



SM

*Preferred*SM
HOTELS & RESORTS

**Preferred
Pineapple Week
2026**

June 20 – June 27



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CAMPAIGN CONCEPT - STAYS WITH STORIES

As the emblem of Preferred, the pineapple has always represented more than a motif. It has stood as a promise of warmth, welcome, and hospitality that leaves a lasting impression.

This year, Preferred Pineapple Week returns to that founding spirit with a theme that speaks to the soul of independent hotelkeeping: *Stays with Stories*.

Across seven days, the spotlight will shine on the remarkable narratives found across the portfolio - the details, the characters, and the moments that transform a stay into something guests carry with them long after they leave.

Each day introduces a dedicated theme, designed to showcase the full depth and diversity of what makes an independent hotel truly extraordinary.

**#ThePreferredLife #PreferredPineappleWeek
#StaysWithStories**

CAMPAIGN SUMMARY

Timing: Saturday June 20 - Saturday June 27 (culminating on International Pineapple Day)

Overview Snapshot : Over seven days, daily posts and stories will highlight diverse, locally rooted experiences across member hotels worldwide, shared across global and China social channels with a focus on Instagram and RedNote.

Content will draw from the member portfolio alongside user- and creator-generated stories, with strong hotel and associate engagement central to the campaign and its social-first storytelling approach.

The campaign will also feature its most exciting sweepstakes prize to date, offering a six-night itinerary with The Leela Palaces, Hotels and Resorts to further drive engagement.



BRAND SOCIAL MEDIA ACTIVITY OUTLINE



DAILY CONTENT SNAPSHOT

June 20

Campaign and
Sweepstakes launch

June 21

Nostalgic Escapes

June 22

Mixology
“Sips with Stories”

June 23

I Prefer Hotel
Rewards

June 24

Gastronomy

June 25

Wellbeing

June 26

Adventure and
Untold Experiences

June 27

International
Pineapple Day
Campaign close
Highlights shared

DAILY CAMPAIGN THEMES:

Day 1: Sweepstakes Launch Day

After several days of anticipation and teasers, today will represent the official launch of Preferred Pineapple Week and this year's "Stays with Stories" theme. The sweepstakes, in partnership with The Leela Hotels, will launch.

Hotelier content inspiration:

Introduce the theme of the week, tie this to key stories to be found around the property, showcase pineapple themed touches or programming in place for the week.

E.g welcome amenity, a cocktail or artistic installation.

DAILY CAMPAIGN THEMES:

Day 2: Nostalgic escapes:

Childhood inspired escapes but not as you know them. Inviting travelers so rediscover their favorite childhood vacations - seaside, mountain, city break, embracing and reliving cherished memories while also enjoying modern luxury and a level of hospitality that might not even have existed 'back then'. Travelers will be encouraged to share their cherished memories while also being tempted with new and exciting versions.

Hotelier content inspiration:

Imagery or photography of the origins of the hotel, “before and after” snapshots, interviews with founders or long-serving team members. Invitations to followers to rediscover long popular destinations in new ways “Think you know x? Think again”



DAILY CAMPAIGN THEMES:

Day 3: Mixology

Sharing the stories behind the bar, the bartenders who have spent decades perfecting their craft, the signature cocktails that were born from a hotel's history or sense of place, and the creative spirits championing local producers and indigenous ingredients to create something truly one of a kind.

Hotelier content inspiration:

A bartender profile and their journey into mixology, the story behind a signature or heritage cocktail on the menu, a pineapple-inspired cocktail creation with a locally sourced twist, a behind-the-bar reel showcasing craft and technique.

DAILY CAMPAIGN THEMES:

Day 4: I Prefer Hotel Rewards

In a world increasingly focused on value, the spotlight will turn to I Prefer Hotel Rewards, highlighting new portfolio additions, ways to earn points, key partner collaborations, and opportunities for members to redeem points on unique experiences across the portfolio.

The newly launched I Prefer Hotel Rewards channels will also be taking part in the campaign to further demonstrate program benefits.

Hotelier content inspiration:

Proudly sharing program participation, showcasing how can *I Prefer* Members can expect to be greeted as they check in, spotlighting the bespoke and unique amenities offered.

DAILY CAMPAIGN THEMES:

Day 5: Gastronomy

A focus will be placed on the rich food stories across the portfolio, including the origins of Michelin-rated hotel restaurants, chefs passionately championing local cuisine, and culinary innovators pushing boundaries through modern techniques or reviving traditional methods rooted in history.

Hotelier content inspiration:

Q&A with chef about their history and inspiration, a showcase of how a long-standing, much-loved restaurant has evolved, a showcase of a signature dish with a pineapple themed twist, a locally inspired, pineapple themed baked guest amenity.

DAILY CAMPAIGN THEMES:

Day 6: Wellbeing

Wellbeing stories will be highlighted, focusing on hotels that go beyond the spa to embrace nature-led experiences, longevity-focused practices, and emerging wellbeing trends, alongside treatments rooted in ancient ritual or local tradition. Visionary spa and wellbeing directors will also be featured, redefining what it means to restore guests mind, body, and soul.

A spotlight will also be placed on the recently launched Preferred Wellbeing program, showcasing its role in shaping restorative, purposeful guest experiences.

Hotelier content inspiration:

The story of a signature treatment inspired by local heritage or indigenous ingredients, a pineapple-inspired wellness ritual or a spa tour explaining the design and inspiration behind the space.



DAILY CAMPAIGN THEMES:

Day 7: Adventure and untold experiences

Today's focus will be on the best aspects of independent hotels - truly unusual and authentic experiences that cannot be replicated elsewhere. Niche concierge requests fulfilled, along with last-minute needs met through the creativity and skill of hotel teams, will be highlighted. Both milestone moments and small gestures will be celebrated, for families, couples, and solo travelers alike.

Hotelier content inspiration:

Stories which showcase the expertise and effort of the concierge and wider teams particularly well, an event or a moment that could not have been replicated anywhere else i.e a local cultural moment or something not seen anywhere else, or a gesture that made a lasting difference to the guest or hotel.



DAILY CAMPAIGN THEMES:

Day 8: Campaign and sweepstakes close

To close the week, key highlights from across the campaign will be brought forward, alongside high-performing hotel content.

User-generated content will also be featured, along with a final selection of creator content.

The winner of the sweepstakes will also be announced.

Hotelier content inspiration:

Sharing a recap reel of activity shared over the week, a video of the team throwing pineapples, raising a glass, or a re-share of some of the best performing hotel and guest content.





**FURTHER
HOTELIER
CONTENT SUPPORT**

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HOTELIER-GENERATED CONTENT

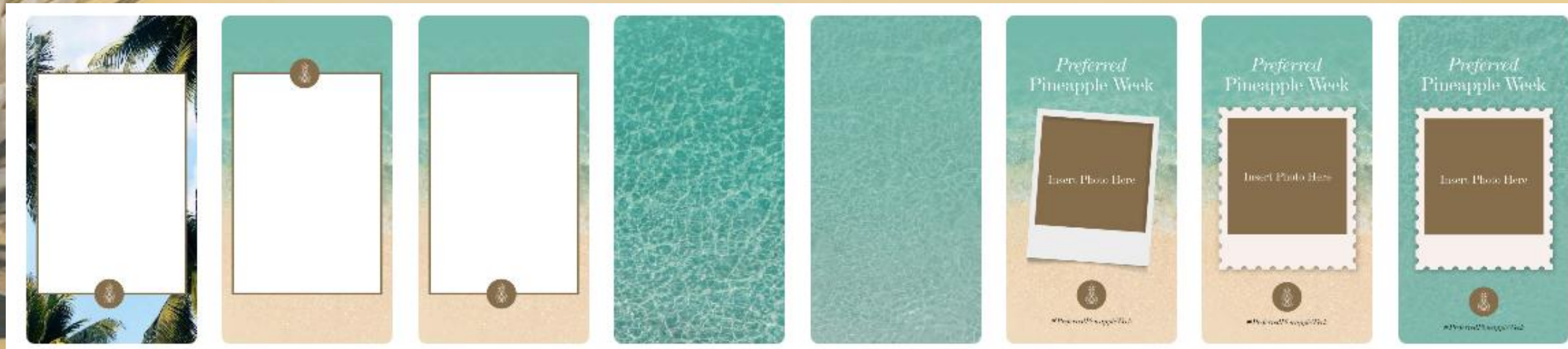
PINEAPPLE POSTCARDS – IG STORIES

Preferred Hotels & Resorts invites member hotels to join the fun on stories sharing ‘postcards’ from property, showcasing key stories as well as 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 available [here](#).
2. Create a story from the assets shared.
3. Share versions through your property’s Instagram stories using **#PreferredPineappleWeek** and tag **@PreferredHotels in image and caption** for the chance to be featured.

To maximize content visibility throughout the week, it is recommended to 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

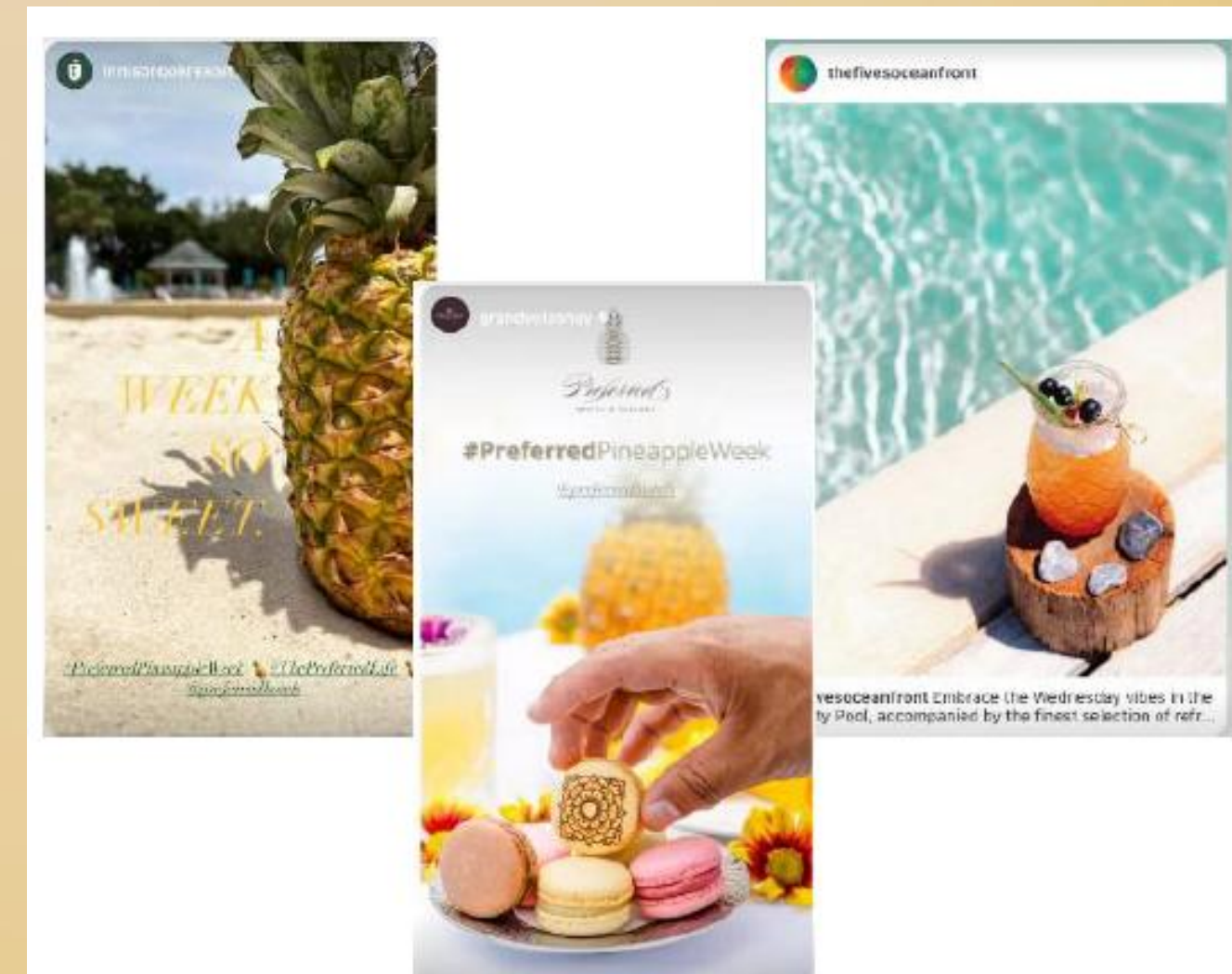
To enhance the impact of Preferred Pineapple Week communications, properties are encouraged to incorporate insights that reflect their distinct offerings and guest experiences.

Core messaging pillars:

- The pineapple is a global symbol of welcome, and a nod to the kind of hospitality that lingers
- Every stay holds a story, from the first greeting to the last toast
- Independent hotels are where travel becomes personal, and that is where stories begin.

Tips:

- Introduce Preferred Pineapple Week
- Offer something with an element of curiosity 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:

A warm welcome is never just a moment, it is the start of a story. Celebrating Preferred Pineapple Week with @PreferredHotels, where every stay comes with stories worth keeping. [Add your signature story: wellbeing journey, mixologist, nostalgia, adventure, etc.] #PreferredHotels #ProudlyPreferred #PreferredPineappleWeek #StaysWithStories

Caption 2:

A pineapple is a promise: you are welcome here. For Preferred Pineapple Week, we are sharing the little moments that make a stay unforgettable at [Hotel Name]. Follow along with @PreferredHotels. #PreferredHotels #ProudlyPreferred #PreferredPineappleWeek #StaysWithStories

Caption 3:

Some places feel like a favorite chapter you forgot you loved. For Preferred Pineapple Week, we are sharing our most nostalgic escape at [Hotel Name], from [signature experience] to [classic detail]. @PreferredHotels #PreferredHotels #ProudlyPreferred #PreferredPineappleWeek #StaysWithStories

Caption 4:

A slower morning. A familiar view. A destination that feels like it has been waiting for you. Tell us your most nostalgic travel memory, then come make a new one at [Hotel Name]. @PreferredHotels #PreferredHotels #StaysWithStories #PreferredPineappleWeek #ProudlyPreferred

COPY CAPTION: INSPIRATION CONTINUED

Caption 5:

Every great stay deserves a signature sip. For Preferred Pineapple Week, we are toasting to stories told over ice, citrus, and a little sparkle at [Bar Name]. Ask for the [cocktail name], our pineapple inspired favorite. @PreferredHotels #ProudlyPreferred #PreferredHotels #PreferredPineappleWeek #StaysWithStories

Caption 6:

A pineapple is a welcome, and also a perfect garnish. We are celebrating Preferred Pineapple Week with a limited time pour that tastes like [flavor notes]. @PreferredHotels #PreferredHotels #PreferredPineappleWeek #ProudlyPreferred

Caption 6:

Stories are better when you get rewarded for them. This Preferred Pineapple Week, turn your next escape into points, perks, and even more reasons to explore. Learn more about I Prefer Hotel Rewards at [link in bio or website]. @PreferredHotels #PreferredHotels #PreferredPineappleWeek #IPreferRewards #ProudlyPreferred

Caption 7:

Your next story can come with a little something extra. I Prefer Hotel Rewards members enjoy points and benefits at [Hotel Name], and across the world with @PreferredHotels. #PreferredHotels #StaysWithStories #IPreferRewards #ProudlyPreferred

COPY CAPTION: INSPIRATION CONTINUED

Caption 8:

A perfect bite has a sense of place. This week, we are celebrating the culinary moments guests remember most, from [signature dish] to the last spoonful of dessert. @PreferredHotels #PreferredHotels #ProudlyPreferred #StaysWithStories #PreferredPineappleWeek

Caption 9:

The best stories often start with a deep breath. For Preferred Pineapple Week, we are highlighting the rituals that reset you, from [spa experience] to [peaceful space]. @PreferredHotels #ProudlyPreferred #PreferredHotels #PreferredPineappleWeek #StaysWithStories

Caption 10:

Consider this your invitation to unwind. Our pineapple week story is all about feeling restored, with [experience] and [experience] at [Hotel Name]. @PreferredHotels #ProudlyPreferred #PreferredHotels #PreferredPineappleWeek

Caption 11:

Some stories need a little adrenaline. For Preferred Pineapple Week, we are sharing our favorite way to explore [Destination], starting with [activity]. @PreferredHotels #ProudlyPreferred #PreferredHotels #PreferredPineappleWeek #StaysWithStories

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.

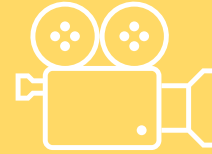
For those exploring AI-generated content, additional inspiration is available in the next slide.

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: INSPIRATION



IMAGES AND VIDEO: STORYTELLING INSPIRATION

The pineapple passport **A short series showing** **pineapple moments** **across the property**

- Pineapple in the lobby
- Pineapple in the bar
- Pineapple in the kitchen
- Pineapple in the suite

The welcome ritual, in three **scenes**

- Scene 1: arrival detail, door, lobby scent, greeting
- Scene 2: signature touch, pineapple motif, amenity, note
- Scene 3: first indulgence, cocktail, view, bath, bite
- Caption hook: “Every story begins with welcome.”

A favorite corner

Story angle: Everyone has a spot they remember

Visual execution:

Window seat

Reading nook

Courtyard bench

Balcony view at golden hour

From market to menu

Story angle: Local ingredients, thoughtful sourcing

Visual execution:

Produce selection

Chef's hands prepping

Plating close up

Mention ingredient origin in text overlay.

Nostalgia, then now

A vintage image of the
property or destination
A current shot in the
same spot

Copy angle: “The setting stays timeless, the stories keep changing.”

Grounded in place

Story angle: Nature as therapy

Visual execution:

Barefoot on grass or stone

Ocean horizon

Mountain air moments

The welcome that knows **you**

Story angle: Recognition feels personal

Visual execution:

Name on welcome note

Amenity prepared just for arrival

Front desk greeting with eye contact and warmth

Questions? Please contact:

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Thank you!