

THE  
**MARKETPLACE**  
PREFERRED HOTELS & RESORTS — **2023**

**SPOTLIGHT CAMPAIGN: DESTINATION – CALIFORNIA**

May 11 – August 11, 2023

THE SPOTLIGHTS: DESTINATION - CALIFORNIA

# CAMPAIGN OVERVIEW



## OBJECTIVES

Drive traffic and bookings to participating hotels from key feeder markets.

Showcase all that California has to offer giving a reason to the audience to visit this destination.

## TIMING

May 11 – August 11, 2023

## OFFER

Preferred Bed& Breakfast (MKTGBB)

Guests receive complimentary breakfast for two each morning of their stay.

## CAMPAIGN COST:

- \$2,500 per hotel for hotels already registered for The Marketplace – The Essentials
- \$3,500 per hotel for hotels not registered for The Marketplace – The Essentials

# THE OFFER



**RATE PROGRAM NAME:**

- Preferred Bed & Breakfast

**RATE PROGRAM CODE:**

- MKTGBB

**VALID ARRIVAL DATE:**

- From May 11, 2023 to March 31, 2024

**VALID BOOKING DATE:**

- From May 11, 2023 to August 11, 2023 (3 months)

**OFFER DESCRIPTION:**

- Guests receive complimentary breakfast for two each morning of their stay.

*Black Out Dates May Be Applied*

# TARGET AUDIENCE

- People with a high intent to travel to California
- Past guests of the participating hotels
- Global feeder markets for participating hotels
- Qualified / *Prefer* members



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# ENGAGEMENT CHANNELS



THE SPOTLIGHTS: DESTINATION - CALIFORNIA

# HOW TO PARTICIPATE



To Register for The Spotlight Destination: California [CLICK HERE](#)

Deadline to participate: March 1, 2023

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