Preferred

# THE MARKETPLACE PREFERRED HOTELS & RESORTS - 2023

SPOTLIGHT CAMPAIGN: EXPERIENCE – FAMILY TRAVEL

End of Campaign Report



## **CAMPAIGN OVERVIEW**



#### OBJECTIVES

Drive visibility and incremental revenue to participating hotels through a series of engaging and targeted communications to travelers looking to take a family friendly vacation.

#### STRATEGY

Showcase our wide variety of family-friendly hotels and resorts. Focusing on "Find your together time" with families receiving up to 30% off BAR for stays of 3 nights or more when using Stay More Save More.

#### CAMPAIGN MESSAGE

Find your together time with Family-friendly hotels and resorts.

TIMING

Campaign Dates:

February 23 – May 23, 2023

OFFER

Stay More Save More (MKTSSA):

Receive up to 30% off Best Available Rate for stays of 3 nights or more





## CAMPAIGN MESSAGE



#### Find Your Together Time

#### Families come in all shapes and sizes.

Thankfully, so do family-friendly hotels and resorts. From beach resorts to city-center stays, find your family's perfect vacation spot with our Stay More Save More Family Travel offer.

Save up to 30% On stays of three nights or more when you book by May 23, 2023, for travel through March 31, 2024.



## PARTICIPATING HOTELS



	PROPERTIES	LOCATION
1	Trump International Beach Resort Miami	Sunny Isles Beach, Florida, United States
2	The Wigwam	Litchfield Park, Arizona, United States
3	Eau Palm Beach Resort & Spa	Palm Beach/Manalapan, Florida, United States
4	Preserve Sporting Club & Residences	Richmond, Rhode Island, United States
5	Boston Harbor Hotel	Boston, Massachusetts, United States
6	Hotel Maxmillian's	Augsburg, Germany
7	Half Moon	Montego Bay, Jamaica
8	Hotel Napoleon Paris	Paris, France
9	Grand Fiesta Americana Coral Beach Cancun All Inclusive Spa Resort	Cancun, Quintana Roo, Mexico
10	Oceans Edge Resort & Marina, Key West	Key West, Florida, United States





# THE SPOTLIGHTS: EXPERIENCE – FAMILY TRAVEL

- People with a high intent to book a take a family friendly vacation.
- Global feeder markets for participating hotels
- Qualified *I Prefer* members





# THE SPOTLIGHT EXPERIENCE – FAMILY TRAVEL MARKETING ACTIVATIONS

#### ONLINE MERCHANDIZING

• Dedicated landing page

#### DIGITAL MEDIA

- Paid Display
- Paid Social
- PHR Brand Social
- Strategic Targeting

#### I PREFER MEMBER ENGAGEMENT

- Dedicated Campaign Email to I Prefer Member
- Segmentation strategy to complement the destination and participants

#### PREFERRED HOTELS & RESORTS GLOBAL SALES

Sales Newsletter Inclusion

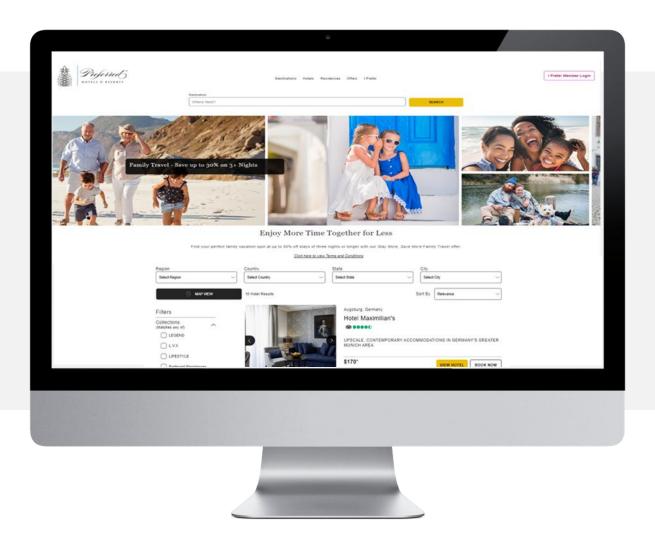




## **DIGITAL TACTICS**

THE SPOTLIGHTS: EXPERIENCE – FAMILY TRAVEL

## EXPOSURE ONLINE MERCHANDISING – DEDICATED LANDING PAGE



- Dedicated landing page featuring participating hotels
- Landing page live February 2023 May 2023



## **EXPOSURE** PAID DIGITAL MEDIA

#### FACEBOOK

- Awareness Broad Interest in vacations, resorts, summer travel
- Acquisition Using lookalike audiences based on global purchases, targeting property locations
- **Remarketing** Targets non-purchasing web users; visitors to the campaign • landing page

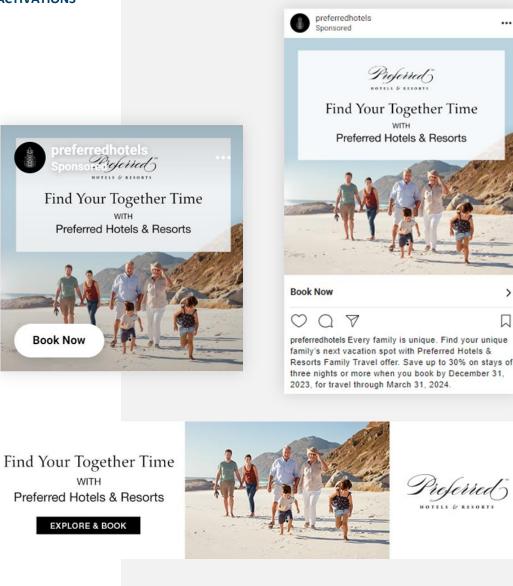
#### **GOOGLE MARKETING PLATFORM**

- In-Market Family vacation rentals/packages Using pre-formed ٠ audiences provided by the google marketing platform targeting those interested in vacations, family travel
- Retargeting All Users Targets non-purchasing web users; visitors to the campaign landing page

#### TRIPADVISOR

**Prospecting - Destinations and Family Travel** – Targets users browsing ٠ all destination content within a specific country on the TripAdvisor site; layered with family travel as an audience segment

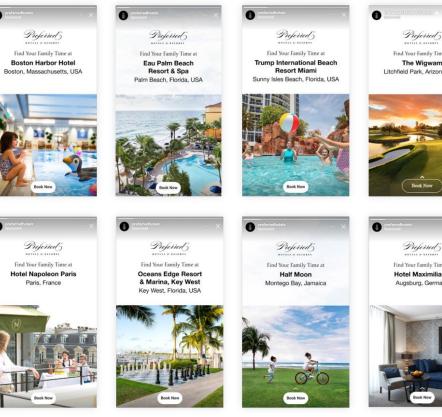
#### **GENERIC FAMILY TRAVEL ADS FOR UPPER FUNNEL ACTIVATIONS**

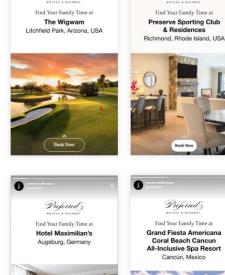






## **EXPOSURE** PAID DIGITAL MEDIA – ADS VISUALS





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8



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Find your family's together time and make new

Miami with our Stay More Save More Family

Travel offer. Save up to 30% on stays of three

2023, for travel through March 31, 2024.

nights or more when you book by December 31

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Find Your Family Time at

Trump International Beach Resort Miami

Sunny Isles Beach, Florida, USA

Book Now

Save Up to 30% On Your

Next Family Vacation

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Save Up to 30% On Your Book Now Next Family Vacation

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memories at Hotel Napoleon with our Stay More

Find your family's together time and make new

Save More Family Travel offer. Save up to 30%

on stays of three nights or more when you book

by December 31, 2023, for travel through March

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Find Your Family Time at

Hotel Napoleon Paris

Paris, France

Save Up to 30% On Your

Save Up to 30% On Your

Next Family Vacation

**Next Family Vacation** 

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2024

31, 2024.

Preferred Hotels & Resorts 📀 🚥 🗙

Find your family's together time and make new memories at Grand Fiesta Americana Coral

Beach Cancun All Inclusive Spa Resort with our

Stay More Save More Family Travel offer. Save

up to 30% on stays of three nights or more when

Preferred 5

Find Your Family Time at

Grand Fiesta Americana Coral Beach

Cancun All-Inclusive Spa Resort

Cancún, Me

you book by December 31, 2023, for travel

through March 31, 2024

Save Up to 30% On Your Next Family Vacation

> Preferred Hotels & Resorts 🗢 🚥 🗙 0

> > Next Family Vacation

31 2024

Find your family's together time and make new memories at Hotel Maximilian's with our Stay More Save More Family Travel offer, Save up to 30% on stays of three nights or more when you book by December 31, 2023, for travel through March 31, 2024.

Book Now

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nories at Eau Palm Beach Resort & Spa with

Find your family's together time and make new

our Stay More Save More Family Travel offer.

Save up to 30% on stays of three nights or more

when you book by December 31, 2023, for travel

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Find Your Family Time at

Eau Palm Beach Resort & Spa

Palm Beach Elorida 18

through March 31, 2024.

1100 Preferred Find Your Family Time a Hotel Maximilian's Augsburg, Ger



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Find your family's together time and make new

memories at The Wigwam with our Stay More Save More Family Travel offer. Save up to 30% on stays of three nights or more when you book by December 31, 2023, for travel through March

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ind Your Family Time at

The Wigwam Litchfield Park, Arizona, USA

Save Up to 30% On Your Book Now

CP AND

Save Up to 30% On Your Book Now **Next Family Vacation** 

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Find Your Family Time at

Half Moon

Montego Bay, Jamaica

Preferred Hotels & Resorts • ···· X

Find your family's together time and make new

memories at Boston Harbor Hotel with our Stay

More Save More Family Travel offer. Save up to

30% on stays of three nights or more when you

book by December 31, 2023, for travel through

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Find Your Family Time at

**Boston Harbor Hotel** 

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Find your family's together time and make new

memories at Half Moon with our Stay More

Save More Family Travel offer. Save up to 30%

on stays of three nights or more when you bool

by December 31, 2023, for travel through March

Book Now

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Save Up to 30% On Your

**Next Family Vacation** 

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31, 2024.

March 31, 2024.

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Book Nov

Find your family's together time and make new memories at Preserve Sporting Club & Residences with our Stay More Save More Family Travel offer. Save up to 30% on stays of three nights or more when you book by December 31, 2023, for travel through March 31,





Book Now



Save Up to 30% On Your **Next Family Vacation** 



Book Now





## EXPOSURE EMAIL MARKETING

#### EMAIL TO I PREFER MEMBERS

• Email supporting content relevant to the campaign theme and the participating hotels

#### TARGET AUDIENCE

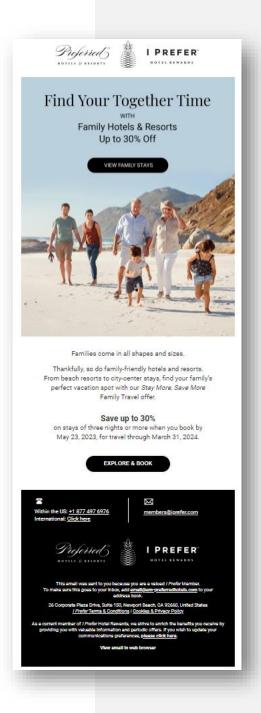
• Highly targeted audience of feeder markets for participating hotels

#### EMAIL DETAIL:

- Deployment: February 23, 2023
- Subject line: Member, Family Hotels for Your Next Trip Together

#### PERFORMANCE:

- Email Open Rate: 11%
- Email Clicked Rate: 2.1%







## **EXPOSURE ORGANIC SOCIAL MEDIA**

#### FACEBOOK

- Post on the @PreferredHotels Facebook Page supporting the FAMILY TRAVEL offer and ٠ participating hotel images with a direct link to the campaign landing page.
- Over 300,000 Facebook followers ٠

#### **INSTAGRAM**

- Post on the @PreferredHotels Instagram Page ٠
- Over 114,000 Instagram followers ٠

#### TWITTER

- Post on the <u>@PreferredHotels</u> Twitter account ٠
- Over 30,000 Twitter followers ٠





Preferred Hotels @preferredhotels · Feb 24 Families come in all shapes and sizes and thankfully, so do our familyfriendly hotels and resorts.

From beach resorts to city-center stays, find your perfect spot with our family vacation inspiration. bit.ly/3SzUe8b #ThePreferredLife #FamilyVacation #FamilyTravel



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Families come in all shapes and sizes and thankfully, so do our family-friendly hotels and resorts. From beach resorts to city-center stays, find your perfect spot with our family vacation inspiration: https://bit.ly/3SzUe8b







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## SPOTLIGHT EXPERIENCE – FAMILY TRAVEL

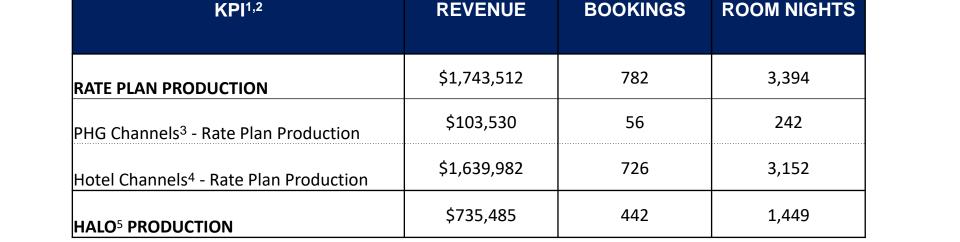
CAMPAIGN RESULTS

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## CAMPAIGN REACH & RATE PLAN PRODUCTION



Digital Display and Paid Social Media impressions





13.5K

Visits to dedicated landing page on PH.com 1 – Results are based on gross figures inclusive of cancellations

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

3 – PHG Channels include PHG – IBE and PHG – Voice

4 – Hotel Channels include Hotel – IBE and Hotel Voice Agent

5 – All bookings on hotel website as a direct result of PHR marketing tactics for the duration of the campaign



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### Should you have any questions please contact:

TheMarketplace@preferredhotels.com

