE 9X FASTER THAN
HOTELS NOT IN PPC.

>50%

OF USERS EXPOSED TO
PREFERRED'S CAMPAIGNS
ULTIMATELY BOOK
DIRECTLY VIA THE HOTEL'S
WEBSITE.



— Co-Operative Marketing Program

EXPERIENCES & DESTINATIONS

EXPERIENCES

- Important Events of the World
- Wellness
- Family Travel
- Culinary
- Beaches & Islands
- Ski & Mountain
- Pet Travel
- NEW!** • Landmarks of the World
- Boutique/ Hidden Gems
- Winter Sun
- All-Inclusive
- Resort Escapes
- Heart of the City
- Sustainability
- Michelin Star Restaurants
- Residences

DESTINATIONS

- New York City
- Florida
- California
- New England
- The Southwest
- The Midwest & Chicago
- NEW!** • Long Weekend Stays (US)
- NEW!** • Washington D.C., Maryland & Virginia
- Canada
- The Caribbean
- Hawaii
- Latin America
- Mexico
- NEW!** • Mayan Riviera
- NEW!** • Cabo and Puerto Vallarta
- Central America
- South America
- The American South
- American Rocky Mountains
- Europe
- The Mediterranean
- The Nordics
- The UK
- London
- Paris
- Italy
- Spain
- Germany
- Switzerland & Austria
- Romantic Cities in Europe
- Costa del Sol and Balearic Islands
- Portugal
- Ireland
- Europe's Traditional Treasures
- Greece
- Asia
- Southeast Asia – Island Getaways
- Southeast Asia – Urban Escapes
- Africa
- NEW!** • Egypt
- NEW!** • India
- NEW!** • Tokyo
- Japan
- Japan – Summer Stays

— Co-Operative Marketing Inclusions

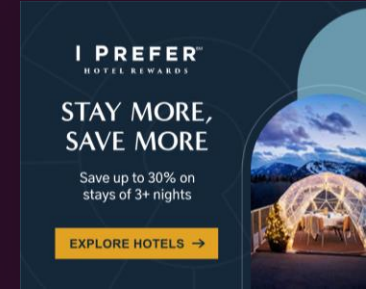
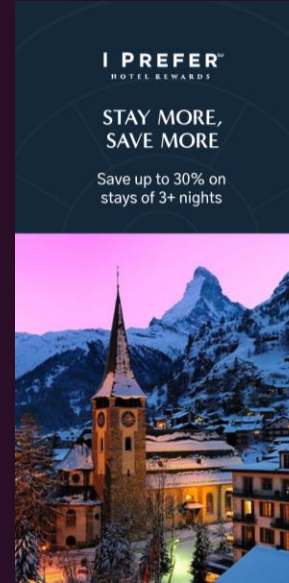
BRANDED RATE PROGRAMS

- ⬆ **I Prefer Member Rate* (MKTIPM)**
 - Minimum 5% off LAR for I Prefer members.
- ⬆ **Stay More Save More (MKTSSA)**
 - 10% to 30% off BAR. Minimum 3-night stay.
- ⬆ **Advance Purchase (MKTADV)**
 - 10% to 30% off BAR Discretionary lead time applies. Non-refundable.
- ⬆ **Preferred Bed & Breakfast (MKTGBB)**
 - Daily breakfast for two included.
- Preferred Suite (MKTSD)**
 - 10% and 30% off BAR for suite room types. Minimum 2-night stay.
- Preferred Extended Stay (MKTEXS)**
 - 10% to 30% off BAR. Discretionary minimum nights apply.
- Preferred Local (MKTVIP)**
 - BAR including a premium for the value-add. Minimum 2-night stay.

⬆ Top Performing Offer

*Required for program participation

— REGISTER FOR MARKETING SOLUTIONS HERE —



MARKETING
BY PREFERRED TRAVEL GROUP SOLUTIONS

— Co-Operative Marketing Inclusions

BANK PROGRAMS

- ⬆ **American Express Extra Night Offer (MKTAMX)**
- 3rd, 4th or 5th night free when guests book and pay with an American Express Card

American Express Preferred Family Offer (MKTAEPF)

10% off BAR + Complimentary meals for kids under 12 .

- ⬆ **Mastercard Standard Offer (MKTMSC)**
- 4 for 3 when guests book and pay with a Mastercard card.

Mastercard Premium Offer (MKTMPE)

- 4 for 3 + 5,000 IP bonus points (sponsored by PHR), when guests pay with a Premium Mastercard

- ⬆ **Visa Worlds Offer (MKTVWO)**
- 10% off BAR + daily Breakfast when guests book and pay with a Visa card.

Visa Comp Golf Offer (MKTVGO)

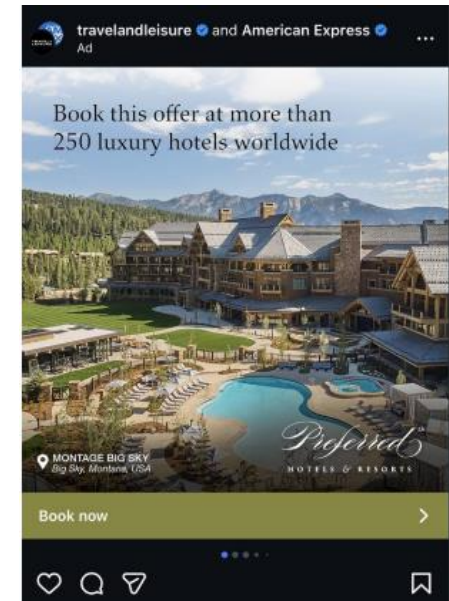
- One round of golf complimentary with a 2-night consecutive stay at Best Available Rate.

Union Pay (MKTUPI) - NEW

- Up to 30% off when you book Preferred Hotels & Resorts as a UnionPay member.

- ⬆ Top Performing Offer

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— Co-Operative Marketing Inclusions

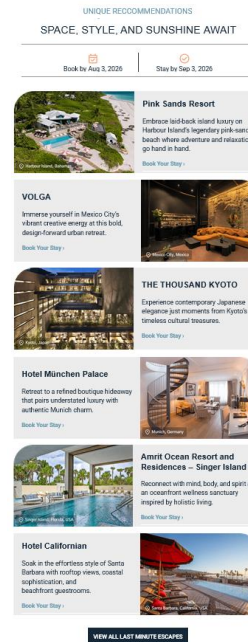
LAST-MINUTE ESCAPES

UNLIMITED Access to Last-Minute Escapes.

Our Flash Sale product to help quickly drive Need Period bookings.

- Sales run 2x a month
- Supported by email and digital ads

Delivers immediate impact with 14-day booking window and 45-day travel window.





— Marketing Solutions

OUR SUITE OF MARKETING SOLUTIONS

— Designed to boost your hotel performance.



Co-Operative Marketing Program (*CORE PROGRAM*)

Drive awareness and bookings with high-impact campaigns at shared cost and strong ROI.



I Prefer Loyalty Marketing

Connect with the 7 Million I Prefer members around the globe.



Beyond Green Paid Media

Opportunities in top-tier media outlets specifically for Beyond Green members.



Travel Trade Marketing

Reach Preferred's network of luxury travel professionals.



Preferred Media Network

Boost visibility through targeted digital ads, optimized to deliver direct bookings.



Brand-Wide Promotions

Unforgettable Moments and Cyber Sale.

Realize the benefit of global promotions backed by high-powered omni-channel marketing.



Brand Partnerships

Access premium audiences through exclusive partnerships with top global brands.

Complimentary

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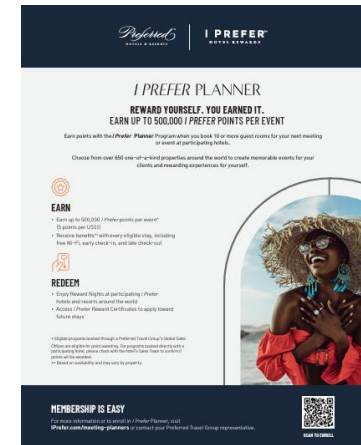
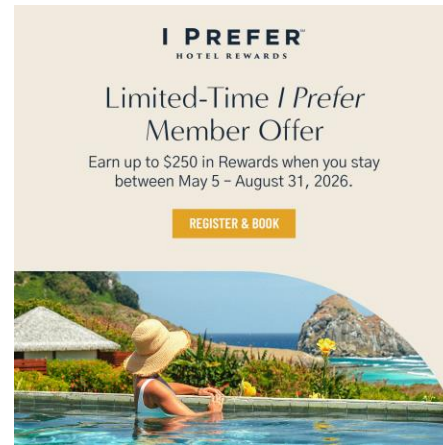
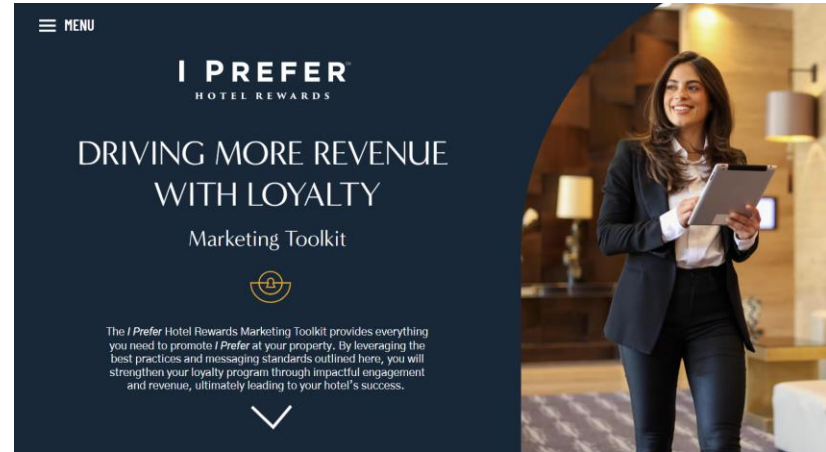
— I Prefer Loyalty Marketing

Automatically Included *I Prefer* Promotions

- Global Brand Campaigns
 - Lifecycle & Ad-Hoc Emails
 - Global Registration Campaigns
- *I Prefer* Planner

Programs for Sign Up

- Past Guest Invitation





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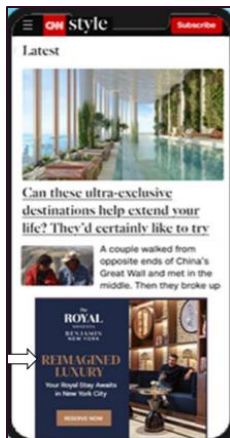
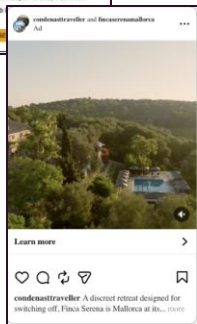
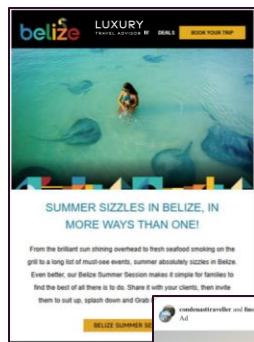
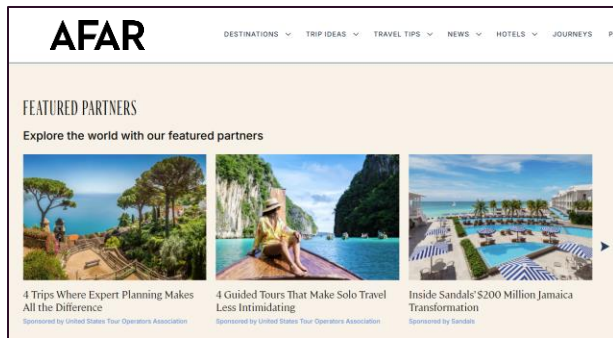


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Complimentary

— REGISTER FOR MARKETING SOLUTIONS HERE —



— Beyond Green Paid Media

BEYOND GREEN MARKETING



AFAR: Native Article

Feature your property in an AFAR online article, reaching **1.75MM+ impressions** over a 6-8 week run among AFAR's highly engaged audience of value-led travelers.



Airline & Bank Programmatic Banner Ads

Feature your hotel in targeted banner ads reaching Delta and United travelers, Amex and Chase cardholders, and travel loyalty audiences such as Priority Pass members and airport lounge users. 315,000 impressions per hotel over six weeks, with optional U.S. or U.K. geo-targeting.



Luxury Travel Advisor: Dedicated Email

Dedicated email (per participating hotel) to 35,000 of the most influential travel advisors in the US who sell luxury and sustainable tourism. Each hotel will have their own dedicated email.



Condé Nast Traveller (UK): Paid Social

Increase visibility for your hotel through custom social content by Condé Nast, promoted across Instagram Feed, Instagram Stories, and Facebook. Posts will be delivered to highly targeted, premium audience segments, positioning your hotel alongside fellow Beyond Green members.



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QUARTERLY TRAVEL TRADE MARKETING PACKAGES

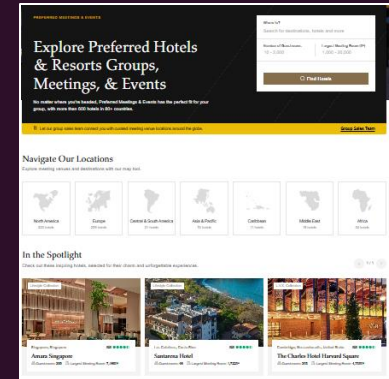
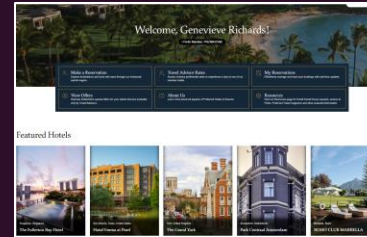
Tap into Preferred Hotels & Resorts' audience of top-tier trade marketing professionals.

Meetings & Groups Marketing Package:

- Targeted themed newsletter sent to over 12,000 professionals
- Premium quarter-long placement on the PHR meetings website as a featured hotel
- Limited to one placement per hotel per year

Consortia & Luxury Travel Advisor Marketing Package:

- “Stay More Save More”: Hotels agree to offer up to 30% off stays of 3 days or more.
- Targeted newsletter sent to over 9,000 professionals
- Premium quarter-long placement on the Travel Advisor Portal as a featured hotel.
- Limited to one placement per hotel per year



— Travel Trade Marketing

DIGITAL & PRINT PUBLICATIONS

Gain premium exposure with annual digital and print folios and listings, used by our global teams to showcase your property directly to high-value trade professionals.

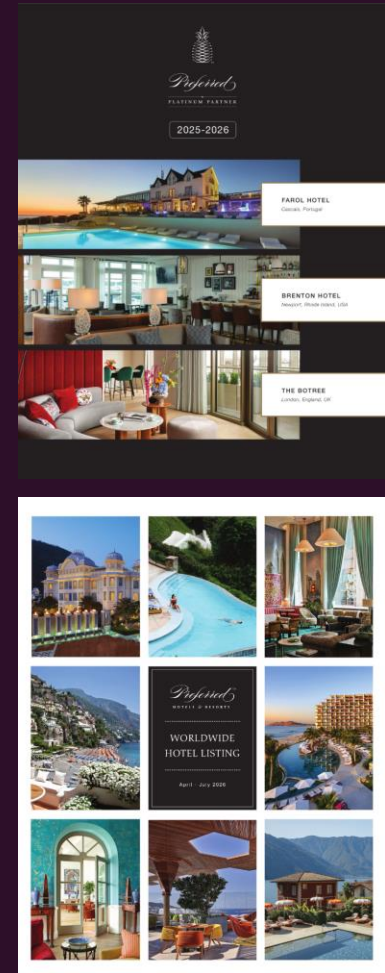
Sales Folios

- Targeted sales folios for members of Virtuoso, Signature Travel Network, Preferred Platinum, and Traveller Made (hotels must participate in these programs)
- Cover and insert placements available
- Limited to two folio inclusions per hotel

Preferred Brand Publications

- Increased visibility in our Worldwide Hotel Listing, published 3x per year and distributed to advisors and travel agencies.
- Increased visibility in experience folios, curated to showcase distinct experiences to industry professionals.

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TRAVEL TRADE MARKETING

“Contract with Confidence” Flexible Benefits Program

Increase visibility and encourage short-term bookings by participating in this free planner-focused program.

- Agree to specific terms and concessions that will make your events stand out to planners in their decision process.
- Be included in program collateral and promotions.
- Preferred will fund double *I Prefer* Planner points on eligible bookings.
- **Hotels must opt in by October 23rd to be included in the 2026/2027 program**

PTG Consulting Services

Gain access to hospitality consultants who act as an extension of your team, delivering targeted solutions that drive results where they matter most.

Services include:

- Revenue Management
 - Luxury Sales Representation
 - PR & Media Relations
- & more

-Email: info@ptgconsulting.com



PTG
CONSULTINGSM



— Marketing Solutions

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Brand-Wide Promotions

Unforgettable Moments and Cyber Sale.

Complimentary

Realize the benefit of global promotions backed by high-powered omni-channel marketing.



Brand Partnerships

Access premium audiences through exclusive partnerships with top global brands.

Complimentary

— [REGISTER FOR MARKETING SOLUTIONS HERE](#) —

— Preferred Media Network

PREFERRED MEDIA NETWORK

A **new advertising opportunity**, helping hotels reach millions of loyal / *Prefer* members and guests with **your hotel's specific advertising** across the web.

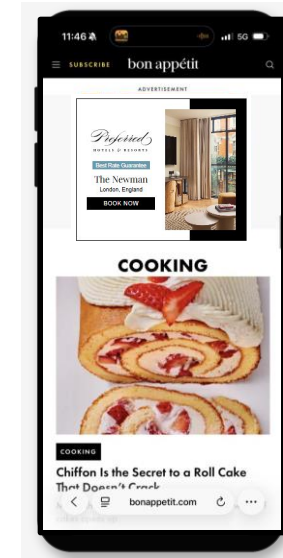
Powered by:

- Preferred first-party data
- AI-driven optimization
- 17,000+ publisher network

Designed to:

- Reach travelers while they're planning
- Deliver more relevant advertising
- Drive measurable bookings and revenue

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— Marketing Solutions

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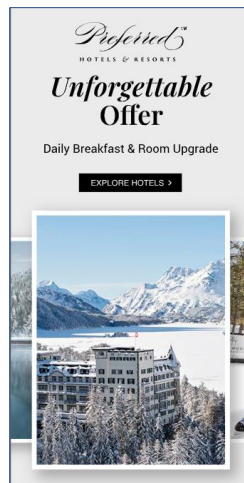


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Complimentary

— [REGISTER FOR MARKETING SOLUTIONS HERE](#) —



— No Cost Options

BRAND-WIDE PROMOTIONS

— Complimentary Programs



Unforgettable Moments

Value Add, No Rate Dilution

- Daily breakfast for two plus a complimentary room upgrade (subject to availability).
- A high-value offer supported by a multi-channel marketing campaign—without diluting BAR.



Cyber Sale

Capture Bookings during the year's highest shopping period

- Short booking window allowing hotels to offer at least 35% off a 2-night stay, plus *I Prefer* Bonus Points (funded by Preferred Hotels & Resorts).

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— Brand Partnerships

GLOBAL PARTNERS

— Preferred Hotels & Resorts has aligned with multiple partners to help you reach new guests.



37 Million

Members in the US

The offer: 3% or greater discount with
I Prefer membership benefits.

Hotels receive the full *I Prefer*
Member Rate for payment for each
qualifying stay



61 Million

Members Worldwide

The offer: Dynamic rate of -15%
off BAR. Rate is OPAQUE.

Reservations are pre-paid bookings,
Hotel receives 85% of BAR reimbursed
by PHR via monthly invoice credit.



AIR CANADA

9 Million

Loyalty Members Worldwide

The offer: 20% off BAR for
Aeroplan members.

Rate is exclusive to the Loyalty Travel
Channel. Hotels can charge via a virtual
credit card 3-4 days prior to guest arrival.

— REGISTER FOR MARKETING SOLUTIONS HERE —

— Marketing Solutions

NEXT STEPS & HOW TO PARTICIPATE

Register now at marketing.preferredhotels.com to:

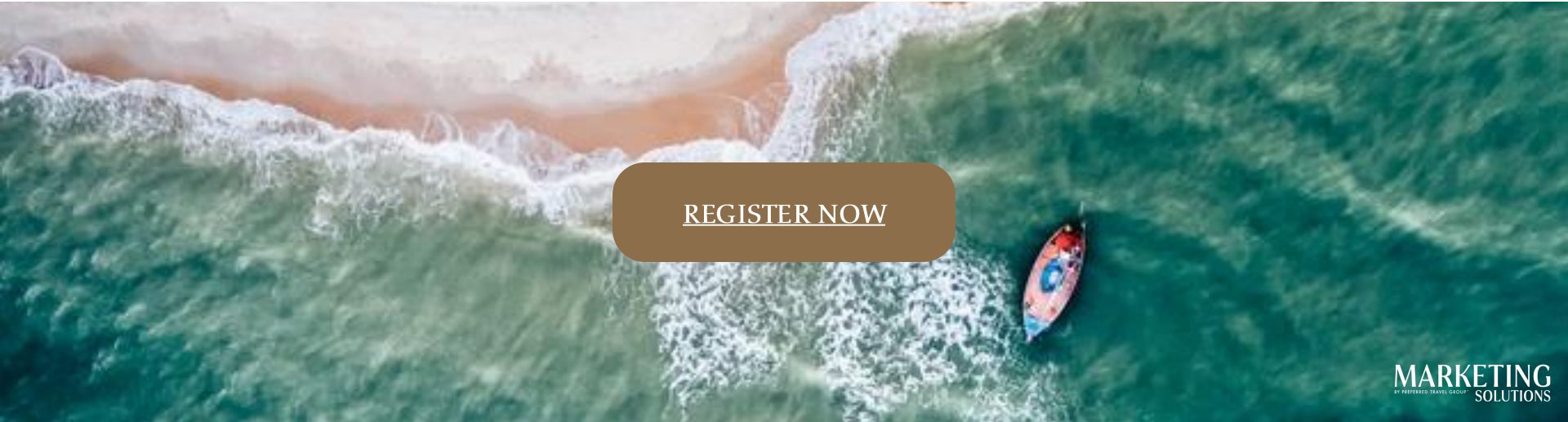
- Access 2027 Marketing Solutions
- Review program pricing and your hotel inclusions
- Customize your participation

Register by **October 23, 2026** for the full 2027 benefits.

- If you opt into rate loading services: our team will load your selected rate and bank programs **within 60 days**.

January 1, 2027: Marketing goes live.

- Throughout the year: Update or adjust your program participation anytime at preferredmarketingsolutions.com.

An aerial photograph of a small boat with a red and blue hull moving across a vast, deep blue ocean. The boat is leaving a white wake. In the upper left, a sandy beach is visible. Overlaid on the lower right of the image is a brown, rounded rectangular button with the text 'REGISTER NOW' in white, underlined capital letters.

REGISTER NOW

MARKETING
BY PREFERRED TRAVEL GROUP™
SOLUTIONS

THANK YOU!

We look forward to your participation in the
2027 Marketing Solutions.

For questions, please contact:
Marion Capelli
Senior Director, Global Marketing
mcapelli@preferredhotels.com