

Q2-Q3 2026 INTEGRATED MARKETING & COMMUNICATIONS CALENDAR

APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
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MARKETING SOLUTIONS BY PREFERRED HOTELS & RESORTS - CO-OPERATIVE MARKETING PLAN

EXPERIENCES, DESTINATIONS, SEASONAL CAMPAIGNS AND LAST MINUTE ESCAPES

DESTINATION & TRAVEL INTERESTS ALWAYS - ON					
DESTINATION DIGITAL MEDIA SEASONAL PUSHES Display Banners and Social Media Advertising Audience: Luxury Travel online and <i>I Prefer</i> Members	FLORIDA	SCANDINAVIA	SOUTHEAST ASIA ISLAND GETAWAYS		
	PARIS	ROCKY MOUNTAIN		PRAGUE & BUDAPEST	
	GREECE	THE MIDWEST & CHICAGO		SOUTHEAST ASIA URBAN ESCAPES	
	PORTUGAL	NEW YORK CITY	CENTRAL AMERICA		
	LATIN AMERICA	CALIFORNIA		THE AMERICAN SOUTH	
	JAPAN SUMMER STAYS		ASIA	SOUTH AMERICA	
	LONDON		EUROPE		
	MEXICO		NEW ENGLAND		
		THE MEDITERRANEAN			
		SWITZERLAND AND AUSTRIA	THE UNITED KINGDOM		
		CANADA			
		ITALY			
TRAVEL INTERESTS DIGITAL MEDIA SEASONAL PUSHES Display Banners and Social Media Advertising Audience: Luxury Travel online and <i>I Prefer</i> Members	HIDDEN GEMS / BOUTIQUE			HEART OF THE CITY	
	RESORT ESCAPES			WELLNESS	
	SUSTAINABILITY / ECO FRIENDLY				ALL-INCLUSIVE
	CULINARY				
	PET TRAVEL				

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	FEATURED IN THE IP ACCOUNT SUMMARY

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EXPERIENCES, DESTINATIONS, SEASONAL CAMPAIGNS AND LAST MINUTE ESCAPES

<p>EMAIL MARKETING - ALWAYS ON</p> <p>US, Canada & Caribbeans</p> <p>Audience: High Intent <i>I Prefer</i> Members actively searching for specific destinations</p>	<p>All-year Long emails to <i>I Prefer</i> Members triggered based on user search behavior online for:</p> <ul style="list-style-type: none"> New York City Florida California New England The Southwest The Midwest & Chicago Canada The Caribbeans Hawaii The American South American Rocky Mountain <p>To know which Destination Campaign your hotel qualifies for, visit: marketing.preferredhotels.com.</p>
<p>EMAIL MARKETING - ALWAYS ON</p> <p>Europe, Middle East and Africa</p> <p>Audience: High Intent <i>I Prefer</i> Members actively searching for specific destinations</p>	<p>All-year Long emails to <i>I Prefer</i> Members triggered based on user search behavior online for:</p> <ul style="list-style-type: none"> The Mediterranean Scandinavia The UK London Paris Italy Spain Portugal Ireland Switzerland & Austria Germany Prague & Budapest Greece Africa <p>To know which Destination Campaign your hotel qualifies for, visit: marketing.preferredhotels.com.</p>
<p>EMAIL MARKETING - ALWAYS ON</p> <p>Latin America</p> <p>Audience: High Intent <i>I Prefer</i> Members actively searching for specific destinations</p>	<p>All-year Long emails to <i>I Prefer</i> Members triggered based on user search behavior online for:</p> <ul style="list-style-type: none"> Latin America Mexico Central America <p>To know which Destination Campaign your hotel qualifies for, visit: marketing.preferredhotels.com.</p>
<p>EMAIL MARKETING - ALWAYS ON</p> <p>Asia</p> <p>Audience: High Intent <i>I Prefer</i> Members actively searching for specific destinations</p>	<p>All-year Long emails to <i>I Prefer</i> Members triggered based on user search behavior online for:</p> <ul style="list-style-type: none"> Asia Southeast Asia – Island Getaways Southeast Asia – Urban Escapes Japan India <p>To know which Destination Campaign your hotel qualifies for, visit: marketing.preferredhotels.com.</p>

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












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EXPERIENCES, DESTINATIONS, SEASONAL CAMPAIGNS AND LAST MINUTE ESCAPES

EMAIL MARKETING SEASONAL PUSHES Audience: Global <i>I Prefer</i> Members. Some emails may be sent to more targeted audiences	BEST OFFERS EMAIL: IP Member Rate, Stay More, Save More and Advanced Purchase Target Audience: Global members	TRAVEL INTERESTS: FAMILY TRAVEL BEACHES & ISLANDS RESIDENCES Target Audience: Global Members	TRAVEL INTERESTS: PET TRAVEL RESIDENCE FAMILY Target Audience: Global Members	TRAVEL INTERESTS: BOUTIQUE/HIDDEN GEMS CULINARY Target Audience: Global Members		EUROPE: CULTURE & ART Target Audience: Global Members	
	DESTINATION: JAPAN Target Audience: Global members	TRAVEL INTERESTS: RESORT ESCAPES VS HEART OF THE CITY ALL-INCLUSIVE Target Audience: Global Members		DESTINATION: ASIA Target Audience: Global members	DESTINATION: CENTRAL & SOUTH AMERICA Target Audience: Global members	DESTINATION: INDIA Target Audience: TBC	
		TRAVEL INTERESTS: FIFA WORLD CUP AT NORTH AMERICA Target Audience: Global Members					
LAST MINUTE ESCAPES	2 X LME Audience: Global Members   	2 X LME Audience: Global Members   	2 X LME Audience: Global Members   	2 X LME Audience: Global Members   	2 X LME Audience: Global Members   	2 X LME Audience: Global Members   	

BRAND WIDE CAMPAIGNS & PROMOTIONS - THEMARKETPLACE@PREFERREDHOTELS.COM

BRAND WIDE CAMPAIGNS & PROMOTIONS	ALWAYS ON:   					
LEGEND COLLECTION Email Marketing		LEGACY & LANDMARK Celebrate the heritage, architecture, and cultural significance of historic Legend properties				LIVE LIKE A LEGEND Showcase the most exclusive, transformative experiences across the Legend portfolio
RESIDENCES Email Marketing	STAY LONGER - EXPERIENCE MORE Position Residences as ideal for extended stays			LIVE LOCAL IN LUXURY Position Residences as gateways to authentic local living—without sacrificing hotel-level service.		
WELLNESS Email Marketing						
UNFORGETTABLE MOMENTS Email Marketing	UNFORGETTABLE MOMENTS Spring/Summer			BOOK EARLY FOR THE FESTIVE SEASON Promote early bookings for holiday season.		
CYBER SALE Email, Paid Media, Web, PR & Social						

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TRAVEL TRADE MARKETING

MEETING & EVENTS NEWSLETTERS	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
	Preferred Global Chronicles - Earth Day Edition	MARKETING SOLUTIONS PAID MEDIA MEETING & EVENTS NEWSLETTER 2 Only featuring 6 hotels participating in Marketing Solutions Meeting & Events Marketing Package			MARKETING SOLUTIONS PAID MEDIA MEETING & EVENTS NEWSLETTER 2 Only featuring 6 hotels participating in Marketing Solutions Meeting & Events Marketing Package	
LEISURE SALES NEWSLETTER		MARKETING SOLUTIONS PAID MEDIA LEISURE SALES NEWSLETTER 2 Only featuring 6 hotels participating in Marketing Solutions Leisure Sales Marketing Package	LEISURE SALES NEWSLETTER - Preferred Pride		MARKETING SOLUTIONS PAID MEDIA LEISURE SALES NEWSLETTER 2 Only featuring 6 hotels participating in Marketing Solutions Leisure Sales Marketing Package	
CORPORATE SALES NEWSLETTER			CORPORATE SALES NEWSLETTER - Hidden Gems/ Boutique + New Additions + <i>I Prefer</i> offer	CORPORATE SALES NEWSLETTER - TBD		

PARTNER MARKETING

BRAND PARTNERSHIPS - AMEX	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
			Travel + Leisure Banner Ads Promoting AMEX Family & AMEX Extra Night Marketplace Offers	Travel + Leisure Banner Ads Promoting AMEX Family & AMEX Extra Night Marketplace Offers	Travel + Leisure Banner Ads Promoting AMEX Family & AMEX Extra Night Marketplace Offers	Travel + Leisure Banner Ads Promoting AMEX Family & AMEX Extra Night Marketplace Offers

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	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
I PREFER MARKETING						
NEWEST ADDITIONS (ALWAYS ON)	NEWEST ADDITIONS (Q2) Features our new hotels who joined us in the previous quarter offering 2,500 bonus points on completed stays at featured hotels.			NEWEST ADDITIONS (Q3) Features our new hotels who joined us in the previous quarter offering 2,500 bonus points on completed stays at featured hotels.		
AD-HOC OFFERS						
ANNUAL VOTING PROMO						
SEASON GLOBAL PROMOTIONS	SPRING PROMO Details TBD Begin Registration process in late January. Book February - March. Stay February - April.		SUMMER PROMO Details TBD Begin Registration process in late January. Book & Stay May - August.			
REDEMPTION OFFERS						
ORGANIC SOCIAL MEDIA						
GLOBAL SOCIAL MEDIA KEY DATES	Spring Break Easter Travel	World Whiskey Day World Bee Day Memorial Day	Preferred Pineapple Week (June 20-27) Preferred Pride Inclusive Travel	4th July Holiday	Ferragosto (High Summer) International Dog Day Indian Independence Day	Labor Day (End of Summer) / Mid-Autumn Festival Back to School Mexican Independence Day Live Like A Legend
GLOBAL SOCIAL MEDIA	User Generated Content and Influencer Content			User Generated Content and Influencer Content		
EVERGREEN	Suite of The Week			Suite of The Week		
	Portrait of a Legend	Portrait of a Legend	Portrait of a Legend	Portrait of a Legend	Portrait of a Legend	Portrait of a Legend

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PUBLIC RELATIONS - PHR						
KEY DATES	Earth Day (April 22)	Labor Day Holiday Offer (China)	Preferred Pineapple Week (June 20-27) Pride Month, Start of FIFA			Golden Week (China) World Tourism Day (September 20)
GLOBAL PRESS RELEASES	Q1 NMA, <i>I Prefer</i> Member's Choice, Inradius Car Partnership, FIFA World Cup	Global Conference Hotelier Awards	Preferred Pride	Q2 NMA		
MEDIA CO-OP EVENTS (HOTELIER PARTICIPATION)		PHR Sao Paulo (Aligned with ILTM Latin America)	New York PHR Legend (June 10) London PHR & BG (June 16) Singapore PHR & BG Singapore Co-op Event (Aligned with ILTM Singapore)			
CONFERENCES	Africa Travel Week Travel Classics International (Switzerland)	ILTM Latin America Global Conference Charleston (May 11-15)	LE Miami PRSA Travel & Tourism ILTM Asia Pacific (Singapore) Luxury Summit Asia 2026 Bangkok	GBTA North America Travel + Leisure World's Best Summit	Virtuoso Travel Week Arabian Travel Market	
AWARDS	CNT Hot List & T+L 500 101 Best Hotels rankings <i>I Prefer</i> Member's Choice	Awards of Excellence Hotelier Awards (Global Conference) GIFTS Pineapple Awards (Global Conference)		Travel + Leisure World's Best Awards	USA 10Best Awards	
PUBLIC RELATIONS - BEYOND GREEN						
KEY DATES	Earth Day (April 22)		World Ocean's Day (June 8)			World Tourism Day (September 27)
GLOBAL PRESS RELEASES/ PITCHES	Earth Day (April 22): (<i>I Prefer</i> Points For Good - timed with brand's 5th year anniversary)	New Member Announcement - TBC (Dependent on number of new members)	World Ocean's Day (June 8): Spotlight on Beyond Green member properties Beyond Green - New Website Launch	Sustainable Business Travel	The Visionaries Behind Beyond Green - Beyond Green Awards	Beyond Green Global Clean-up Initiative
MEDIA CO-OP EVENTS (HOTELIER PARTICIPATION)	Madrid PHR & BG Co-op (April 28)		London PHR & BG (June 16)		Beyond Green Thought Leadership Conference in Mongolia and Beijing Media Event	Beyond Green NYC Media Co-op (Aligned with NYC Climate Week) (September 22) Beyond Green Clean-Up Events
CONFERENCES	Africa Travel Week Travel Classics International (Switzerland)	ILTM Latin America	LE Miami PRSA Travel & Tourism ILTM Asia Pacific (Singapore) Luxury Summit Asia 2026 Bangkok	GBTA North America Travel + Leisure World's Best Summit	Virtuoso Travel Week Arabian Travel Market	
AWARDS	CNT Hot List & T+L 500			Travel + Leisure World's Best Awards		

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BRAND PUBLICATIONS - BRANDCREATIVE@PREFERREDHOTELS.COM						
FEATURE	VOL. 32 (JUNE)			VOL. 33 (SEPTEMBER)		
MAIN DESTINATION	America			South of Spain		
SECOND DESTINATION	Summer in the Alps			Waterfront Cities		
JOURNEY OR ROAD TRIP	The Nordics			Country Music Around the World		
72 HOURS IN...	Tenerife			York		
72 HOURS IN...	Cartagena			Naples		
72 HOURS IN...	Park City			Fes		
LITTLE BLACK BOOK	Hamburg			Sao Paulo		
NEIGHBORHOODS OF	N/A			N/A		
SPORTS	F1			TBD		
EXPERIENCES	Family			TBD		

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