



*Preferred*SM
HOTELS & RESORTS

2025 PR & SOCIAL MEDIA COVERAGE REPORT

January 1 – December 31, 2025



STRATEGIC APPROACH

In 2025, Preferred Hotels & Resorts' in-house communications team continued an increased focus on our strategic approach to prioritize public relations and social media outreach efforts in alignment to support the brand's core pillars and key business goals.

Development

In-Region Activations

Thought Leadership

White Papers

Speaker Panels

Executive Profiling

Brand Awareness

I Prefer Hotel Rewards

Legend Collection

Preferred Pride

Unforgettable Moments

Preferred Pets

Retention

New Member Onboarding

Ongoing Member Support

Industry Awards

Consumer Campaigns

Media Experiences



BY THE NUMBERS

764

Total Executive Media Engagements

Thought Leadership Impact

627+

Media Attendees engaged through executive presentations across **16 Press Conferences & Brand Media Events**

58

Media Interviews secured for 20+ executives

75 million+

Industry Professionals reached across **13 countries**

10B+

TOTAL IMPRESSIONS

910+

Legend Collection placements (+22% YOY)

79

Thought Leadership placements featuring **22 associates** quoted

100k+

LinkedIn Impressions & 3,360 Engagements

72

Hotel Attendees engaged at **Brand Media Events**

Media Coverage Featuring

386+

Member Hotels

1B+

Global Impressions announcing quarterly new members – *reflecting 62% increase YOY*

833

Total Member Hotel Engagements

Supporting Retention

225+

Media & Influencer Visits secured and presented to member hotels across portfolio

100+

Hotel Partners engaged in Preferred Pineapple Week

50+

Brand Orientation Calls and site visits executed



BY THE NUMBERS (continued)

+541% increase YOY

in *I Prefer* Hotel Rewards coverage
with **680+** global editorial
placements

Driving Program Awareness + Enrollment

I Prefer Cyber Sale coverage impacting **216M**
potential guests with **35 high-impact articles**
across **13 countries** to drive bookings + enrollment

314

Total Media Meetings
executed with journalists
Increasing Brand Awareness

705+

Editorial Placements
announcing
Live Like a Legend

621M+

Global Travel Advisors
reached unveiling
Travel Advisor Portal

1.2B+

Total Impressions
elevating awareness for
Legendary Journeys

Americas

+78%

**Lift in Editorial
Impressions**

SAMEA

**Press Coverage
Expanded by**

+48%

Asia-Pacific

+60%

**Earned Media
Value Growth**

Europe

**Regional Reach
Increased by**

+29%







2025 PR + SOCIAL MEDIA SNAPSHOT

PUBLIC RELATIONS





- **10 billion+** editorial impressions
- Ad Value equivalency of **\$109 million**
- **18,135** earned placements secured
- Coverage in **683 media outlets** across **39 countries**
- Media coverage featuring **386 member hotels**

SOCIAL MEDIA

Global Channels:

-  Total growth: 573k (+8k/1.41%)
-  Engagement rate: 1.52%
-  Engagements: 350k (inc. Paid)
-  Impressions: 30.2M (inc. Paid)

China Channels:

-  Total growth: 163K (+19.8k/+13.8%)
-  Engagements rate: 1.23%
-  Engagements: 36K (inc. Paid)
-  Impressions: 2.98M (inc. Paid)



An aerial photograph of a coastline. The top half shows the ocean with white, foamy waves crashing against a line of dark, jagged rocks. The bottom half shows a wide, sandy beach. The sky is a pale, hazy blue.

PUBLIC RELATIONS

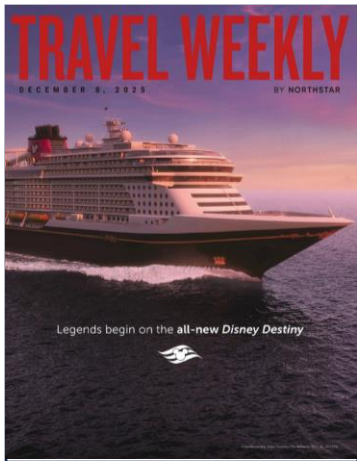


Preferred Hotels & Resorts | 2025 PR & Social Media Report

GLOBAL PRESS HIGHLIGHTS

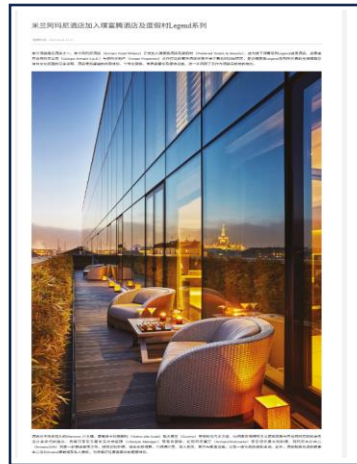
In 2025, Preferred Hotels & Resorts' in-house PR team secured more than **18,135 media placements** resulting in over **10 billion impressions** and an **advertising equivalency value of \$109 million**.

View a listing of all press coverage, including details and links to live articles via Dropbox [HERE](#). Please also find a selection of global press highlights on the following pages, along with corresponding links to each publicity clip.



Travel Weekly
(United States)

[In the Italian Lakes Region, Taking Time to Smell the Lemons](#)



Target
(China)

[Armani Hotel Milano Joins Preferred Hotels & Resorts' Iconic Legend Collection](#)



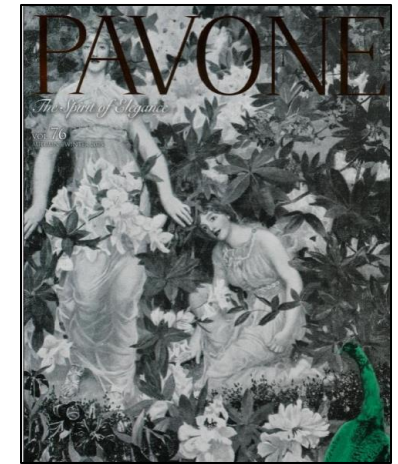
Boletín Turístico
(Brazil)

[Diversity Isn't Just a Value, It's A Business Strategy](#)



DestinAsian
(Singapore)

[Legendary Offers with Preferred Hotels & Resorts](#)



PAVONE
(Japan)

[An Unparalleled Luxury Experience Curated by Preferred Hotels & Resorts](#)



GLOBAL PRESS HIGHLIGHTS



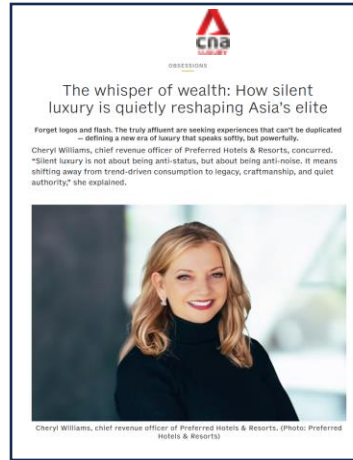
Attitude
(U.K.)

[Attitude 101 2025: Here are the 10 influential figures who made our Travel list](#)



TIG China
(China)

[Preferred Hotels & Resorts Unveils New Dedicated Meeting Planner Website](#)



CNA Luxury
(Singapore)

[The whisper of wealth: How silent luxury is quietly reshaping Asia's elite](#)



Destinations of the World News
(United Arab Emirates)

[Preferred Hotels & Resorts' Legendary Journeys](#)



COSMOPOLITAN
(China)

[Preferred Hotels & Resorts Welcomes 19 New Member Properties](#)



GLOBAL PRESS HIGHLIGHTS



**Robb Report
Mexico
(Mexico)**

[New Luxury Travelers Seek Something Authentic and Unique, Not What's Most Viral or Instagrammable](#)



**Boca Magazine
(United States)**

[Luxe of The Irish](#)



**TTG Italia
(Italy)**

[Gen Z Arrives: A Colorful Future](#)



**Safari
(Japan)**

[Hotels to Stay in Surf Areas](#)



**The Rake
(Japan)**

[Preferred Hotels & Resorts Introduces Legendary Journeys, The Ultimate Private Jet Travel Experience](#)

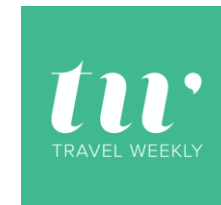
CAMPAIGN HIGHLIGHTS





THOUGHT LEADERSHIP – PR FOCUS

- **79 thought leadership** placements featuring **22 associates quoted**
- Reached **75 million+ industry professionals** across **13 countries** with published articles impacting key development markets – including Brazil, Japan, India, and Australia.
- Saturated key trade and consumer publications with **executive commentary** and **quoted industry insights**, including – *Country & Town House, Baidu, Travel Weekly, TTG Asia, EXAME*





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THOUGHT LEADERSHIP – PR HIGHLIGHTS

THE POWER OF INDEPENDENCE
Podcast
LINDSEY UEBERROTH
ROBERTA POSSENTI
SARINA PRONZATI

The Power of independence: Luxury Hospitality insights with Preferred Hotels & Resorts w/ Lindsey Ueberroth & Roberta Possenti | The Blue Corner Hospitality Media

“La diversidad no es solo un valor, es una estrategia de negocio”

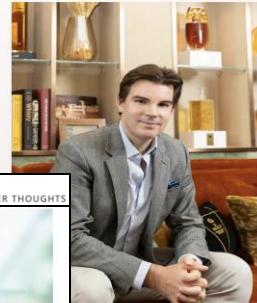
Desde su creación en 2011, Preferred Pride ha sido mucho más que un programa para viajeros LGBTQ+, se ha consolidado como un motor de cambio real dentro de la industria hotelera. Platicamos con Rick Stiffler, Senior Vice President of Global Leisure Sales Preferred Hotels & Resorts, sobre ello.

Por: Jessica Serviz Castillo



新現代酒店王国执掌人
Lindsey Ueberroth

璞富腾酒店及度假村 (Preferred Hotels & Resorts) 在全球80个国家拥有600多家成员酒店，是全球重要的独立酒店软品牌之一。纵观当下的全球奢华旅行市场，消费者需求正转向追求个性化、稀缺性体验，独立酒店品牌凭借独特优势迎来新的发展机遇。



VOICE OF LUXURY
Michelle Woodley
Preferred Hotels & Resorts

The independent hotel network has its sights on a portfolio expansion and strengthening relationships with the travel trade, reports Charlotte Reed.

INSIDER TRAVEL REPORT
Where your news comes first
powered by taCONNECT

Insider Video: What Preferred Has Planned for Luxury Hotels



By **James Shillinglaw**, Jan 20, 2025 (0 comments)

Skift HOTELS

Preferred Hotels Counters Marriott and Hilton's Soft Brand Blitz

by **Luke Martin**
October 24th, 2025 at 10:00 AM EDT



PHOTO CREDIT: LE LOUIS EXTENSION, LOCATED IN FRANCE'S COCQUIC RESORT, PREFERRED TRAVEL GROUP

SKIFT TAKE

INTERVIEW: PREFERRED TRAVEL GROUP'S CHERYL WILLIAMS SHARES HER THOUGHTS



Travel Weekly recently had the chance to ask Preferred Hotels & Resorts chief revenue officer, Cheryl Williams, a few questions about luxury accommodation and Aussie travel trends at the recent International Luxury Travel Market Asia Pacific 2025.

There has been significant growth in the luxury market category, across all travel trade pillars, including hotels. What do you credit this to?

The growth we're seeing in the luxury travel market is both significant and multidimensional, and much of it can be credited to an evolving traveler mindset. According to our recently launched *Luxury Travel Report 2025*, developed in partnership with The Harris Poll, today's luxury traveler is more intentional, experience-driven, and globally mobile than ever before.

Modern luxury isn't about excess; it's about access: to rare experiences, meaningful cultural immersion, personalized service, and moments that feel truly unrepeatable. Travelers are seeking deeper connections, whether through heritage, sustainability, or seclusion, which is where independent hotels naturally excel.

FOCUS

ラグジュアリーホテルの新潮流 — 独立系ホテルを導くプリファード ホテルズ&リゾーツのビジョン

The New Wave in Luxury Travel
— Preferred Hotels & Resorts Vision for Leading Independent Hotels



世界最大の独立系ホテルブランド、プリファード ホテルズ&リゾーツが再び業界最大の「ラグジュアリーホテルレポート」は、第一歩を踏み、その上級ホテルと同等の品質とサービスを提供する。このレポートは、業界最高峰の調査に基づいており、独立系ホテル（Preferred Hotels & Resorts）が持続可能な成長を遂げ、合計600万人のプリファードホテル（Preferred Hotels & Resorts）で経験豊富な客を魅了している。今回は、アメリカのラスベガスに本社を置く、ラグジュアリーホテルの成長と独立系ホテルの成長をテーマにした。

独立系ホテルは、世界中で最も成長しているホテルカテゴリーの一つです。これは、現代の旅行者がより有意義な体験を求めているためです。独立系ホテルは、個性豊かなサービスと、独自の文化と歴史を誇ります。これは、現代の旅行者にとって魅力的な要素です。

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Study

From strategies to Singapore Slings



How Preferred Hotels & Resorts brought global hoteliers together in Singapore with bold ideas and sustainable flair

WORDS CHERYL TEO

When Preferred Hotels & Resorts selected Singapore as the host city for its 2025 Global Collection, the choice reflected both strategic and practical considerations. Welcoming nearly 100 hoteliers from over 40 countries, the three-day event, inspired the future of hospitality under the three brands: Singapore embodied the spirit of innovation. A strategic alignment and growth new idea shaping the future of travel.

In Singapore, the city's leadership in development, technology and business made it a fitting backdrop.

The **business of being there**

Being an international event of this scale required detailed planning - from accommodation to venue and logistics. Delegates opted for The Pullman Hotel Singapore and The Fullerton Bay Hotel Singapore, both members of Preferred Hotels & Resorts, for their stay during the event. The event also provided an opportunity for members to network and share insights on the business of being there.

Highlighting members at the host hotels helped showcase scheduling and managed time between events. It also showcased the capabilities of Preferred's new portfolio in delivering business events. Additional offers were made to ensure delegates had a memorable experience in Singapore.

Brains before buffets

Active dining at the Pullman Hotel Singapore was a key feature of the event. Executive breakfast sessions addressed topics such as evolving needs in luxury and luxury travel, MICE transformation, meeting and digital optimization, and revenue strategies. There was also a focus on ethics response and building stronger commercial relationships with brand management, employees and guests. Preferred executives, external experts, and other guests led the sessions. Featuring more notable branding, highlighting the Asia Pacific future reflected the growing regional influence, enabling attendees to benchmark strategies and share insights from across diverse markets.

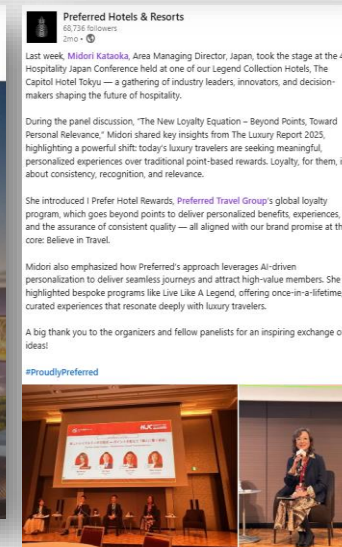
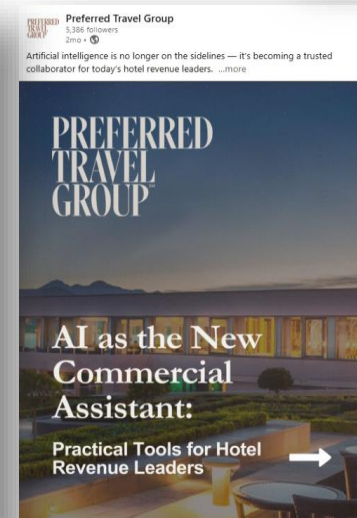
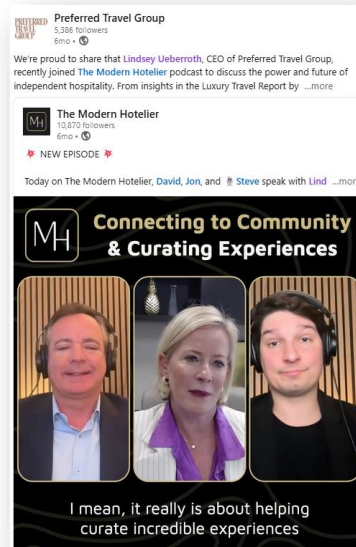
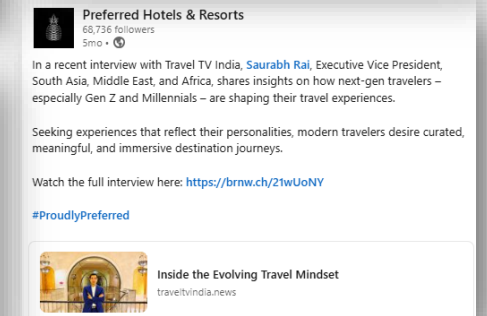
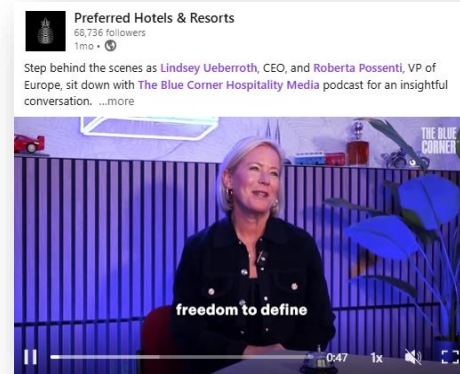


THOUGHT LEADERSHIP – SOCIAL MEDIA FOCUS

- Elevated thought leadership as a core brand pillar across LinkedIn channels by amplifying mentions in industry publications, panel participation, and trend forecasting, positioning Preferred executives as trusted experts and active contributors to conversations shaping luxury independent hospitality.

• LinkedIn Results:

- 100,000 impressions
- 3,360 engagements
- 5.13% engagement rate





Preferred Hotels & Resorts | 2025 PR & Social Media Report

LEGEND COLLECTION – PR FOCUS

- Elevated brand awareness securing **910+ Legend Collection** mentions in published articles spanning travel, trade, and luxury lifestyle niches – *Vogue Brazil, Hotel Owner, Insider Travel Report, TBS News Dig, Hotelier India, and eGlobal Travel Media.*
- Planned and executed **two Legend Collection Media FAMs** for U.S. and UK journalists, resulting in multi-page feature stories reaching key audience targets.

时尚旅游
TRAVELER



红秀
GRAZIA

時裝 L'OFFICIEL
HOMMES

Condé Nast
Traveler
悦游



尚流
Tatler

漫
TRAVEL+
LEISURE

PRESTIGE

ELLE
DECOR
MIDDLE EAST

VOGUE
CHINA

リスヴェル
Risvel

revista
Hotéis
A referência do setor

Travel Spot

Esquire

MEX
BEST
Quién

TRAVEL WEEKLY
BY NORTHSTAR

HB
HOTEL BUSINESS

AQ
AUTOMOTIVE QUANTUM



LEGEND COLLECTION – SOCIAL MEDIA FOCUS

- **Over 180 posts** spotlighting Legend Collection properties across social media channels (Instagram, TikTok, Facebook, X, LinkedIn, WeChat, Little Redbook, Weibo)
- **Organized and hosted a successful group Legend Collection influencer FAM trip to Singapore and Indonesia:**
 - Four properties included: The Fullerton Hotel Singapore, The Fullerton Bay Hotel, Artyzen Singapore, and The Sanchaya
 - 4 influencers published **142 Posts, Reels, and Stories**
 - **Total reach was 2.3M**, with **55.5M potential impressions** and 1% post engagement rate (not including stories)
 - Each in-feed post got an **average of 5.1k engagements, 82k reach, and \$65.6k EMV**
 - The campaign generated an advertising equivalent value of **\$2.2M**.

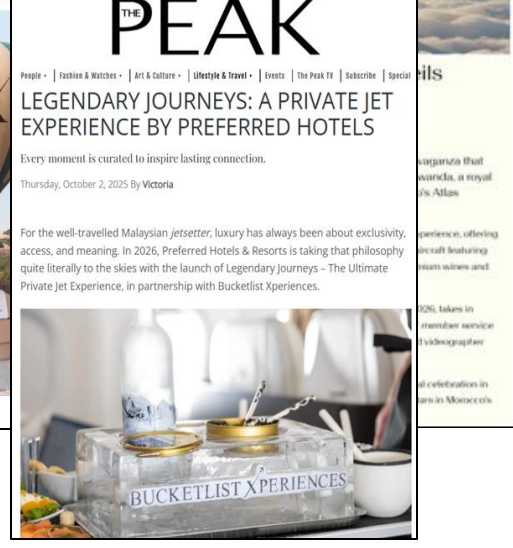
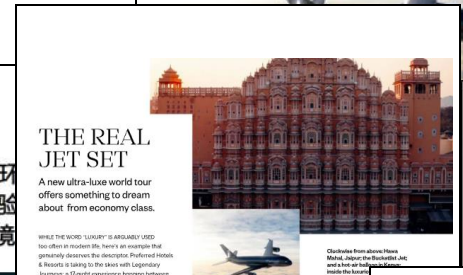
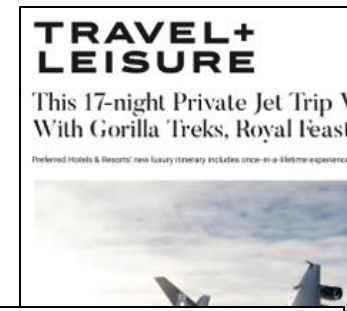
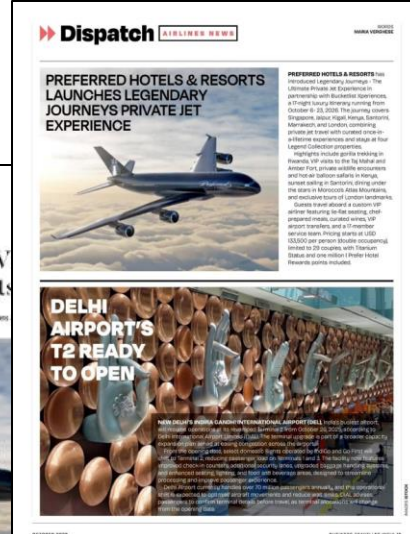




LEGENDARY JOURNEYS – PR FOCUS

Preferred Hotels & Resorts launched **Legendary Journeys – The Ultimate Private Jet Experience**, an ultra-luxury, 17-night global journey in partnership with Bucketlist Xperiences, offering unparalleled access to seven iconic destinations via a custom private jet. The team supported the initiative with a fully integrated marketing, sales, PR, and social media collaboration and generated the following PR results:

- **1.2 billion+** total impressions
- **\$4 million+** advertising equivalency value
- **1,200+** earned editorial placements across **22 countries**, including Germany, Vietnam, Brazil, China and United States

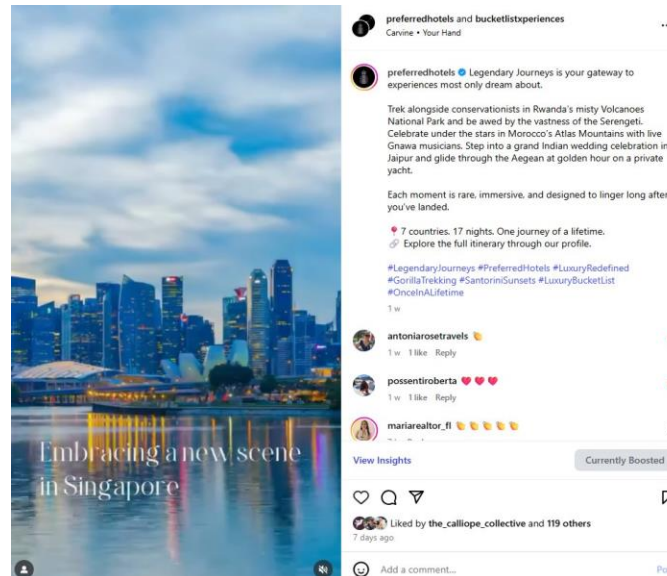


Andsey Ueberroth说道：“我们的使命始终是以令人难忘且具有变革性的立酒店和目的地连接起来。这一理念与我们《2025年奢华旅行报告》的高净值旅行者将“一生一次的体验”视为终极奢华，同时75%的受访者称的“传奇旅程”正是为此应运而生。通过一系列非凡行程与个性化服



LEGENDARY JOURNEYS – SOCIAL MEDIA FOCUS

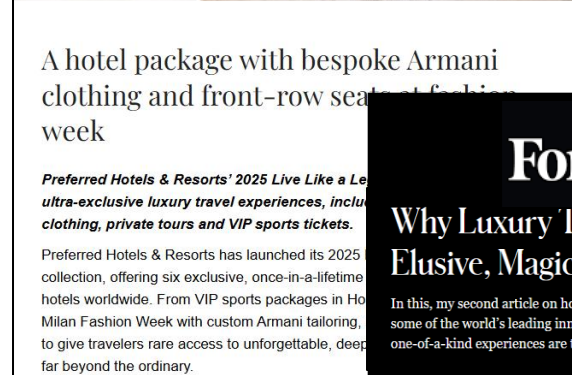
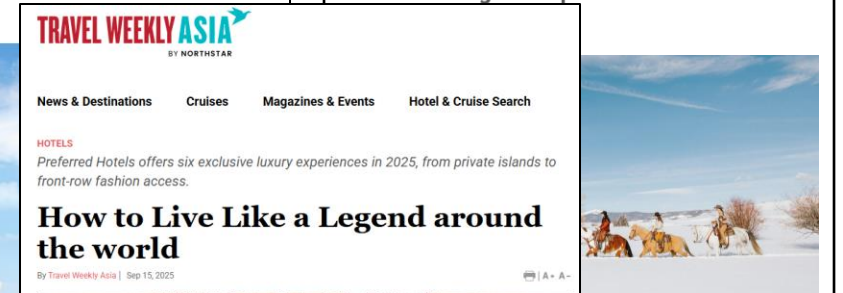
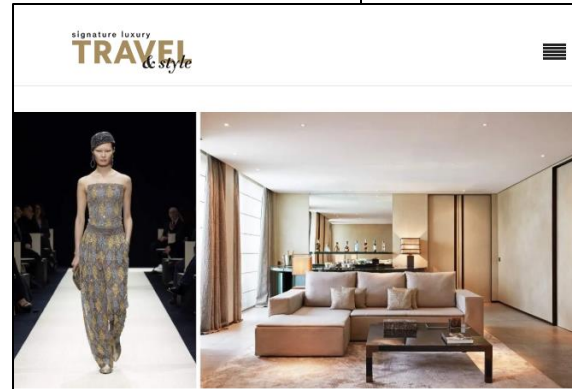
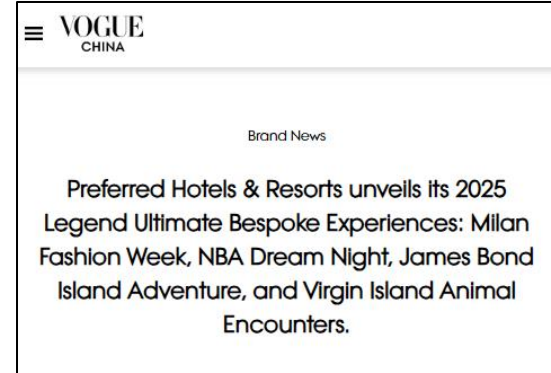
- **27** total brand posts across English channels (Instagram, Facebook, LinkedIn, X, TikTok, WeChat, Weibo and Rednote)
- **2** collab posts with BucketList Xperiences on Instagram
- **167,765** final total impressions
- **2,305** final total engagements
- **1.37%** engagement rate
- + *partnership with China KOLs for additional 48,248 views, 790 interactions*





LIVE LIKE A LEGEND – PR FOCUS

- **274 million+** total impressions
- **\$2 million** advertising equivalency value
- **705 earned editorial placements** across **13 countries**



Robb Report Lifestyle
罗博报告

signature luxury
TRAVEL & style

NIKKEI COMPASS

Fodor's Travel OCEAN
THE WORLD OF LUXURY YACHTING

時尚 COSMOPOLITAN

recommend

VOGUE CHINA



THE LUXURY TRAVEL REPORT – PR FOCUS

- The team launched the Luxury Travel Report – igniting a tiered, multi-phased media strategy securing **560+** editorial placements to date, resulting in **1B+** impressions and an advertising equivalency value of **\$14M**. An exclusive was secured with USA Today.

BOUTIQUE
HOTELIER

时尚旅游
TRAVELER

TTWTM
TRAVEL
AND TOUR
WORLD

HOTELIER
MIDDLE EAST

TTG
ASIA

SmartBrief

pax
NEWS

Skift
Robb Report
EN ESPAÑOL

VOGUE
CHINA

觀光經濟新聞
kankokeizai.com

TRENDS



Luxury travelers will take 8 leisure trips on average in 2025, report says

While [economic uncertainty](#) and [anxiety around international travel](#) may put some vacation plans on pause this year, a new report found demand for upscale trips is strong.

Preferred Hotels & Resorts released its first Luxury Travel Report on Wednesday – developed in partnership with The Harris Poll – which found the average luxury traveler has eight leisure trips planned in the next 12 months. The hotel brand surveyed 503 affluent U.S. adults between late February and early March, defined as those with household income of at least \$250,000; a minimum of \$1 million in total assets, and those who typically spend \$10,000 or more on leisure travel annually. Respondents also had a leisure trip planned within the following year.

“The Luxury Travel Report by Preferred Hotels & Resorts reveals that today’s affluent travelers are investing not just money but meaning into their journeys,” the brand said in a news release. “Luxury travelers seek immersive, curated experiences that feel personal and enduring – avoiding generic, mass-produced offerings in favor of authenticity and emotional connection.”



THE LUXURY TRAVEL REPORT – PR HIGHLIGHTS

INDEPENDENT

NEWS SPORTS CULTURE LIFESTYLE MONEY TRAVEL CLIMATE PREMIUM

Travel > News & Advice

Instagram is ‘ruining luxury travel’: Rich tourists blame social media for the ‘beige-ification’ of hotels

Social-media-driven designs are “making everything look and feel the same,” say affluent vacationers

Ted Thornhill US Travel Editor
Wednesday 09 July 2025 15:22 BST

TTG ASIA

Quest for the unusual draws luxury travellers to independent hotels

By Karen Yue
Posted on 28 October, 2025 13:29

VOGUE CHINA

IP 系列 FASHION 时装 BEAUTY 美容 LIVING 生活 CULTURE 文化 VOGUE+ RUNWAY 秀场 FASHION FUND 2025 PHOTO VOGUE 2024 VOGUE BEAUTY AWARDS 2025

Brand News 品牌新闻

璞富腾酒店及度假村发布2025《奢华旅行趋势报告》

Robb Report Brasil

A Preferred Hotels & Resorts lança Luxury Travel Report 2025

Nova pesquisa revela que viajantes de luxo planejam gastar mais em 2025 rejeitando a padronização da hospitalidade moderna, buscando autenticidade e priorizando a interação humana.

por **ROBB REPORT BRASIL** | fotos **DIVULGAÇÃO**
24 de julho de 2025

时尚旅行者 TRAVELER 旅行至更美好的地方

旅行新玩法 2025.05.26

璞富腾酒店及度假村发布2025《奢华旅行趋势报告》

全球最大独立酒店品牌璞富腾酒店及度假村发布《奢华旅行趋势报告》。这份由璞富腾和民意调查公司Harris Poll共同完成的综合性研究报告显示：尽管全球旅行市场需求仍持续攀升，2025年，平均休闲旅行计划达8次，其中3次为国际行程。受访者表示旅行预算将较2024年进一步增加。

觀光經濟新聞 kankokeizai.com

富裕層、画一的な旅行に飽き 個性と体験を重視

ロイヤリティプログラムの価値高まる

プリファードホテルズ&リゾーツは16日、初となる「ラグジュアリートラベルレポート」を発表した。世界最大独立系ホテルブランドである同社は、調査会社ハリス・ポールと共同で実施。米国在住の富裕層旅行者500名以上を対象に、ラグジュアリー旅行市場の最新トレンドを分析した。

調査結果によると、富裕層の旅行意欲は依然として高く、今年平均8回のレジャー旅行を計画。そのうち3回は海外旅行を予定しているという。さらに半数以上が2024年よりも多くの予算を旅行に投じる意向を示した。

注目すべきは、現代の富裕層旅行者が「お金」だけでなく「意味」を旅に求めていること。約70%が「現代のラグジュアリーホテルは、標準化によって本来の魅力が失われている」と感じており、画一的な体験に背を向け始めている。代わりに、パーソナルで没入感がある、心に残るキュレーションされた旅を望む傾向が強まっている。

注目すべきは、現代の富裕層旅行者が「お金」だけでなく「意味」を旅に求めていること。約70%が「現代のラグジュアリーホテルは、標準化によって本来の魅力が失われている」と感じており、画一的な体験に背を向け始めている。代わりに、パーソナルで没入感がある、心に残るキュレーションされた旅を望む傾向が強まっている。

レポートでは「ラグジュアリートラベル5つの新潮流」を提示。「旅の『パーソナリティ』」「レガシーモーメントが新しい価値基準」「キュレーションがラグジュアリーの本質」「ヘリテージが次なる旅のフロンティア」「ロイヤリティプログラムは『安心』と『カスタマイズ』の生命線」を挙げた。 [ホテル予約サイト](#)

pax NEWS

News / Trending

What do luxury travellers want? Preferred releases first “Luxury Travel Report”

05-16-2025 6:50

Business Post

Brenda Collin:
Luxury travellers are moving away from sameness, and that’s good news for Ireland

July 11, 2025

In an age when luxury travel risks becoming indistinguishable from one city to the next, a quiet rebellion is underway, one that favours soul over sameness, storytelling over standardisation.

Overwhelmed by beige interiors, algorithm-led itineraries and carbon copy experiences, today’s travellers are turning away from the cookie-cutter in search of something more meaningful.

According to the new *Luxury Travel Report* by Preferred Hotels & Resorts, nearly 70 per cent of luxury travellers believe modern hotels have lost their soul to sameness. This growing disenchantment with mass-produced travel reflects a broader cultural shift away from “dupe culture” and towards the rare, the real and the emotionally resonant.

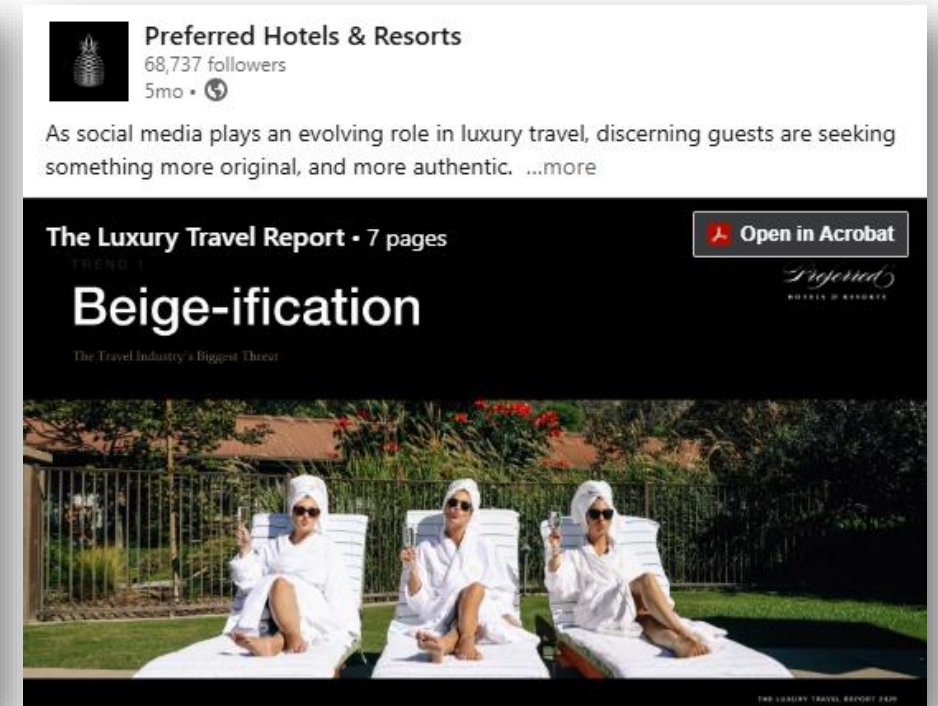
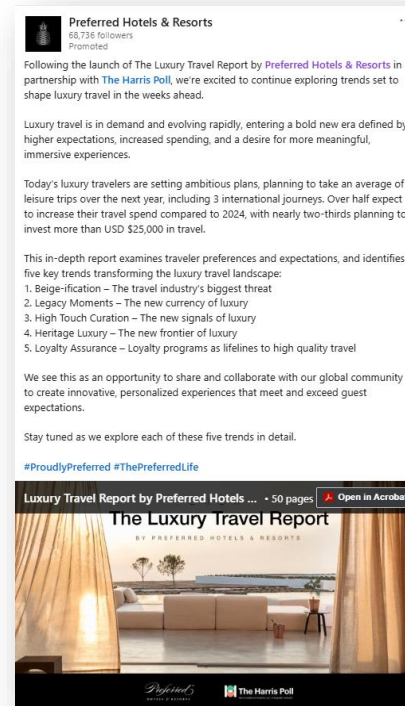


LUXURY TRAVEL REPORT– SOCIAL MEDIA FOCUS

The team leveraged The Luxury Travel Report across key B2B channels to elevate global brand awareness. Through a strategic, paid amplification plan, posts were created and launched around each trend, supported by a dedicated boosting budget. Insights from the report were further translated into toolkits for associates and hoteliers, extending the impact beyond brand channels.

Boosted LinkedIn Posts Results:

- 6 total boosted posts
- Over **991k** total impressions
- **4,343** total clicks
- **7k+** total engagements





I PREFER

- **680 mentions** of I Prefer rewards program within stories placed **globally** impacting key consumer audiences.
- Saturated target publications with **continuous coverage**, including *The Points Guy*, *Head for Points*, *Award and Frequent Miler*.
- **USA Today 10Best** – Earned No. 4 Best Hotel Loyalty Program in 2025.

AFAR

GayaTravel Magazine

LoyaltyLobby

Making sense of travel loyalty programs.

時尚COSMOPOLITAN

RWRDS

NIKKEI COMPASS

THE POINTS GUY

Head for Points

Traveler Magazine
旅行家

The Washington Post

TTG 旅业报
CHINA

HOSPIBUZ.COM



TURNING LEFT FOR LESS
CHAMPAGNE TRAVEL ON A PROSECCO BUDGET

Expansión





I PREFER CYBER SALE

- **216 million+** total impressions highlighting **Cyber Sale offer**
- **\$3.2 million+** advertising equivalency value
- **35 earned editorial placements across 7 countries**

AFAR
The Best Black Friday Travel Deals, Including Europe Flights from \$349, Glamping, Trains, and Luxe Cruises

Forbes
Last-Minute Cyber Week Discount Trips, Deals And Deals

THE POINTS GUY
The best Cyber Monday and Travel Tuesday hotel deals

recommend
Helping travel advisors sell travel

Beyond Green
This sustainable-luxury hotel portfolio founded by Preferred Travel Group, brings together properties that meet strict criteria for environmental stewardship, community support, and cultural preservation. Through December 1, the brand is offering 35 percent off best available rates plus 35,000 I Prefer Bonus Points when you book a minimum two-night stay. The deal applies to travel through June 30, 2026 and includes standout options like [Dromoland Castle](#) in Ireland and [The Leela Palace Udaipur](#) in India.

Preferred Hotels & Resorts (various international destinations): Preferred Hotels & Resorts is offering 35 percent off its best available rates when booking a minimum of two nights at participating properties (such as [the Watergate Hotel in Washington, D.C.](#)) worldwide through December 4. The deal is valid for travel between now and June 30, 2026.

Head for Points
Get 35,000 bonus I Prefer points in the Preferred Hotels sale

Links on Head for Points may support the site by paying a commission. [See here](#) for all partner links.

Independent luxury hotel booking consortium Preferred Hotels has brought back its Black Friday offer for another year.

This is the strongest offer you see all year from Preferred Hotels, and this year it is easier to take part because the minimum stay has been cut from three nights to just two.

TravelDreamsMagazine
Preferred Hotels & Resorts and Beyond Green Unveil 2025 Cyber Sale Offer

Posted by Tim Cotroneo on November 20, 2025

The Washington Post
The Black Friday travel deals you'll actually want to buy

We scoured the internet for bargains on hotels, flights, cruises and more.

Condé Nast Traveler
The Top Cyber Monday 2025 Travel Deals Worth Booking Today

Shop excellent Cyber Monday deals from Expedia, Princess Cruises, Hilton, Qatar Airways, and more

DIRECTIVOS
Más descuentos y más IA: así es el Black Friday en turismo

TENDENCIA. Aerolíneas, hoteles y navieras ponen esta fecha en el foco de su estrategia comercial.

PARA DESCONECTAR



I PREFER – SOCIAL MEDIA FOCUS

Examples of top performing posts:

Over **60 social media posts and stories** have supported a range of topics including the relaunch of Unforgettable Moments, I Prefer spring offer, Cyber Monday, and regional/specific destination offers.

Results Snapshot:

- Over 1.5M impressions (inc boosted posts)
- Over 25,306 engagements
- 1.6% engagement rate
- First dedicated influencer partnership carried out with creator SamMcClendon (204k followers):
 - 62,362 views on posts and stories
 - 2.4% engagement rate (engagements/impressions)





MEMBER SUPPORT

- **1 billion+ global impressions** announcing quarterly new members
- **50+ brand orientation calls**, in person-site visits and strategy meetings executed with new and existing members
- **170 + individual media visits** secured and presented to member hotels across our portfolio





Preferred Hotels & Resorts | 2025 PR & Social Media Report

MEMBER SUPPORT

Tuesday, October 23, 2024

Britain

London's Shoreditch positively hums with creativity, from its independent boutiques and hip cafes to popular gastro pubs and vintage markets. Sarah Pollok checks into nearby South Place Hotel to check out the 5-star digs.

Location: South Place Hotel is on the east end of central London's East Shoreditch and is a 10-minute walk from the city's vibrant Shoreditch district.

Perfect for: Travelers eager to discover the creative and artistic side of London, those who enjoy a hip and trendy atmosphere, and those who want to stay in a stylish and modern hotel.

First impressions: A chic and contemporary design with a focus on local art and culture. The hotel's location in Shoreditch is a major draw, offering easy access to the area's vibrant scene.

The Room: Our Deluxe Room has been chosen to feature a view of the city, with a large window overlooking the street. The room is modern and comfortable, with a king-size bed and a private bathroom.



7132 HOTEL SWITZERLAND

Hotel in the heart of the city, 15 minutes from the airport. The hotel is a perfect choice for those who want to stay in a modern and stylish hotel in the heart of the city.

SHANGRI-LA CHIANG MAI THAILAND

Experience the beauty of Thailand in the heart of the city. The hotel is a perfect choice for those who want to stay in a modern and stylish hotel in the heart of the city.



THE TIMES

Where to find peace and quiet in the centre of Madrid

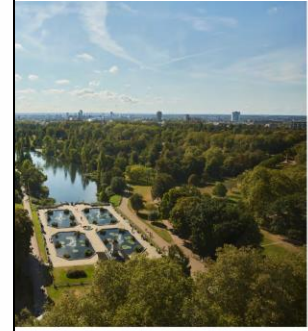
Our writer checks in to Only You Boutique Hotel, a chic, art-hotel on the edge of Vibeys Cheuca in the Spanish capital.

WB Friday, October 24, 2025, 4:50pm BST, The Times



时尚旅游 TRAVELER

Discover the beauty of the world through our travel guides and articles. We offer a wide range of travel options for all budgets and preferences.



The Lodge

Experience the beauty of the world through our travel guides and articles. We offer a wide range of travel options for all budgets and preferences.

スウェーデン 豪華な「ヴェルビエ」



ELLE

ELLE Escapes: London

Discover the beauty of the world through our travel guides and articles. We offer a wide range of travel options for all budgets and preferences.

By JESSICA ROY, CLARE STEIN MICHX AND LEAH ROMERO. PUBLISHED SEP 16, 2025



FENDRY CHICAGO

Experience the beauty of the world through our travel guides and articles. We offer a wide range of travel options for all budgets and preferences.

A Zen Escape

Experience the beauty of the world through our travel guides and articles. We offer a wide range of travel options for all budgets and preferences.

FOOD & WINE EN ESPAÑOL

POLANCO SE REINVENTA

Discover the beauty of the world through our travel guides and articles. We offer a wide range of travel options for all budgets and preferences.



CORK CULINARY ADVENTURES

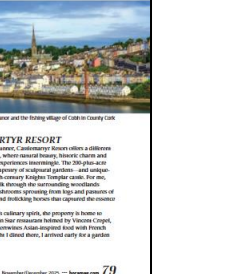
HAYFIELD MANOR

Discover the beauty of the world through our travel guides and articles. We offer a wide range of travel options for all budgets and preferences.



CASTLEMARKYR RESORT

Experience the beauty of the world through our travel guides and articles. We offer a wide range of travel options for all budgets and preferences.





MEMBER SUPPORT

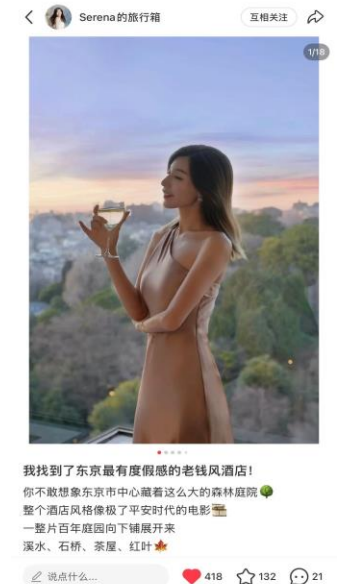
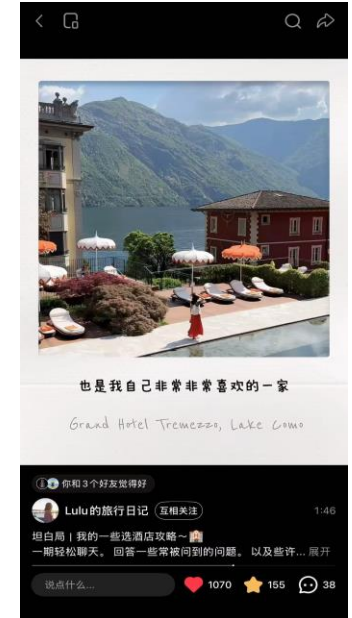
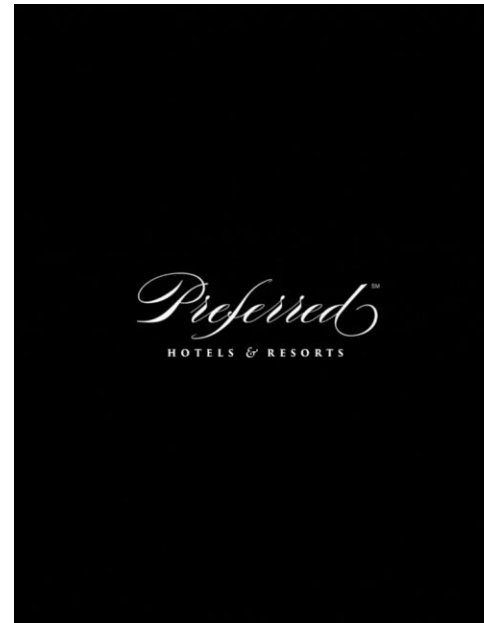
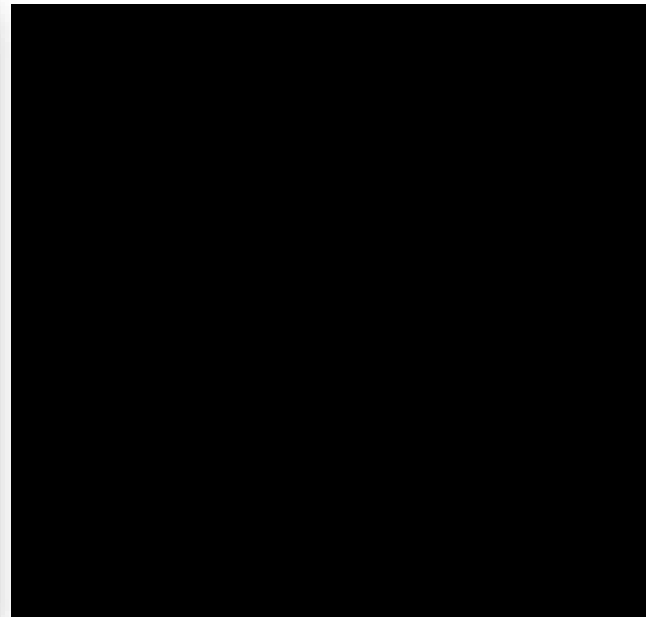
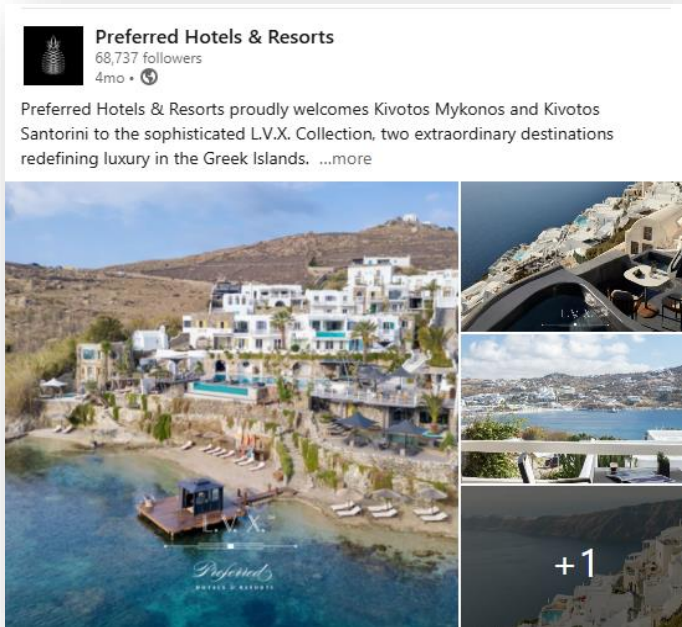
- Member hotel **award recognitions** amplified through global press releases announcing winners of key industry awards, including:
 - Conde Nast Traveler – Readers’ Choice Awards
 - Forbes Travel Guide – Star Awards
 - Travel + Leisure – World’s Best Awards
 - MICHELIN Keys Distinction





MEMBER SUPPORT – SOCIAL MEDIA FOCUS

- Social media support of quarterly new member announcements
- Individual spotlight posts on LinkedIn introducing new members
- 54 individual influencer visits secured and presented to member hotels (including global and China)
- Member hotelier award support across channels





MEDIA ACTIVATIONS - AMERICAS

Planned and executed media co-op events, brand events, deskside tours, and industry conferences in key markets, highlights include:

- **Legend + New Openings | NYC Media Co-Op Event (June):** Planned and executed exclusive press event at The Dominick attended by **20 hoteliers** representing Legend Collection and New Openings ONLY – as well as a strategic mix of **38 media attendees** from top-tier consumer and trade publications, such as *Travel + Leisure*, *Forbes*, *Condé Nast Traveler*, *The Points Guy*, *AFAR*, *Dossier*, *Hotel Business*, *Chase Travel*, *Travel Weekly*, and *Elite Traveler*.
- **Mexico City Media Co-Op Event (December):** Planned and executed press event for exclusive group of **17 hoteliers** representing a total of **43 member properties** from across our Mexico, Central America, and Caribbean portfolio – connecting them with a strategic mix of **24 journalists** from key consumer travel, luxury lifestyle, and trade media outlets, including *Forbes Life Mexico*, *Robb Report en Español*, *Invertour*, *Reforma*, and *Food & Wine en Español*.
- **Executed 92+ media meetings with in-market journalists**, including conference attendance at IMM North America, LE Miami, Virtuoso Travel Week, ILTM North America, IMM Lux, and Travel Classics.





MEDIA ACTIVATIONS – EUROPE & SAMEA

Planned and executed media co-op events, brand events, deskside tours, and attended conferences in key markets, highlights include:

- **Intimate Brand Event in New Delhi, India (April)** held a joint intimate brand event at The Leela Palace New Delhi, focusing on regional and global news, welcoming **27 top tier journalists** representing a mix of trade and consumer publications such as *TravTalk, ET Hospitality, India Today, Hindustan Times and Travel + Leisure India & South Asia*.
- **Legend Media Co-Op Lunch in Paris (April)** held at Hôtel Dame des Arts with **7 hoteliers** representing Legend properties, with **24 top-tier journalists** ranging from highly influential publications including *Le Monde, Le Figaro, Le Parisien Magazine, Gala, Yonder, Hôtel & Lodge, Conde Nast Traveler* and more.
- **Media Co-Op Dinner in London (June)** held at Angler at South Place Hotel with **18 hoteliers** representing both Preferred Hotels & Resorts and Beyond Green member properties, with **25 media attendees** from top-tier publications, such as *Condé Nast Traveller, National Geographic Traveller, The Daily Mail, The Telegraph, Business Traveller, Forbes, The Week, The Independent, Aspire* and more.
- **Media Co-Op Dinner in Munich (October)** held at Hotel Bayerischerhof attended by **8 hoteliers** representing Preferred Hotels & Resorts' member properties, particularly from the DACH portfolio, with **22 media attendees** from top-tier publications, *such as Falstaff Travel, Business Traveller, AD, ELLE, Süddeutsche Zeitung* and more.
- **Executed 100+ media meetings with in-market journalists**, including conference attendance at **Arabian Travel Market, ITB Berlin, International Media Marketplace UK, ILTM Cannes** and deskside meetings in **Dubai, Berlin, Milan and London**.





MEDIA ACTIVATIONS – ASIA PACIFIC

Planned and executed the following media co-op events, brand events, deskside tours, and attended conferences in key markets, highlights include:

- **ILTM Asia Pacific (June):** Arranged a press conference led by Cheryl Williams attended by over 70 regional journalists, in addition to 7 individual media appointments with Cheryl and 2 media interviews with *Travel Weekly Australia* and *CNA Luxury*.
- **Media Engagement Event in Singapore (October):** Held at Artyzen Singapore and attended by 16 top tier editors and freelance journalists from Singapore including *Vogue Singapore*, *The Straits Times*, *CNA Luxury* and *TTG Asia*.
- **Media Engagement Event in Beijing (October):** Brand media event featured a press conference led by Philipp, attended by 30 influencers and journalists from top media outlets including *Conde Nast Traveler*, *National Geographic Traveler*, *Traveler*, *Robb Report*, *Target*, *GQ*, *Vogue*, *Esquire*, *Bazaar Green*, *Bazaar Men's Style*, and *Traveler*
- **Hospitality Japan Conference (October):** Organized a panel opportunity for Midori Kataoka titled "*The New Loyalty Equation – Beyond Points, Toward Personal Relevance*", attended by media and hospitality leaders.
- **Executed 40+ media meetings with in-market journalists**, including conference attendance at IMM Asia and ILTM Asia and deskside meetings in **Kuala Lumpur, Guangzhou, Shenzhen and Shanghai.**





GLOBAL CONFERENCE – MAY 2025

The team supported the Global Conference 2025, with the following PR and social media activations:

- Secured **six A-list journalists** to attend events like the general session on May 14 and Dazzling Dinner at Gardens By the Bay. These include key titles like **Travel Weekly Asia, Tatler Singapore and The Peak Singapore.**
- **One post-event thought leadership** piece featuring Cindy Taylor on Meetings & Conventions Asia.
- Global distribution of 2025 Awards of Excellence and GIFTTS Pineapple Award Winners press release resulting in **44 editorial placements** impacting **88.6M readers** and **ad equivalent of \$1.3 million.**
- Developed a curated content calendar for brand social media channels with **10 posts** shared on LinkedIn in the lead up, during, and post conference with **40k total impressions** and **1.3k engagements.**
- Created and distributed associate and hotelier toolkits, including awards-related materials, to ensure consistent and effective activation across audiences.





INDUSTRY AWARDS

Brand recognized for achievement in **key industry awards**, including:

- **Travel Weekly 2025 Magellan Awards:**
 - Preferred Hotels & Resorts | **2025 Travel Advisor Portal**
 - **GOLD WINNER**
 - Category: Hospitality Marketing – Co-Op Campaign
 - Preferred Hotels & Resorts | **2025 The Luxury Travel Report**
 - **GOLD WINNER**
 - Category: Hospitality Marketing – Co-Op Campaign
 - Preferred Hotels & Resorts | **2025 Preferred Pineapple Week**
 - **GOLD WINNER**
 - Category: Hospitality Marketing – Social Media Campaign
- **HSMAI 2025 Adrian Awards:**
 - Preferred Hotels & Resorts | **2025 Preferred Pineapple Week**
 - **BRONZE WINNER**
 - Category: Social Media > Multi-Channel/Integrated Marketing





PREFERRED PINEAPPLE WEEK (June 27 – July 3)

The social media team led a robust global campaign to celebrate Preferred Pineapple Week 2025 including our Luxury Trends, a 3D designed video and Legend Collection sweepstakes.

Globally:

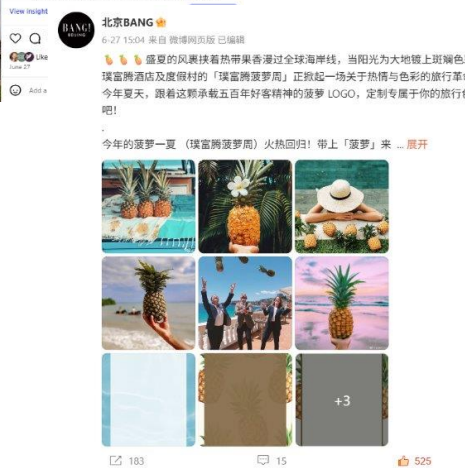
- **1.05M** impressions of brand and creator content
- **26.2k** engagements of brand and creator content
- **7.7k** new community followers

English speaking specific:

- **432.1k** impressions of 32 PHR posts and stories
- **15.2k** engagements with our brand channel #PreferredPineappleWeek content
- Creator partnership:
 - **144.3k** impressions (stories and posts)
 - **2.7k** engagements (posts)
- Hotelier partners:
 - Over **100** properties engaged in the campaign with over **172** posts made plus stories
 - **800,852** views of reels created by our member portfolio
 - maximum potential audience impression figure of **2,415,202** based on partners' following numbers.

China specific:

- **476,467** impressions
- **8,292** engagements
- **3,901** followers increase across WeChat , Weibo and Little Red Book
- **21** KOLs engaged with the campaign
- **5** hotel members engaged in this campaign



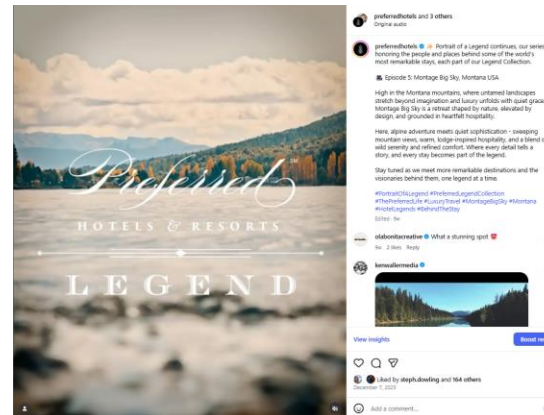


PORTRAIT OF A LEGEND

The Portrait of a Legend video campaign is a series of short 1-2 minute videos that seek to showcase our Legend Collection properties from around the world. Each video features a key individual from the participating hotel to introduce the viewer to the unique stories behind its enduring success. The project offers a snapshot into what makes each hotel stand out and sets the scene for the launch of the accompanying coffee table book in 2026.

Globally in 2025:

- **196k** impressions of brand content
- **6.3kk** engagements of brand
- Collab with **1** Top Chinese travel influencer (5 million followers) with recommendation 7 of our Legend Collection hotel members (she has stayed 4 of them)



SOCIAL MEDIA

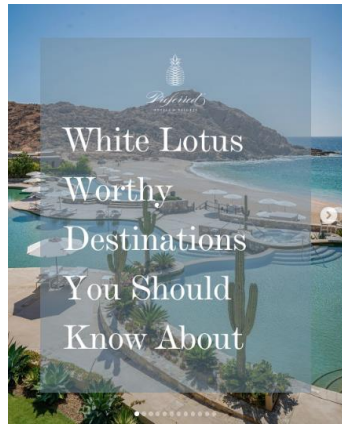




2025 SOCIAL MEDIA HIGHLIGHTS

Top Performing Posts (by channel, based on engagements)

Instagram



preferredhotels • 48w

Whether the lush beauty of Hawaii, the elegant coast of Sicily, or the bright colors of Thailand, it's safe to say the set of White Lotus is one of its most popular cast members, but where next?

Here are some of our top White Lotus inspired locations if we were the tv series' location scouts. Check them out now before the crowds catch on!

#ThePreferredLife #WhiteLotus #NewDestination #NewLocation #Travel #TravelInspiration #LuxuryTravel #Resort #TV.Location #SetJetting

keriankeriann • 45w

View insights Boost post

3.6K 24

March 16, 2025

Add a comment...



preferredhotels and 3 others

preferredhotels • Edited • 31w

**** Sweepstakes now closed. **** Thank you to all who entered. We look forward to announcing the winner shortly.

Celebrating Preferred Pineapple Week! In honor of this week-long celebration of all things hospitality and travel, we invite you to enter the Preferred Pineapple Week Sweepstakes!

One lucky traveler can win the ultimate prize: a 4-night, 5-day luxury escape to Ireland including a gorgeous Steamline Luggage set to travel with in style. You'll experience pure magic at not www.beautifulireland.com/Preferred

View insights Boost post

1.7K 2.7K

June 27, 2025

Add a comment...



preferredhotels • 45w

Worried about your next dose of White Lotus now that the series finale is here?

Allow us to introduce a few more of our beautiful White Lotus worthy destinations that we know Victoria would approve of...

Swipe through to find your perfect escape—then share with your travel tribe and tell us: which one are you checking into next?

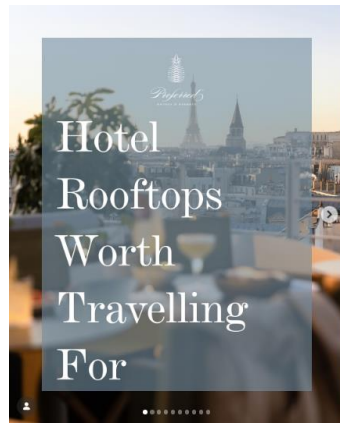
#ThePreferredLife #WhiteLotus #NewDestination #NewLocation #Travel #TravelInspiration #LuxuryTravel #Resort #TV.Location #SetJetting

View insights Boost again

1.3K 19

April 6, 2025

Add a comment...



preferredhotels • 44w

Not all views are created equal.

Sky-high views, signature cocktails, and golden-hour magic, these hotel rooftops are next-level and certainly worth the journey.

Save for later or tell us your favorite below! 🍷

#ThePreferredLife #RooftopBar #Rooftop #TableWithAView #HotelBar #DestinationInspiration #VacationInspiration

travel.with.eleni • 42w

Europe summer here i come

View insights Boost again

832 26

April 11, 2025

Add a comment...



preferredhotels • 44w

Consider this your sign to slow down and soak it all in. 🛁🌊

From mountaintop retreats to spa-inspired soaks, these hotel bathtubs take self-care to the next level. Which one is calling your name?

Swipe, dream, and save this for your next indulgent escape—or share it with someone who deserves a little luxury.

#ThePreferredLife #BathTime #HotelBath #SoaktIn #Relax #HotelGuide #SelfCareSunday #LuxuryTravel

View insights Boost again

1.3K 29

April 13, 2025

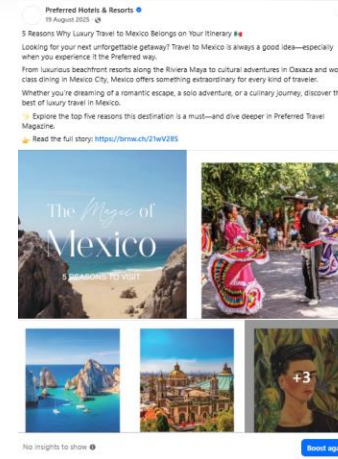
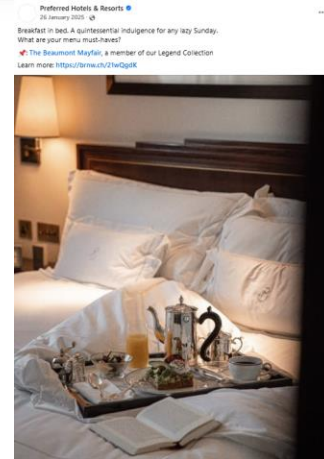
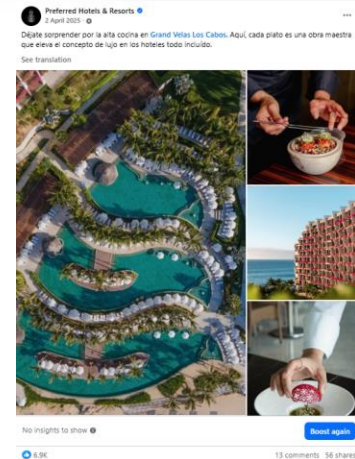
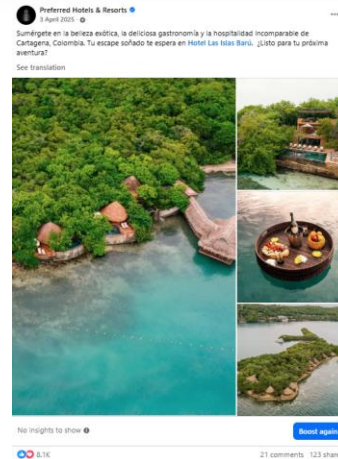
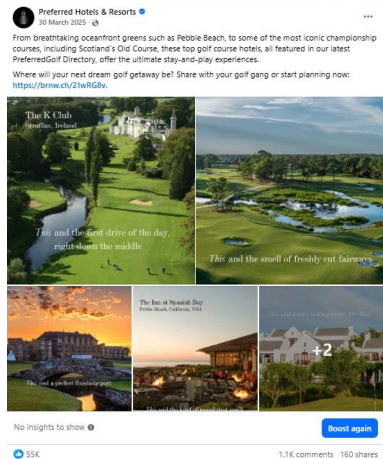
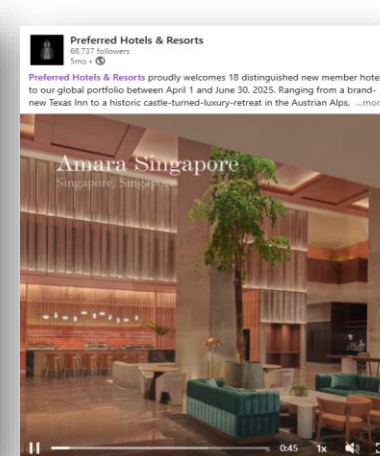
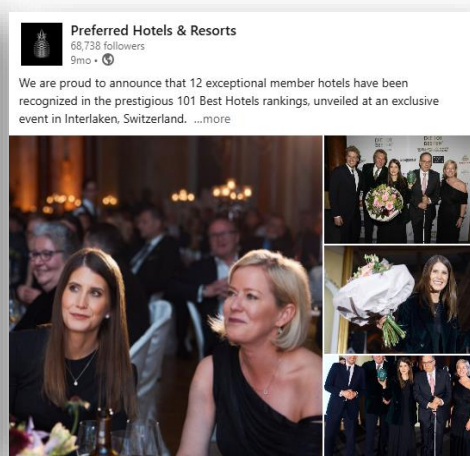
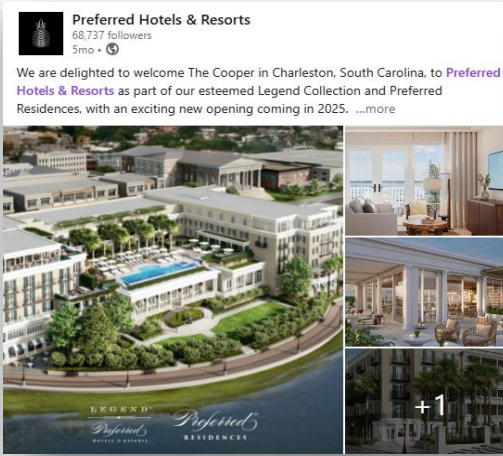
Add a comment...



2025 SOCIAL MEDIA HIGHLIGHTS

Top Performing Posts (by channel, based on engagements)

LinkedIn



Facebook



2025 SOCIAL MEDIA HIGHLIGHTS

Top Performing Posts (by channel, based on engagements)

WeChat

#菠萝一夏

这个盛夏
一场专属旅行的色彩盛宴正在展开
从活动开始
我们陆续收到不少投稿
每一张与菠萝的照片，都藏着对旅行的热爱



Last Minute Escape

最后闪惠



解锁您的夏之故事

尊享璞富腾酒店及度假村
高达30%折扣



Summer Story

这个盛夏，无论是海滨假期
还是游览文化名城
或是在大自然中乐享宁静
您的夏之故事都能在全国一一实现



全球19家新成员酒店

2025年1月1日至3月31日期间

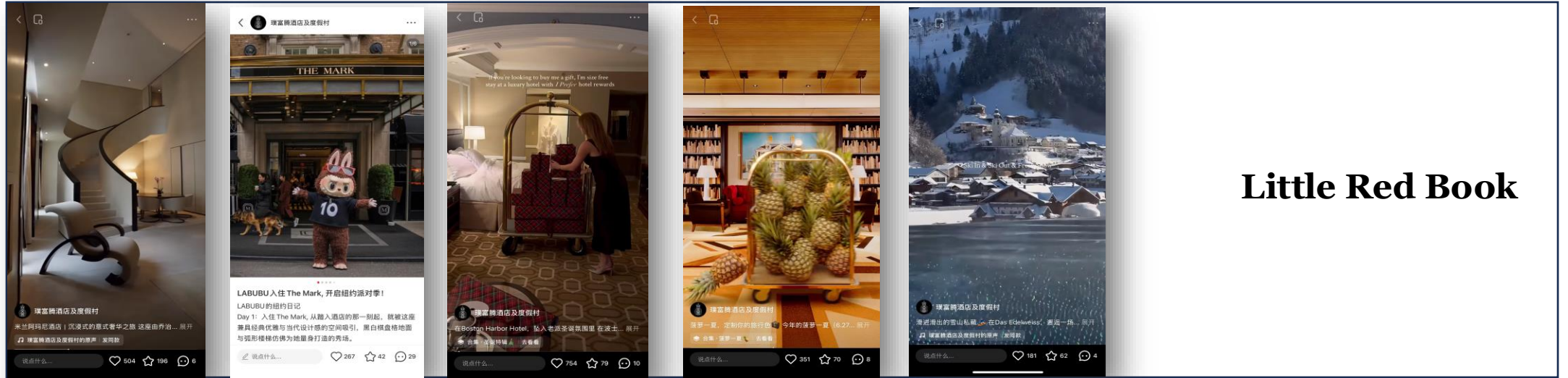
从台湾海岸的亲子滨海度假胜地
到蓝岭山脉的探险主题奢华酒店
这些各具特色的19家新成员
都将以周到的个性化服务
和独特难忘的体验迎接旅客
诠释独立奢华酒店的定义



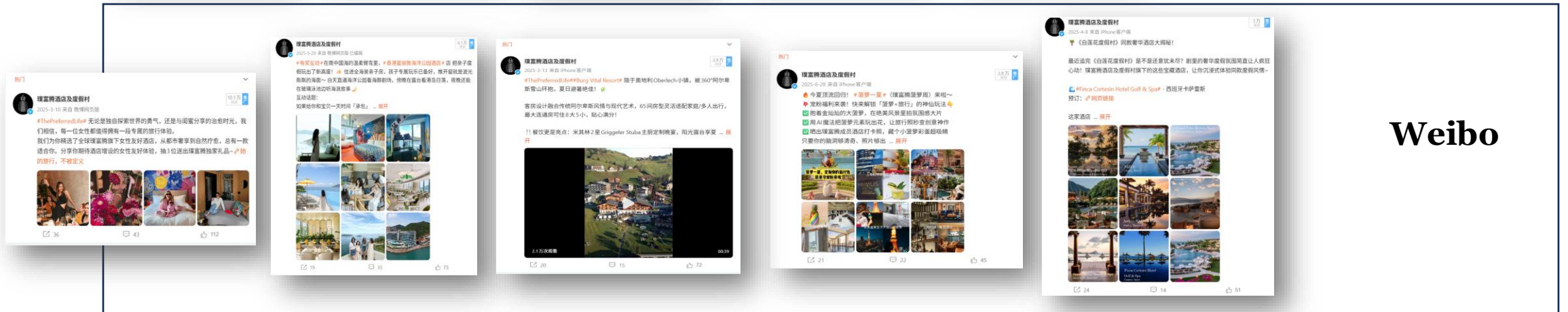


2025 SOCIAL MEDIA HIGHLIGHTS

Top Performing Posts (by channel, based on engagements)



Little Red Book



Weibo

Believe
in
Travel

*Preferred*SM
HOTELS & RESORTS