



EPISODE 16

Brand Opportunities

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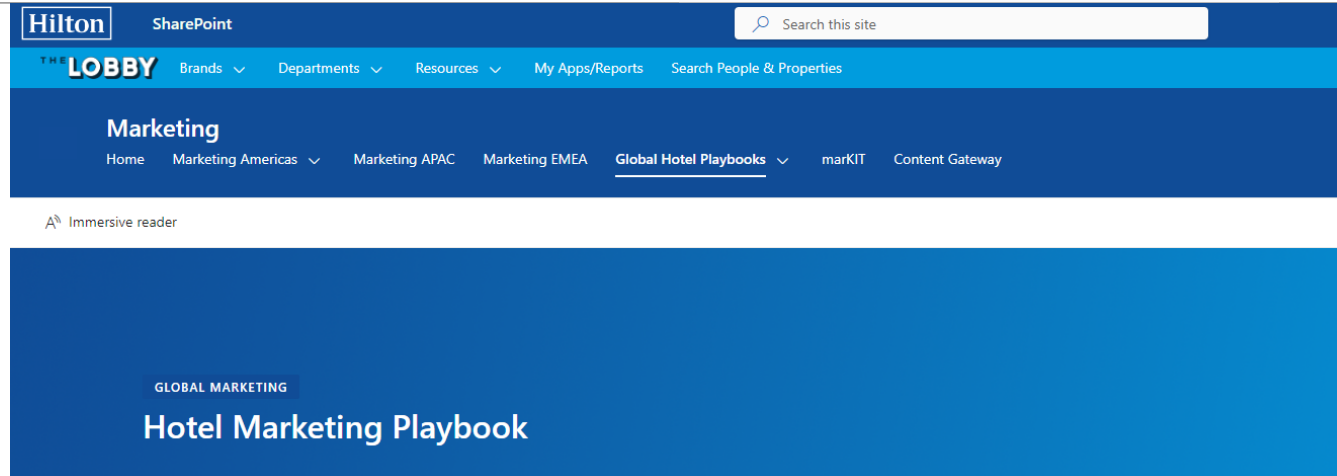
SUNNY BURLESON, BRITTANY BIDDLE,
EMALEE BUSH & DAVE KOPAC

OCTOBER 31, 2024

Agenda

- Hilton
- IHG
- Choice
- Marriott
- Questions?

Hilton Hotel Marketing Playbook



Ignite the Hilton Marketing Engine

This global playbook is designed to communicate the breadth of marketing strategies and activities Hilton is undertaking across the spectrum of opportunities to support hotels and drive commercial results.

This is also an excellent resource for onboarding new team members or familiarizing existing team members with the Hilton Marketing Engine.

Disclaimer for Franchised hotels:

These confidential and proprietary materials are provided for informational purposes only, do not constitute legal or other professional advice, and are an optional resource for Franchisees. They are prepared for the benefit of Hilton-managed hotels; Hilton makes no representation or warranty as to their accuracy or fitness for a particular purpose.

Franchisees should consult with their own advisors before using them and may need to make modifications to reflect hotel specific circumstances, changes in environment and/or legal requirements. "Team Members" refers to employees of the Franchisee owner or management company, which is responsible for all hotel decisions, including, but not limited to, employment and pricing decisions.

Hotel Opportunities

One Hero Web Overview

Hotel Website Optimization

Property Images

Capturing Leisure Business

Third-Party Channels

SEO

Ancillary Business

Social Media Management


Hilton Honors Opportunities

Paid Media Programs

Hilton marKIT

marKIT











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[Discover Now!](#)

 Hilton HOTELS & RESORTS	 CURIO COLLECTION by Hilton	 DOUBLETREE by Hilton	 TAPESTRY COLLECTION by Hilton	 <i>Hampton</i> by Hilton
 HOMEWOOD SUITES by Hilton	 HOME2 SUITES by Hilton	 Hilton	 Hilton HONORS	 Hilton ALL-INCLUSIVE
B2B Marketing	Destination Marketing	Wellness		

- > Brand Identity
- > B2B Marketing
- > Openings & Renovations
- > Public Relations
- > Promo Shop
- > Font Portal
- > Digital Tipping Resource
- > Photography
- > Multi-Brand Assets
- > Brand Campaigns
- > Digital Marketing
- > Vehicle Graphics
- > Grubhub
- > Social Media
- > Collateral Guide
- > Email Signature
- > Pet-Friendly
- > Homewood Graphics
- > Internal Breakfast Resources

Unique Selling Point (USP)

One Hero Web (OHW) Enhancement



Highlighting unique features like:

Paid partnerships with Walt Disney World, Disneyland, SeaWorld, Universal Theme Parks, and Georgia Aquarium.



Walt Disney World® Resort information

We're close to Walt Disney World Theme Parks. Book your Theme Park Tickets online or at our front desk. We can also help with vacation planning and group stays that make the most of the Disney magic.

[Buy Tickets](#)



Launched Q3 2023 for hotels who:

- Have cross-marketing and other paid partnerships with local attractions and points of interest such as major aquariums, universities or hospitals.

Launched Q1 2024* for hotels who:

- Desire to feature unique amenities and services offered by their hotel or through their hotel.

Experiences at Capital Hilton

Pick up tickets for special events on offer at the hotel. We offer a range of seasonal activities and experiences, as well as featured items such as booklets on the history of the hotel, that can be purchased during your stay.

[Book Now](#)



Paid Media Ecosystem

Enterprise & supplemental digital media programs



ADVANCE

Enterprise Media

IT MATTERS WHERE YOU STAY.

- Metasearch
- Sponsored Listings
- Paid Social (Prospecting/Retargeting)
- Paid Search – Brand + Prop
- Display
- Affiliate

AMPLIFY

Hotel Funded Media

Multi-channel customized media plans.

- Metasearch
- Sponsored Listings
- Paid Social (Prospecting)
- Paid Search (Generic/Brand/Ancillary)
- Display

ELEVATE

Hotel Funded Media

Centralized management of Online Travel Agencies (OTAs) ads.

- Expedia Travel Ads
- Booking Network Sponsored Ads

Hilton Amplify

Sponsored Listings

Customer journey: mid-funnel tactic

Focus on Visits.

Sponsored listings through Online Travels Agencies (OTAs) increase the visibility of your property on commonly searched travel sites.

Metasearch

Customer journey: lower-funnel tactic

Focus on Conversions.

Metasearch campaigns drive share and bookings directly to your hotel's booking pages.

- Generic Paid Search
- Brand & Destination Paid Search
- Paid Social Media
- Display Ads

Hilton Hawaiian Village Waikiki Beach Resort
 4.3 ★★★★★ 21,996 Google reviews
 4-star hotel

Address: 2005 Kālia Rd, Honolulu, HI 96815
 Phone: (808) 949-4321

Compare prices
 Thu, Apr 18 Sat, Apr 20 2

Sponsored - Featured options

- Hilton Hawaiian Village Waikiki Beach Resort Official site **\$303**
- Expedia.com **\$313**
- Booking.com **\$309**

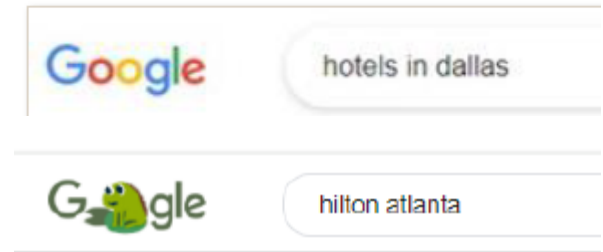
Pricing Displays

Hilton Grand Vacations Club Hukilani Waikiki Honolulu
 \$530
 View deal

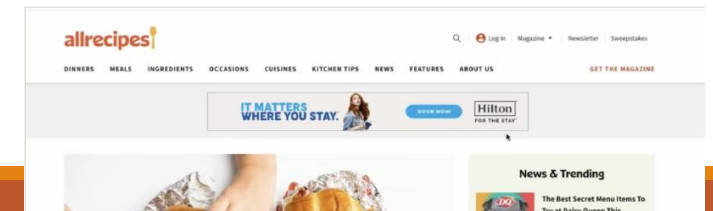
Sheraton Waikiki
 \$314
 View deal

Hilton Hawaiian Village Waikiki Beach Resort
 \$303
 View deal

TripAdvisor, Google, Kayak, etc.



Managed in-house within E-Commerce team



Hilton Amplify

Tactic	Cost	Timing	KPI/Goal
Metasearch	\$250 a month	5 day lead time for the campaign to ramp up	Capture demand and drive conversions
Sponsored Listings	\$250 a month	5 day lead time for the campaign to ramp up	Demand generation + increase customer consideration,
Paid Social	\$500 a month	5 day lead time for the campaign to ramp up	Awareness, Positioning, Demand Generation, Acquire New Customers
Paid Search	\$100 – \$2,500 a month and is dependent upon tactic, goals and budget *3-month minimum	5 business days or less depending on campaign ad approval	Demand generation + increase customer consideration,
Display Ads	\$4,000 a month *3-month minimum	5 business days from when the campaign creative is finalized/approved	Awareness, Positioning, Demand Generation, Acquire New Customers

Hilton Elevate

Centralized management of Online Travel Agency (OTA) sponsored ads



Two programs, one platform.

Auction-based and pay-per-click sponsored listing programs help boost hotel visibility in destination search results with premium placements.

Features & Benefits:

- Captures a highly engaged travel audience with premium placements alongside search results.
- Offers access to demand-based bidding, a free industry-first enhancement that prioritizes spend on high-need nights.
- Funding deposits in Hilton Elevate are eligible for the Rate Parity Match Incentive

Expedia TravelAds



Booking Network Sponsored Ads



Tactic	Cost	Timing	KPI/Goal
Expedia Travel Ads	\$250 a month	Immediate, self-service per Elevate guidance	Demand generation + increase customer consideration,
Booking.com Sponsored Network Ads	\$250 a month	Immediate, self-service per Elevate guidance	Demand generation + increase customer consideration

Property-Level Email Program

Third-party email vendor: Clairvoyix



Maintain quality and valuable contact with returning guests.

Leverage email* for guest engagement & driving revenue.

- Available to all hotels in Americas, Canada and CALA.
- Budget effectively with flat-fee campaign pricing.
- Create targeted audiences for various segments including transient, group or ancillary.



[About the brand](#) [Brand warehouse](#)

Holiday Inn Express® Brand Warehouse

Brand Info

- Brand Suppliers

Collateral

- Artwork
- + Guest Room
- Hotel Sales Toolkit
- + In Hotel Collateral
- Key Cards and Wallets

Guidelines & Toolkits

- Brand Identity
- Hotel Web Content Management
- Public Relations
- Scent
- Signage
- Sound

Templates

- PowerPoint

Logos & Fonts

Brand logos, property specific logos, brand icons & graphics

- Brand Logos
- Property Specific Logos
- Brand Icons & Graphics

Programs

- + Heart of House

Photography & Videography

- AMER photography
- Brand Photography
- Lifestyle Photography

- Hub for brand assets including logos, colors, etc.
- Brand stock photography & lifestyle photography for social media and collateral
- Branded in-house collateral including key cards, guest room signage, and more.


IHG Brand Central

IHG Sales & Marketing Opportunities

IHG Ignite	IHG Boost!	IHG Groups & Events	TMC Revenue Program	Package Booking Tool
"Always on" global digital marketing program.	Opt-in global digital marketing program.	Custom solution designed for IHG Hotels that sell meetings and events.	Pay-for-performance program for Travel Management Companies.	Creates a link for groups to book a package rate on a branded website.
Hotels are automatically enrolled upon opening.	Pay to play program that allows your to extend your digital reach and increase performance.	IHG took Delphi.fdc from Amadeus Hospitality and built key enhancements, resulting in a solution that helps hotels capture more business, uncover more opportunities and drive higher value with meetings and events	Designed & managed by Global Sales to drive revenue and improve IHG market share with travel agency partners.	Hotels create a booking link that can be delivered to 3 rd parties to include on their website (i.e. visitor's bureau has a page dedicated to the new museum exhibit and agrees to let hotel offer a package).
Drives incremental revenue and is managed & optimized by IHG marketing team on your behalf.	Leverages all levels of the customer funnel through tactics like metasearch and sponsored listing ads.	Ideal for full and mid-service service hotels who require a sales and catering platform to manage their meeting space inventory or group management.	Delivers approximately \$2.4 billion to IHG annually.	Links generated through this tool are optimized for SEO best practices.

IHG Boost! Media Plan Sample


Hotel Selection

Holiday Inn Express State College 


SCEWR, State College

Hotel Balance

\$315

Setup Keep Me Funded 

Add Funds

Budget 

Total Monthly: \$300.00

Recommended: \$4,067.91


Goal

Focus on Conversion

Media Plan


Direct Media

OTA


 Bid History

Pacing

Plan Details





dget'6

Sep Budget\$376

Oct Budget\$300

Export September

Edit Plan

Active Media Plan	Pacing Range 09/01 - 09/30	Remaining 0 Day(s)	Sep Actualized Budget Spend \$300	Budget \$375.91	Recommendation \$2,463.67	Total Room Nights 25	Total Revenue \$8,187.77	Avg ROAS 27.3:1
Direct			Budget Spend \$250	Budget \$325.91	Recommendation \$1,238.67	Total Direct RN 19	Total Direct Revenue \$4,460.66	Avg ROAS 17.8:1
Metasearch 			Budget Spend \$250	Budget \$325.91	Recommendation \$645.29	Room Nights 19	Revenue \$4,460.66	Avg ROAS 17.8:1
Sponsored Listing 			Budget Spend \$0	Budget \$0.00	Recommendation \$593.38	Room Nights 0	Revenue \$0.00	Avg ROAS 0.0:1
OTA			Budget Spend \$49	Budget \$50.00	Recommendation \$1,225.00	Total OTA RN 6	Total OTA Revenue \$3,727.11	Avg ROAS 75.5:1
Expedia TravelAds 			Budget Spend \$0	Budget \$0.00	Recommendation \$1,050.00	Room Nights 0	Revenue \$0.00	Avg ROAS 0.0:1
Booking Network Sponsored Ads 			Budget Spend \$49	Budget \$50.00	Recommendation \$175.00	Room Nights 6	Revenue \$3,727.11	Avg ROAS 75.5:1

In some circumstances, a hotel's actualized monthly spend may exceed the monthly budget by up to 7% due to publisher and reporting delays. Visit the help section to learn more.

Choice Opportunities

Co-op Marketing Program

This Co-op program will boost bookings at local and regional levels, and give your hotel access to national marketing efforts for a stronger, targeted impact.

Co-op Marketing Program - [Choice Hotels Owners Council \(CHOC\)](#)

Co-op Marketing Program - [Economy Brands](#)

Co-op Marketing Program - [Costs and How to Join](#)

[Click here](#) to see full terms & conditions of the Co-op Marketing Program

Choice Opportunities

Smart Marketing

SmartMarketing is available on your Okta homepage (choicehotels.okta.com)

- [Click here](#) (6 Page PDF) to view a SmartMarketing overview including FAQs.
- [Click here](#) if you need to request (or remove) SmartMarketing access for a hotel team member. (link to ChoiceNow form)

Reputation Management

- Refer to the [Reputation Management Success Toolkit](#) for tips on responding to guest reviews.

Social Media

- [Choice Hotels' Social Media Guidelines for Hotels](#)
- [Social Media Content Ideas](#)

Choice Opportunities

RevUp

[How RevUp Works](#) Metasearch and sponsored placements to help boost your hotel's online visibility and drive more choicehotels.com bookings.

TripAdvisor

Review [Tripadvisor Business Advantage Overview](#)

Sojerns

Explore [Sojern's Pay on the Stay](#) program to run your own paid digital media campaigns.

Marriott Opportunities

Marriott Digital Services Programs



Annual Programs



Website Products



**On-Demand
Services**



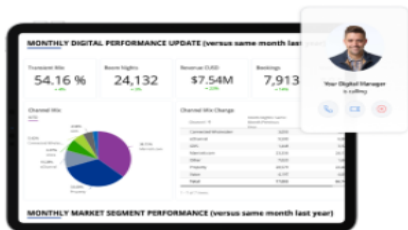
**Other Non-MDS
Programs**



Annual Digital Programs

- MDS Digital Management
- MDS Website Optimization
- Marriott PLUS
 - Marriott PLUS Consultation
 - Marriott PLUS Management
- China Rest of World
 - Essential
 - Advanced

Annual Digital Programs



Digital Management

Digital Management is a 12-month comprehensive program with strategic planning and flexible tactical support, delivered by an experienced Digital Consultant who will be an extension of the marketing team and a dedicated guide for Marriott Digital.

Annually: **USD \$22,500**

Billed at \$1,875 monthly

ADD TO CART



China Rest of World Advanced

The China Advanced Rest of World Program is designed to further amplify your hotel's presence on key Chinese local digital channels, focusing on continued in-language content maintenance, expanded merchandising opportunities, and the ability to unlock the full potential of paid media strategies.

Annually: **USD \$3,500**

Billed at \$291.66 monthly

ADD TO CART



China Essentials for Rest of World Americas

The China Essentials Rest of World Program is designed to provide properties outside of Greater China with content support and increased exposure on major Chinese platforms where Chinese travelers are searching, including CN App and HWS, Fliggy, and Ctrip.

Annually: **USD \$5,000**

Billed at \$416.67 monthly

ADD TO CART

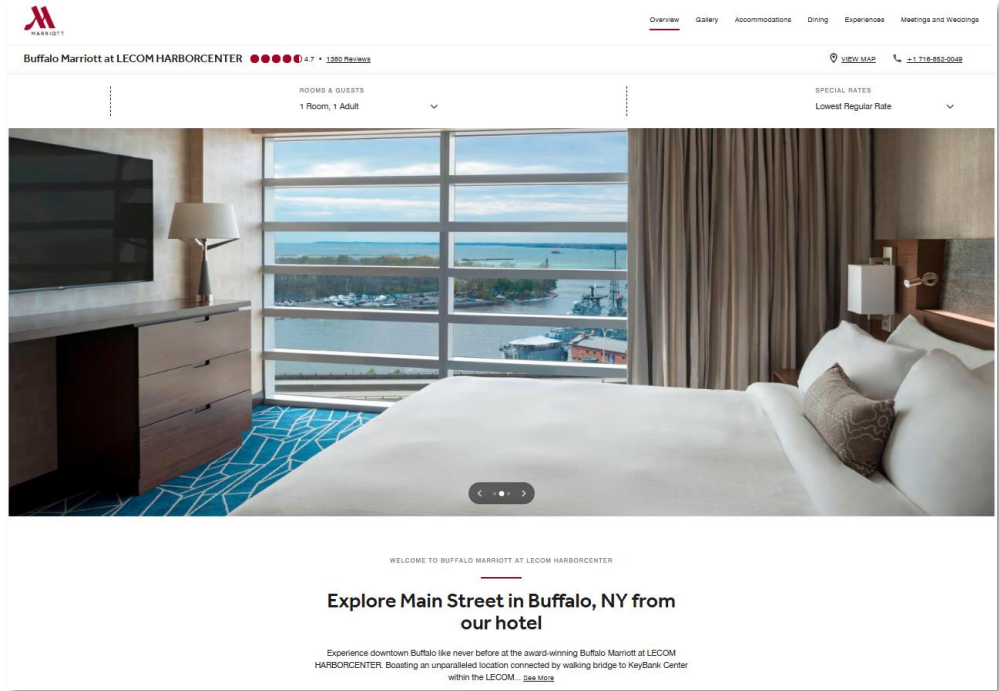
Annual Digital Programs

Hotel Website Optimization

Hotel Website Optimization is a 12-month program dedicated to optimizing the [Marriott.com](https://www.marriott.com) hotel website through Search Engine Optimization (SEO) best practices, proactive management of content and imagery, and an OTA content quality score.

Annually: **USD \$5,700**
Billed at \$475 monthly

ADD TO CART



Annual Digital Programs



PLUS Media Consultation

PLUS Media Consultation is a 12-month program providing setup, guidance, and performance tracking across direct and OTA media campaigns on Marriott's PLUS platform. A media expert will provide guidance around PLUS setup and campaign optimization via monthly calls.

Annually: **USD \$1,800**
Billed at \$150 monthly

ADD TO CART

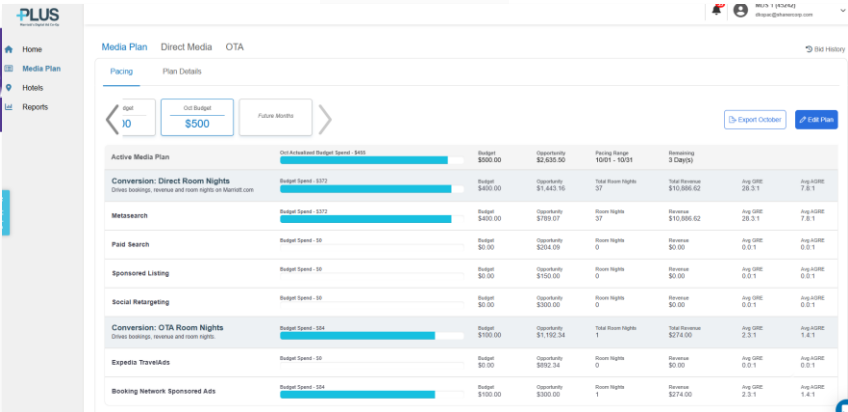


PLUS Media Management

PLUS Media Management is a 12-month program providing strategic, end-to-end PLUS campaign management, including daily campaign monitoring, bi-weekly strategy review calls, and real-time performance data.

Annually: **USD \$4,500**
Billed at \$375 monthly

ADD TO CART





Website Products

- Custom Websites
- Day Pass
- Discovery Page
 - Single Page
 - Multi-Page
 - Multi-Pad
 - What to Expect
- Event Calendar
- Landing Page Generator
- One-Page Site
- Outlet Site
- Real Time Reservations

Website Products



Custom Site

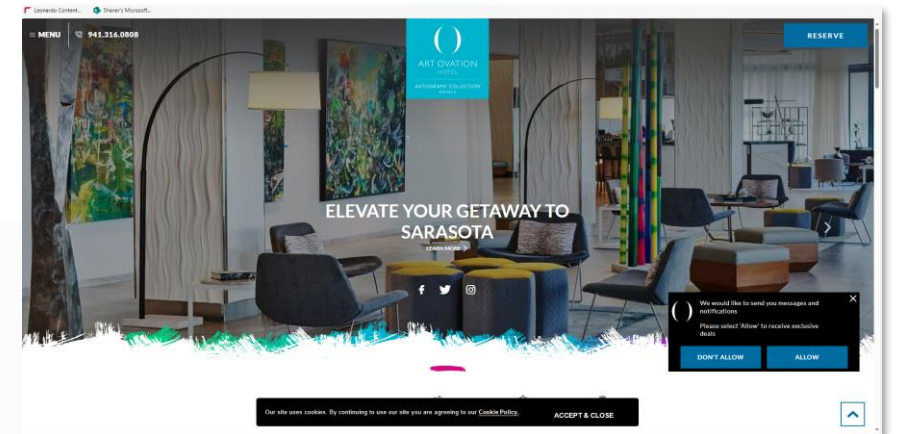
Fully custom, flexible, and compliant websites to serve a variety of marketing needs, including but not limited to:

- Hotel vanity sites for Autograph Collection, Tribute Portfolio, and the Luxury Collection properties
- Vanity sites for luxury, branded residences
- Custom websites for Restaurants, Spa, Golf, Meetings or Venues
- Custom websites for Corporate, Brand, or Regional initiatives

All custom sites built by MDS Studio are fully optimized for SEO and include an easy-to-use Content Management System for site updates and management, as well as website analytics and reporting via Adobe Analytics.

Monthly: **USD \$0**
Price Varies

ADD TO CART



Website Products



Discovery Page - Single Page Design

A Discovery Page (Single Page Design) is a one-page website that acts as an extension of your primary Hotel Website (HWS).

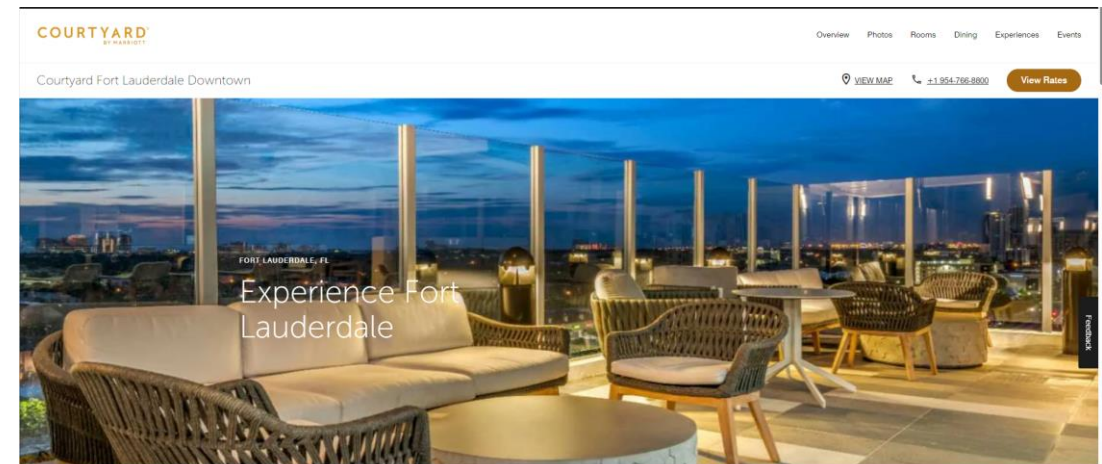
- This product is meant to increase awareness and merchandising around a singular topic (i.e. Wedding Venues, On-site Restaurant, Spa, Leisure) and is not intended to duplicate content that already exists on the HWS.
- Discovery Page sites are fully branded and hosted on Marriott's approved digital platform for HWS and other website products.
- This product includes a monthly hosting fee beginning 60 days after enrollment throughout the duration the site is live. Site support and overall product enhancements are included.

Pre-requisite: Please submit all photography that will be used on this Discovery Page through the Digital Asset Center (DAC) prior to enrolling.

Monthly: **USD \$29**
Monthly Hosting Fee

One Time: **USD \$450**

ADD TO CART



Website Products



What to Expect Premium

One-page, dynamic site with the opportunity to provide custom content. This product is meant to further engage guests that have already booked a stay and are preparing for arrival to your property.

This product includes a monthly hosting fee beginning 60 days after enrollment throughout the duration the site is live. Site support and overall product enhancements are included.

Monthly: **USD \$29**
Monthly Hosting Fee

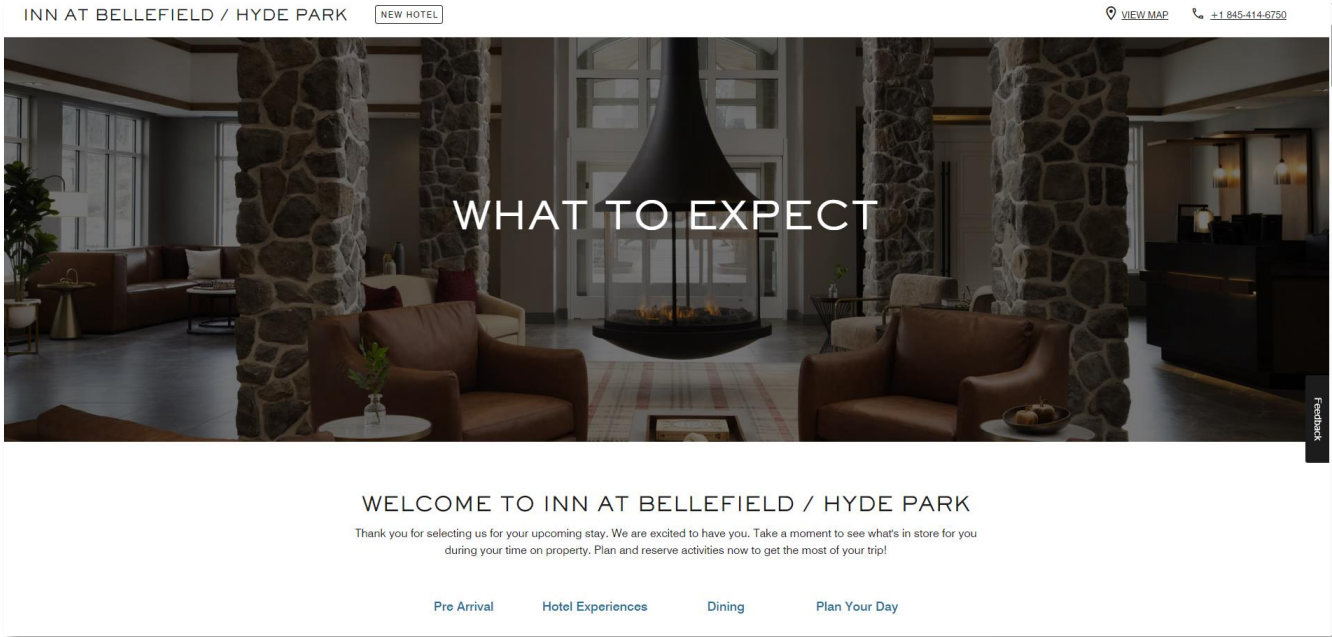
One Time: **USD \$450**

Quantity

1

▼

ADD TO CART



Website Products

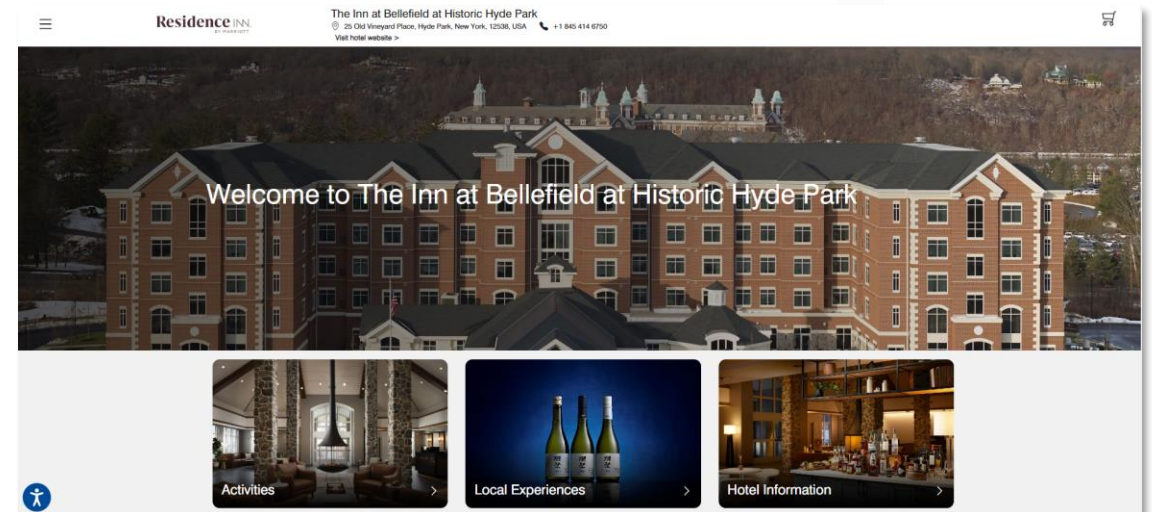


RealTime Activity 2+

Customer-facing, web-based inventory management and reservation system enabling guests to book and reserve recreational activities or services. Examples of a scheduled event or service are not limited to: transportation (shuttle bus), tennis, golf, yoga classes, fitness classes, designated time in the fitness center, kids camp, bike rentals, and even wine tastings and cooking classes can be reserved and managed through the platform. This product allows for 2+ activities. Optional feature to add customer waivers to activities, such as zipline, surf lessons, bicycle rentals, etc.

Monthly: **USD \$500**

ADD TO CART



Annual Digital Programs



Day Pass

Day Pass enables hotels and resorts to generate additional revenue during low-demand times and seasons by offering access to non-guests. Whether at the pool or the beach, each cabana, lounge chair, or daybed becomes a potential revenue stream. This product allows management to have complete control over inventory, accommodate special requests, and make real-time updates and changes.

Monthly: **USD \$0**
5% commission billed monthly
directly by RealTime
Reservation

ADD TO CART



Event Calendar

A branded, templated site that allows hotels to display on-property events. Hotels can also utilize our included Local Area Events Feed to automatically showcase events around the property, all in one location for customers to book out experiences.

Monthly: **USD \$165**
Monthly Hosting Fee

One Time: **USD \$900**

ADD TO CART

Annual Digital Programs



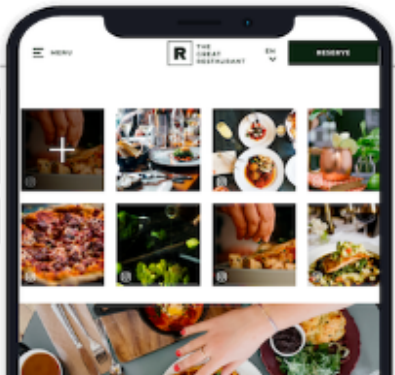
One Page Site

Highly visual one-page website that supports languages not currently offered on [Marriott.com](https://www.marriott.com) to highlight key features of their hotel (F&B, Meetings, Offers, etc.). Site hosting, individual site support, and overall product enhancement are included. The purchase and renewal of the site domain are not included.

Monthly: **USD \$165**
Monthly Hosting Fee

One Time: **USD \$700**
\$700 up front (\$500 for Migration)

ADD TO CART



Outlet Site

A cost-effective and quick-to-market solution for hotel F&B or Spa outlets with a strong local source market. These sites are designed for mobile first with leading website technology, while fulfilling all Marriott compliance requirements. Site hosting, individual site support, and overall product enhancements are included. The purchase and renewal of the site domain are not included.

Monthly: **USD \$165**
Monthly Hosting Fee

One Time: **USD \$850**

Quantity

ADD TO CART

Landing Page Generator

MDS Studio Landing Pages are a branded, templated landing page product that provides a quick-to-market solution for short-term hotel promotions, packages and offers. Each Landing Page created will be live for up to 6 months but can be extended in 6-month increments as needed.

One Time: **USD \$350**

ADD TO CART



Marriott
Digital
Services

On-Demand Services



Outlet Media

Turnkey media plans designed to drive awareness and traffic to hotel outlets, including restaurant, bar, spa, golf, meetings and weddings. *There is no commitment from hotels at the time of enrollment.

One Time: **USD \$0**
Price Varies

ADD TO CART



Rooms Media

Tailored, demand generation campaigns that drive awareness to a single property or cluster of hotels through unbranded paid search, paid social media, or display media tactics. *There is no commitment from hotels at the time of enrollment.

[Learn More →](#)

One Time: **USD \$0**
Price Varies

ADD TO CART



Other Opportunities

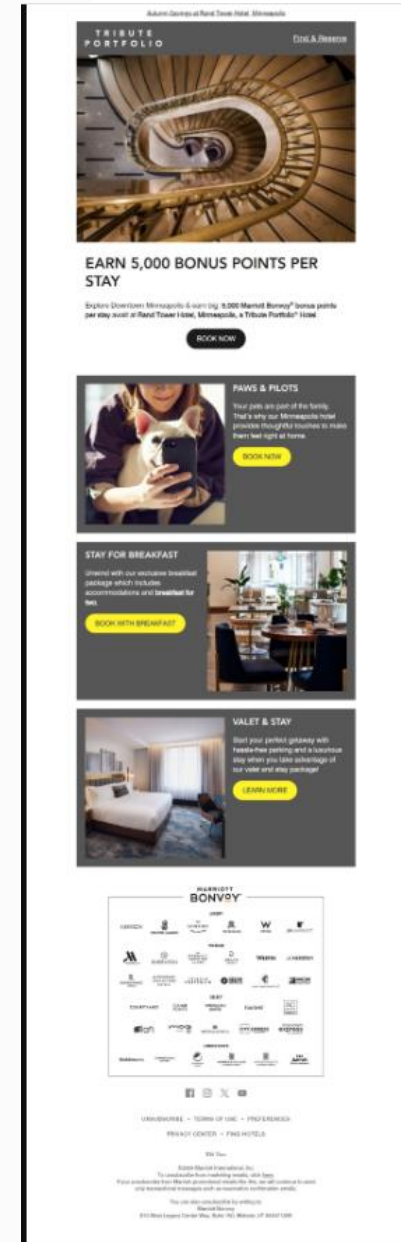
- Marriott METT Campaigns
- Local Campaign Builder
- Narrative Websites
- Online Merchandising
 - Marriott Bonvoy Offers Tool
 - Marketing Messages
 - Renovation/Hotel Alerts
 - Confirmation E-Mail Messaging



- Self-service tool that allows us to build e-mail campaigns featuring targeted offers to customers worldwide.
- Properties are limited to 4 single-property campaigns per year and 6 multi-property campaigns.
- Cost is a \$220 set-up fee and then \$5.85 per thousand e-mails sent.

Local Campaign Builder

- Self-service e-mail marketing tool that allows properties to create and send supplemental e-mails to their own local customer list.
- Places a widget on your m.com site to collect e-mails to create a mailing list.
- Cost is \$650 set-up fee, \$200/month for 10K e-mails. \$0.80 per every thousand e-mails above 10K.



Other Opportunities

MBOP (Marriott Bonvoy Offers Product)


Offers/Package submission tool that will merchandise your promotions on your properties brand.com home page.

Marketing Messages

Content call-outs that can be added to any page of your HWS to advertise promotions or notify travelers of property alerts.


Online Merchandising

OFFERS AND PACKAGES




Fall Foliage Escape
Available: September 27, 2024 — November 30, 2024
Escape to the beauty of Hyde Park, NY with a culinary discount, chocolate covered strawberries, and bottle of wine when you stay at the Inn at Bellefield / Hyde Park

[Learn More](#)



Romance Package
Available: January 22, 2024 — December 31, 2024
Wine from America's Oldest Winery, Plus Food & Beverage Credit at The Storyteller at Inn at Bellefield / Hyde Park

[Learn More](#)



Explore Hudson Valley
Available: May 10, 2024 — December 31, 2024
Immerse yourself in the rich history of Hyde Park with Inn at Bellefield

[Learn More](#)

[View More](#)

BUBBLES & BLISS SPA PACKAGE

Includes a daily \$75 spa credit and breakfast for two.

[Learn More](#) →

2025 MARKETING CO-OP PROGRAMS AT A GLANCE

DESTINATION PROGRAMS

Open to all hotels within the destinations shown in the calendar on the next page

Message: Destination and experience-based

Channels: Leverage combination of paid, owned and earned

Details: Each campaign is funded separately. For markets with multiple campaigns throughout the year, hotels can choose to participate in one or multiple campaigns based on individual needs.

LUXURY PROGRAM

Open to *EDITION, The Ritz-Carlton, St. Regis, The Luxury Collection, W Hotels, and JW Marriott in the U.S. and Canada*

Message: Brand and experience based. Showcasing a variety of different destination types (e.g. beach, urban, mountain)

Channels: Leverage a combination of paid, owned and earned.

Details: There is one annual luxury co-op marketing campaign that luxury properties can participate in.

SEGMENT PROGRAMS

Open to hotels who fit the criteria below

Family: Hotels in family destinations or with family offerings

Resorts: Only open for resort properties

Ski: Hotels in ski destinations

Weddings & Social Catering: Hotels with focus on generating wedding and social catering business

Youth Sports: Hotels with a focus on generating business from youth sports team travel

Message: Seasonal and experience-based

Channels: Leverage a combination of paid, owned and earned.

Details: Each campaign is funded separately. For segment programs with multiple campaigns throughout the year, hotels can choose to participate in one or multiple campaigns based on individual needs.

NOTE: Each campaign has a minimum threshold of participating properties required to launch. If that threshold isn't met, the campaign will be canceled, and hotels will be notified. PLUS direct and OTA channels should be adequately funded prior to opting-in to Marketing Co-Op Programs.

DESTINATION

SEGMENT

PROGRAM	▼	2025											
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Arizona		Annual Campaign											
Atlanta		Campaign 1					Campaign 2						
Boston		Campaign 1					Campaign 2						
California		Annual Campaign											
Canada		Campaign 1			Campaign 2			Campaign 3			Campaign 4		
Charlotte		Campaign 1				Campaign 2							
Chicago		Campaign 1											
Denver		Campaign 1			Campaign 2								
Florida		Annual Campaign											
Hawaii		Annual Campaign											
Los Angeles		Campaign 1											
Las Vegas							Campaign 1						
Minneapolis						Campaign 1							
Nashville		Campaign 1						Campaign 2					
New England							Campaign 1						
New Orleans					Campaign 1						Campaign 2		
New York City		Campaign 1								Campaign 2			
Ohio						Campaign 1							
Orlando						Campaign 1				Campaign 2			
Philadelphia		Campaign 1									Campaign 2		
Portland		Campaign 1										Campaign 2	
San Francisco Bay Area				Campaign 1							Campaign 2		
Seattle		Campaign 1								Campaign 2			
South Florida		Campaign 1			Campaign 2						Campaign 3		
Southern California										Campaign 1			
St Louis/Kansas City							Campaign 1						
Texas					Campaign 1								
Washington D.C.		Campaign 1				Campaign 2							
Family		Annual Campaign											
Resorts		Annual Campaign											
Ski		Campaign 1										Campaign 2	
Weddings & Social Catering		Annual Campaign											
Youth Sports		Annual Campaign											
Luxury		Annual Campaign											

2025 CO-OP CAMPAIGN CALENDAR & TIMELINE

Previous Marketing Co-Op Campaign Examples:

- [NYC Co-Op Marketing Plan](#)
- [NYC Co-Op Landing Page](#)
- [Example NYC Co-Op Results Roll Up](#)

Reference additional plans from previous Marketing Co-Op Campaigns on [Marketing Central](#).

NOTE: Each campaign has a minimum threshold of participating properties required to launch. If that threshold isn't met, the campaign will be canceled, and hotels will be notified.
PLUS channels should be optimally funded prior to opting-in to Marketing Co-Op Programs.

2025 CO-OP CAMPAIGN COSTS

DESTINATION & SEGMENT PRICING

(Excluding Hawaii, Luxury & CRN campaigns)

Room Count	Cost per Campaign (excluding annual campaigns)	Cost for Annual Campaigns
Hotels with 200 rooms or less	\$600 USD	\$1,500 USD
Hotels with 201 – 550 rooms	\$1,800 USD	\$3,000 USD
Hotels with 551+ rooms	\$3,600 USD	\$4,500 USD

LUXURY ANNUAL CAMPAIGN PRICING

Only EDITION, The Ritz-Carlton, The Luxury Collection, St. Regis, W Hotels and JW Marriott properties are eligible to participate in the Luxury Co-Op Marketing Campaign.

Flat rate of \$18,000 USD

HAWAII ANNUAL CAMPAIGN PRICING

Room Count	Annual Cost
Hotels with 399 rooms or less	\$14,000 USD
Hotels with 400 -999 rooms	\$33,250 USD
Hotels with 1,000 – 1,499 rooms	\$43,750 USD
Hotels with 1,500+ rooms	\$52,500 USD

CONVENTION RESORT NETWORK (CRN) PRICING

Only properties who are a part of Marriott's Convention Resort Network (CRN) are eligible to participate in the CRN Co-Op Marketing Campaign.

Room Count	Annual Cost
Hotels with 500 rooms or less	\$3,500 USD
Hotels with 501-1000 rooms	\$5,000 USD
Hotels with 1,001 – 1,500 rooms	\$6,500 USD
Hotels with 1,501+ rooms	\$8,000 USD



ANY QUESTIONS?