



*Preferred*SM
HOTELS & RESORTS

**PREFERRED
PINEAPPLE
WEEK 2025**

June 27 – July 3

CAMPAIGN THEME OVERVIEW – DESTINATION INNOVATION

Preferred Pineapple Week 2025: *Destination Innovation* launches with a focus on hotel innovation, key insights from the newly released [Luxury Travel Report](#), and the evolving guest experience. Hotels, members, and travel professionals are encouraged to participate by sharing innovations across social media and traditional channels to amplify global reach.

Imagination is the mother of innovation—unlocking deeper connections, anticipating traveler needs, and enabling truly personalized experiences. From ancient wellness traditions fused with modern science to culinary artistry redefined, innovation elevates every moment. Rather than replacing the human touch, it enhances it—shaping unforgettable, one-of-a-kind journeys.

CAMPAIGN SUMMARY

CONCEPT

- Celebrate and promote independent hospitality through the lens of this year's theme: **Destination Innovation, following the Global Conference theme**
- Showcase hotels and hoteliers through authentic stories, standout destinations, and enticing experiences tied together by the symbolism of the brand pineapple.

TIMING

- **Friday June 27 – Thursday July 3, 2025**
- (June 27 is the official International Pineapple Day)

STRATEGY

- Generate pre- and post-launch awareness of the campaign through travel and lifestyle media outreach and marketing support via the *I Prefer* account summary newsletters.
- Connect with travel consumers, *I Prefer* members, and the wider travel community on social media.



CAMPAIGN SUMMARY CONTINUED

HOTELIER INITIATIVES

- **Primary: Share your hotel stories with us on social:** an innovative feature, a new or limited dish or cocktail, a popular or unusual hotel feature, a team story - we want to celebrate and showcase experiences travelers can expect at your hotel (daily themes next slide)
- **Secondary: Encourage guests, followers, and teams to engage with the campaign,** comment on posts, share photos and videos of them curating guest experiences or working in innovative ways with **#PreferredPineappleWeek**

TRAVEL ADVISOR INITIATIVES

- **Primary: Roadshow event support** – advisors will be greeted at regional events taking place during and before PPW with Pineapple themed celebratory aspects to encourage them to engage with the campaign and follow along on social media

CONSUMER INITIATIVES

- **Primary: Sweepstakes competition** – To celebrate the launch of the *Luxury Travel Report*, we're tapping into the rising trend of heritage travel. Followers will be invited to follow, like, and comment on the launch Instagram post for a chance to win a Steamline Luggage ([@steamlineluggage](https://www.instagram.com/steamlineluggage)) set and a stay at two of our Irish member properties. Winner to be announced the week following the campaign.





BRAND SOCIAL MEDIA ACTIVITY OUTLINE



CONTENT SNAPSHOT

June 27

Preferred Pineapple Week launches on International Pineapple Day

Introducing the theme of Innovation, key trends, and the sweepstake

June 28

Anti-beige vacations

Colourful properties that embrace maximalism, unique spaces, and beautiful interiors

June 29

Loyalty – I Prefer

Celebrating personalized moments and unexpected touches that being part of a wider hotel loyalty program can offer travelers

June 30

Legacy Moments – Moments that live with you forever

Celebrating one-of-a-kind experiences such as private tours and exclusive experiences

July 1

Heritage Escapes – Uniting multi-generations

Using new innovations to bring to life and research the past. Unique ways to enable families to bond in future

July 2

Curated Journeys – Expert tastemakers are leading the way

Incredible experiences brought to life in partnership with a travel advisor, curator or agent

July 3

Closing celebrations/Highlights from the week

Preferred Hotels & Resorts and member hotels are leading the way for travelers seeking innovative, independent experiences

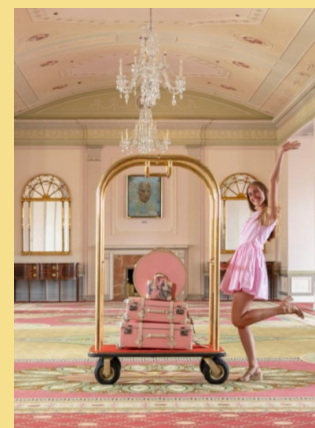
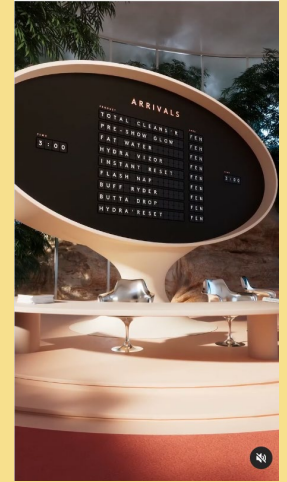
DAY ONE – LAUNCH DAY

LAUNCH AI VIDEO

Preferred Hotels & Resorts will launch the campaign with an exclusive collaboration with a digital creator to produce an AI-generated video celebrating the iconic pineapple—an enduring symbol of hospitality. This imaginative kickoff sets the tone for a week of global innovation and engagement, led by member hotels around the world.

SWEEPSTAKES LAUNCH

The sweepstakes launch, in partnership with Steamline Luggage and member hotel partners is designed to drive visibility and engagement by encouraging followers to like, comment, and follow. The post will extend reach to new, travel-loving audiences, while celebrating Preferred’s global portfolio and the innovation behind each unforgettable stay, utilizing the key trend of Heritage Travel, as spotlighted in the Luxury Travel Report.



DAY TWO – ANTI-BEIGE-IFICATION

The Beige-ification of Travel: Nearly 70% of travelers say modern luxury hotels have lost their soul to standardization. They are craving the unrepeatabe, places that excite, environments that surprise, and experiences rooted in individuality.

Destination Innovation examples:

- Molecular Gastronomy or unusual dining experiences
- Wellness areas with a clearly curated atmosphere
- Unique design and architecture traits
- Unusual or unexpected room features

Key messaging: Driven by an independent spirit, each member hotel stands apart through distinctive design, unique character, and a strong sense of place.



DAY THREE – LOYALTY IS KEY

Loyalty Programs Are Key to Consistency and Customization: For 82% of luxury travelers, loyalty programs are important to ensuring hotel quality — deeply personal, driven by human touch, customization, and consistent excellence.

Destination Innovation examples:

- Embroidered teddy bears for family guests
- Monogrammed luggage tags
- Welcome amenities/welcome flowers tailored to their preferences
- Embroidered pet beds

Key messaging: Member hotels are celebrating loyal travelers in increasingly innovative and tailor-made ways. Through tools like data analysis and AI, loyalty programs offer a picture of how travellers want to enjoy their time and how to reward them for their loyalty in ways they value.



DAY FOUR – LASTING LEGACY

Legacy Moments Are the New Luxury Currency: Luxury travel is now less about accumulation – it's about transformation, rare, authentic experiences that fundamentally shift your worldview and create lasting memories.

Destination Innovation examples:

- One of a kind, unforgettable moments that live with guests forever
- Wellness rituals or ceremonies embracing local expertise
- After hours or private tours of local attractions
- Custom music-writing sessions
- The chance to get creative and make things such as soaps, bags and jewellery

Key messaging: Independent hotels are able to create local partnerships and offer unique, tailor-made experiences that truly embrace the spirit of their location and ethos.



DAY FIVE – HERITAGE JOURNEYS

Heritage Is the New Frontier: it's not just about observing history; it's about being a part of it. Over 90% seek experiences that immerse them in history and culture, favoring heritage-rich stays and 71% are planning multi-generational trips in 2025.

Destination Innovation examples:

- Cottages, villas and residences catering to multi-generational groups
- Services that let families discover more about who they are i.e Family tree research or masterclasses in local food or traditional crafts
- The chance to explore historic properties and discover their stories in new detail
- Workshops that share traditional knowledge to pass on to new generations

Key messaging: Hotels are finding new ways for guests to embrace their heritage, immerse themselves in history, and create new core experiences for multi-generational travellers.



DAY SIX - VACATIONS CURATED

Curation is the New Standard of Luxury: Now as essential as five-star service - travel advisors are the new power brokers, with 84% of survey respondents agreeing that a trusted travel advisor is more valuable than unlimited internet research.

Destination Innovation examples:

- Examples of an interesting bespoke request that a hotel catered for a client
- Share other examples from hoteliers of what they have done for particular VIP/travel curator guests
- Travel curator testimonials featuring your property

Key messaging: Preferred Hotels & Resorts is proud to work with some of the leading travel curators in order to help make their discerning clients' dreams come true in ways that surpass even what they had in mind.

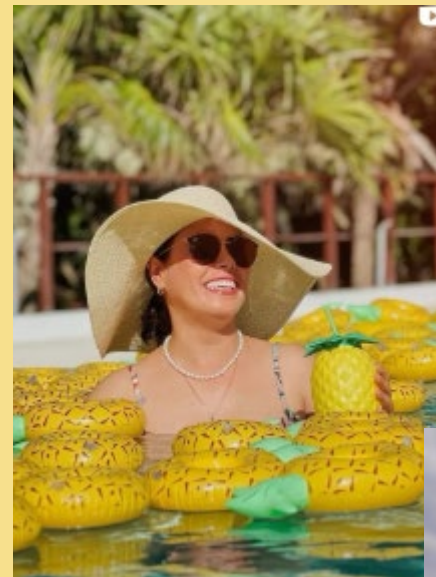


DAY SEVEN – CLOSING CELEBRATIONS

Posts to include:

- A summary post of all the activity shared over Preferred Pineapple Week and the trends spotlighted.
- A final call for sweepstakes entries before it closes (winner to be revealed the following week).
- Thank you to the community for their support and invitation to share further favorite innovations across properties and where they would like to travel to in future.

****A full campaign report will go live on PreferredNet in July.***





HOTELIER CONTENT SUPPORT



HOTELIER-GENERATED CONTENT

PINEAPPLE POSTCARDS – IG STORIES

Preferred Hotels & Resorts invites you to join the fun on stories sharing ‘postcards’ from property, showcasing limited-edition activities and events in celebration of Preferred Pineapple Week. The most engaging will be shared across stories throughout the week.

To join:

1. Download the story templates which will be sent out the week following this presentation.
2. Create a story with your preference from the assets shared (see examples from last year below).
3. Share versions on the hotel’s stories using **#PreferredPineappleWeek** and tag **@PreferredHotels** in image and caption for the chance to be featured.

To maximize content visibility throughout the week, save these stories as a permanent Pineapple Week highlight until the end of the celebrations. This ensures extended exposure and allows ample time for content sharing.



COPY CAPTIONS: INSPIRATION

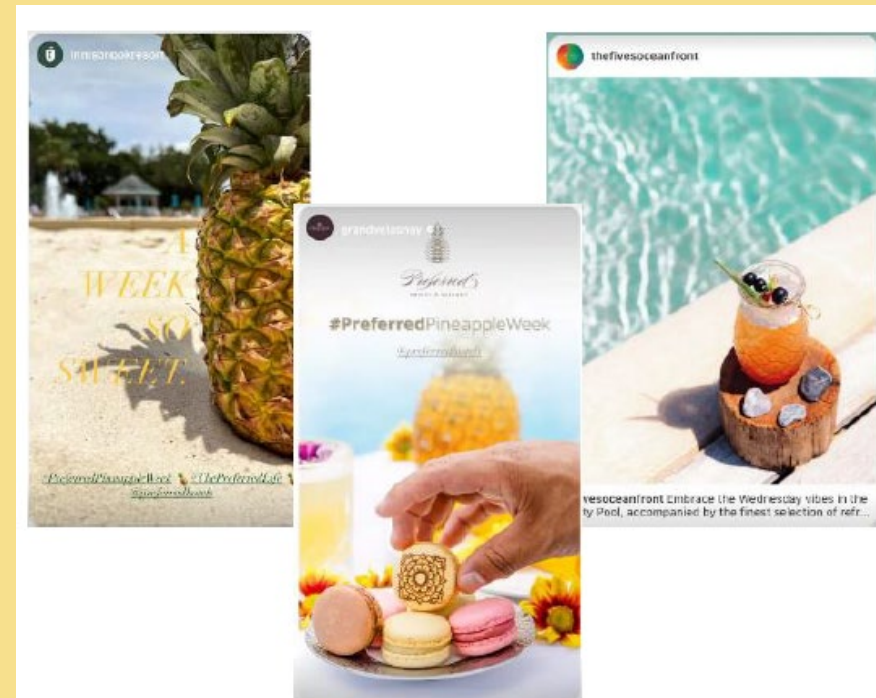
See below ideas to get started on crafting engaging copy to celebrate:

To enhance the impact of Preferred Pineapple Week communications, properties are encouraged to incorporate insights that reflect their distinct offerings and guest experiences. Drawing from themes in the [Luxury Travel Report by Preferred Hotels & Resort](#), such as the growing demand for cultural immersion, curated experiences, and heritage travel, properties can highlight how they exemplify Destination Innovation.

This may include showcasing locally inspired design elements, bespoke programming, or amenities that authentically reflect the destination's culture and history. Tailoring messaging in this way reinforces the value of independent hospitality and strengthens the connection between the property and its audience.

Tips:

- ✓ Introduce Preferred Pineapple Week
- ✓ Offer something with an element of interest or have a clear CTA to encourage engagement
- ✓ Tag @PreferredHotels in your posts and stories
- ✓ Make sure to use **#PreferredPineappleWeek** and **#ThePreferredLife**



COPY CAPTIONS: INSPIRATION

Caption 1:

Preferred Pineapple Week is here, and we're thrilled to celebrate with you 🍍 This year's theme, Destination Innovation, invites us to spotlight the unique experiences that make [Insert Hotel Name] unforgettable.

Whether you're drawn to [Insert custom destination messaging: e.g., tranquil beaches, vibrant cityscapes, or mountain escapes], your stay with us is designed to inspire and delight.

Let's raise a pineapple to the places that move us. #PreferredPineappleWeek #ThePreferredLife

Caption 2:

Providing our guests with exceptional experiences is at the heart of everything we do. This week, we're proud to celebrate Preferred Pineapple Week and the spirit of destination innovation with Preferred Hotels & Resorts.

The pineapple, a timeless symbol of hospitality and welcome, continues to inspire us to create legacy moments for every guest who walks through our doors.

#PreferredPineappleWeek #ThePreferredLife

COPY CAPTION: INSPIRATION CONTINUED

Caption 3:

We're excited to kick off Preferred Pineapple Week! 🍍 What better theme than Destination Innovation to celebrate the spirit of independent hospitality and the one-of-a-kind experiences guests enjoy at [Insert Hotel Name].

#PreferredPineappleWeek #ThePreferredLife

Caption 4:

According to the Luxury Travel Report by Preferred Hotels & Resorts, 'beigefication'—the loss of character and uniqueness in travel—is a growing concern. At [Hotel Name], we proudly defy that trend by bringing our boutique spirit to life through thoughtful design, curated experiences, and personalized service that reflect our destination's true essence.

#PreferredPineappleWeek #ThePreferredLife

Caption 5:

It's Preferred Pineapple Week this week and we're proud to be joining the celebrations! Did you know? The Pineapple has long been held as the symbol for hospitality, letting travelers know that they were welcome to rest after a long journey by sea. We continue this tradition, offering exceptional and unforgettable experiences to all who stay. Stay tuned this week for more!

#PreferredPineappleWeek #ThePreferredLife

Caption 6:

It's Preferred Pineapple Week this week and as members of Preferred Hotels & Resorts, we're proud to be joining the festivities, celebrating destination innovation. What have some of your most memorable moments been when staying with us?

#PreferredPineappleWeek #ThePreferredLife

IMAGES AND VIDEO: BEST PRACTICES

To maximize the chance of being featured in the campaign—across social posts, press releases, and media outreach—please follow the provided guidelines. For those exploring AI-generated content, additional inspiration is available in the next slide.

Once created, assets can be submitted to atoms@preferredhotels.com in advance to support integration into the week's activity.



BEAUTIFUL IMAGES

especially those showing the unique, striking aspects of your property, its location, and the experiences you offer



VIDEOS

that tell YOUR hotel story and showcase the unique, memorable aspects of your property.

Tips:

- ✓ Avoid images that feel overly staged
- ✓ Bring the viewer into the celebratory atmosphere of the image & Pineapple Week theme
- ✓ Ensure your destination/location/hotel can be easily identified
- ✓ Include hints of people in the distance/background

Requirements:

- ✓ Images must be high resolution
- ✓ Videos: must be sent in MP4 format and editable, preferably in portrait format for reels
- ✓ You must have the rights to use the images and videos for commercial purposes

Visual Examples

- ✓ See examples:



IMAGES AND VIDEO: AI TIPS

It is encouraged to get creative with AI and create content that integrates it in some capacity along with the destination innovation theme. The below are a few tools that have features to create something unique for social media.

Tips:

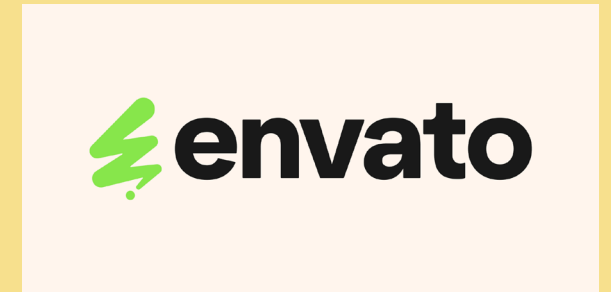
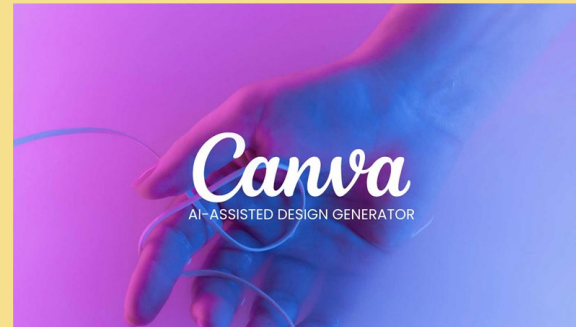
- ✓ Bring in tiny details including pineapples or a mascot to join in on the AI theme and innovation
- ✓ Ensure the hotel video/photo is still clear
- ✓ Include movement

Requirements:

- ✓ Images must be high resolution
- ✓ Videos: must be sent in MP4 format and editable, preferably in portrait format for reels
- ✓ You must have the rights to use the images and videos for commercial purposes

Visual Examples of Videos with AI:

- ✓ See examples below:



Questions? Please contact:

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Thank you!