



Independent Hotel Week 2026

Social Media Campaign
January 26 – 30



A tropical beach scene with several palm trees, a wooden walkway, lounge chairs, and a white umbrella. The scene is reflected in the calm, turquoise water. The sky is a clear, bright blue.

Campaign Overview

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Timing: January 26–30, 2026 (January 29: Official Independent Hotel Day)

In 2026, Independent Hotel Day expands into a full week of celebration, elevating Preferred Hotels & Resorts and its members as the global collective voice of independent hospitality. This enhanced social campaign will spotlight the vibrancy, creativity, and unmistakable character of independent hotels across the portfolio.

Throughout the week, the global social team will activate across owned channels, rallying associates, hoteliers, and the broader travel community to join the celebration. The campaign will also integrate an *I Prefer* Hotel Rewards moment to drive engagement and loyalty.

Campaign Theme: “Break Free From The Beige”

Building on the storytelling introduced during Preferred Pineapple Week 2025, and informed by insights from [The Luxury Travel Report](#), this year’s theme invites travelers to embrace the bold, the unexpected, and the independently inspired.





Brand Content Calendar

Content Snapshot

January 26 (Monday)
Introducing Independent Hotel Week:

Kick of Independent Week with video montage and set tone for celebrations spotlighting the “Break Free From The Beige” movement.

January 27 (Tuesday)
Loyalty / *I Prefer* Hotel Rewards:

Launch a Reel promoting a limited-time *I Prefer* Hotel Rewards exclusive offer in honour of Independent Hotel Week.

January 28 (Wednesday)
Celebrating Independent Stories:

Feature two short-form videos spotlighting the unique experiences and perspectives at select member hotels.

January 29 (Thursday)
Independent Hotel Day (observed)

Mark the occasion with a special video tribute that showcases the richness and diversity of our global portfolio and four Collections including Legend, L.V.X., Lifestyle, and Preferred Residences.

January 30 (Friday)
Closing Celebrations:

Wrap up Independent Hotel Week with a final moment of celebration and gratitude.

#IndependentHotelWeek
#BreakFreeFromTheBeige

A scenic mountain landscape. In the foreground, several tall, dark green evergreen trees are visible, some in sharp focus and others slightly blurred. The middle ground shows a dense forest of similar trees covering a valley. In the background, a large, rugged mountain peak rises, its slopes covered in a mix of green forest and light-colored, rocky or scree-covered areas. The sky is a clear, bright blue. The overall lighting suggests a sunny day, with some shadows cast on the mountain slopes.

Hotelier Toolkit

Preferred Travel Group Brand Channels

Please ensure you are familiar with the brand's social media channels that will be utilized below whether you choose to engage with our posts or tag us in one of your own.

Preferred social media handles:

Preferred Hotels & Resorts LinkedIn – [@Preferred Hotels & Resorts](#)

Preferred Hotels & Resorts Facebook – [@Preferred Hotels & Resorts](#)

Preferred Hotels & Resorts Instagram – [@preferredhotels](#)

Preferred Hotels & Resorts TikTok – [@thepreferredlife](#)

Preferred Travel Group LinkedIn – [@Preferred Travel Group](#)

Key hashtags: #ProudlyPreferred #PreferredHotels #ThePreferredLife
#BelieveInTravel #IndependentHotelWeek #IndependentHotelDay
#BreakFreeFromTheBeige



Beige-ification: The Travel Industry's Biggest Threat

The Luxury Travel Report: [Here](#)

Please see below a few standout stats that support this year's theme to break free from the beige.

Travelers will dramatically alter itineraries and increase spending for experiences that break through the algorithm.

- **6 in 10** luxury travelers report, “Luxury hotels feel beige lately (everything feels the same, the same design aesthetic, same food, same amenities).”
- **62%** of luxury travelers agree, “Luxury hotels feel beige lately.”
- **83%** of luxury travelers agree, “I can immediately tell when a hotel is designed for mass appeal rather than true luxury.”
- **67%** of luxury travelers agree, “Modern luxury hotels have sacrificed soul for standardization.”
- **72%** of luxury travelers "won't pay for luxury accommodations that look the same as everything else out there today."
- **80%** of luxury travelers agree, I would consider traveling to a different city altogether to stay at a property that excites me.”

These captions provide some initial inspiration, but we encourage you tailor these starting points into something that sounds authentic to your brand.

Independent Hotel Week Caption Suggestions

Caption 1:

This week, we're celebrating Independent Hotel Week with Preferred Hotels & Resorts, a global tribute to the stories, design, and character that make independent stays unforgettable.

Join us as we break free from the beige and spotlight the bold details that define our hotel's spirit.

Unlock a luxury stay that stays with you.

#ProudlyPreferred
#IndependentHotelWeek

Caption 2:

Independent Hotel Week is here, and we're honoring the heritage, culture, and local stories woven into every corner of our hotel. Together with Preferred Hotels & Resorts, we're celebrating the beauty of travel experiences that defy the beige and invite deeper connection.

Discover luxury that immerses, inspires, and lingers long after checkout.

#ProudlyPreferred
#IndependentHotelWeek

Caption 3:

This Independent Hotel Week, we're shining a light on the creativity, character, and craftsmanship that shape our guest experience.

In partnership with Preferred Hotels & Resorts, we invite you to break free from the beige and explore a stay filled with personality and purpose.

Unlock luxury that tells a story.

#ProudlyPreferred
#IndependentHotelWeek

These captions provide some initial inspiration, but we encourage you tailor these starting points into something that sounds authentic to your brand.

Independent Hotel Week Caption Suggestions

Caption 4:

It is Independent Hotel Week, and we're celebrating the bold, the vibrant, and the beautifully unconventional.

Together with Preferred Hotels & Resorts, we're showcasing the design, culture, and authentic experiences that set us apart.

Break free from the beige and unlock a luxury stay that leaves an impression.

#ProudlyPreferred
#IndependentHotelWeek

Caption 5:

This week, we're joining independent hotels around the world in celebrating with Preferred Hotels & Resorts.

Together, we're showing what happens when hospitality breaks free from the beige and embraces bold, story-rich travel.

#ProudlyPreferred
#IndependentHotelWeek

Caption 6:

Every independent hotel has a story.

This week, we're proud to share ours as we celebrate with Preferred Hotels & Resorts, honoring the heritage, people, and moments that make our stay truly one-of-a-kind.

#ProudlyPreferred
#IndependentHotelWeek

Independent Hotel Week Caption Ideation

Feel free to craft your own captions, using the themes below for inspiration:

- Showcasing the bold design elements at your property that break free from the beige
- Positioning storytelling around local culture and immersive experiences
- Sharing impactful sustainability stories and meaningful initiatives
- Spotlighting chefs' unique culinary perspectives and unforgettable gastronomic experiences
- Celebrating craftsmanship, culture, and creativity found throughout the property
- Encouraging travelers to choose stays that inspire, surprise, and delight
- Bringing heritage stories and legacy moments to the forefront



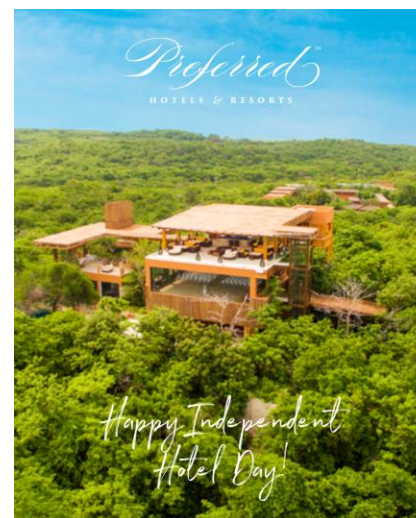
Creative (Canva Templates)

Steps to customize and download creative:

- Click Template
- Choose Preferred Graphic
- Add Hotel Photo to Background
- Click Share and Download as PNG or JPG

Brand Templates:

- Instagram: [Here](#)
- Instagram Stories: [Here](#)
- LinkedIn Single Image: [Here](#)
- LinkedIn/Facebook: [Here](#)





Hotelier Content Creation Support

Independent Hotel Week Content Creation Guidelines for Hotels

Join us in celebrating the spirit of independent hospitality during Independent Hotel Day, part of our weeklong campaign this January 2026. We're inviting our member hotels to showcase what makes them truly bold, authentic, and rooted in local culture.

Submit Your “Break Free From The Beige” Story for A Chance To Be Featured

As part of Independent Hotel Week 2026, we're inviting our member hotels to showcase what makes them boldly independent.

Create and send in a 30–90 second video answering:

“How does your hotel break free from the beige?”

Use this opportunity to spotlight:

- Local artisans: chefs, designers, craftspeople
- Cultivated interiors and design elements
- Hyper-local experiences: markets, hidden gems, traditions
- Team personalities: General Managers, Concierge, Chefs, Butlers
- Heritage and origin stories

Independent Hotel Week Content Creation Guidelines for Hotels

To maximize the chance of being featured in the campaign across social posts, press releases, and media outreach, please follow the provided guidelines.

Beautiful Imagery:

Showcase unique design elements, striking aspects of the property, destination highlights, and the experiences you offer.

Video Content:

Showcase your unique hotel story and showcase the memorable aspects of your property that tie to your independent spirit.

Tips:

- ✓ Avoid images that feel overly staged
- ✓ Bring the viewer into the celebratory atmosphere of the image or video
- ✓ 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

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

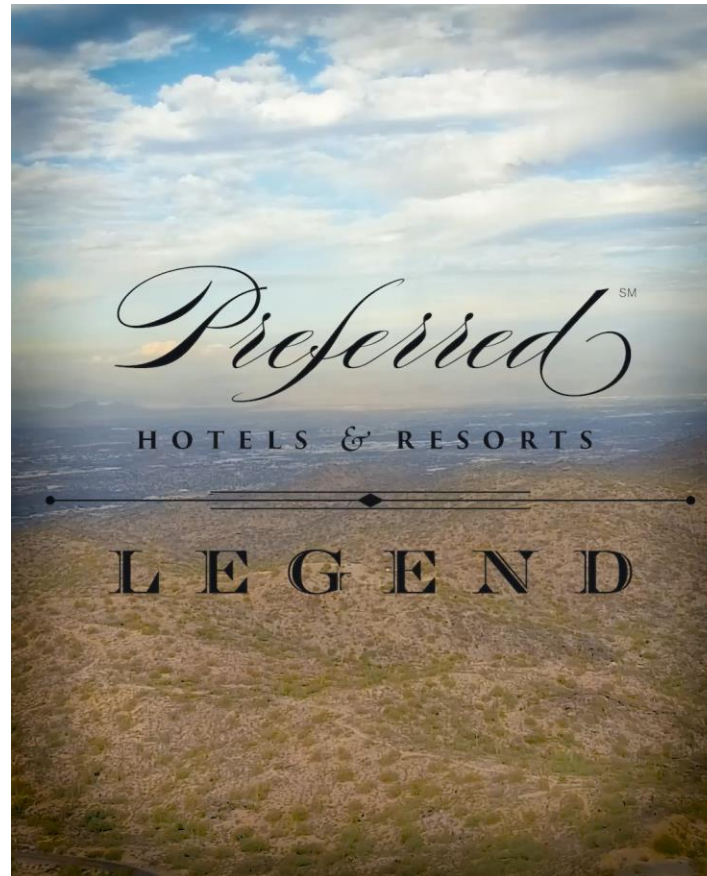
Independent Hotel Week Content Creation – Inspiration

Inspiration for videos:

- **Chef's Culinary Secret:** A short clip of the executive chef preparing a signature dish or sharing the story behind a locally sourced ingredient.
- **GM Perspective:** The Power of Independence: General Manager speaking about what makes the property unique and independent.
- **Design Story:** A walkthrough of a standout design element (e.g., artisan-crafted furniture, curated art pieces).
- **Heritage Moments:** Share the origin story of the hotel or a historical detail that echoes through its architecture or traditions.
- **Signature Guest Experience:** Showcase a hyper-local experience offered by the hotel (e.g., market tours, cultural workshops, hidden gems).
- **Meet the Team:** Quick introductions of key personalities, concierge, mixologist, spa director, sharing their favorite local recommendations.
- **Artisan Collaboration:** Feature a local artist or craftsperson whose work is integrated into the property.
- **Sustainability in Action:** Highlight eco-friendly practices or partnerships with local farms and suppliers.

Independent Hotel Day Content Creation – Visual Examples

The following videos serve as inspiration for the level of storytelling we will be bringing to our brand channels.



How to Get Involved During Independent Hotel Week

Engage with Preferred Hotels & Resorts brand channel posts!

Post & Tag Us

Celebrate throughout the week on your own channels. Use campaign hashtags and tag us to be featured.

Highlight your unique take on:

- “Luxury is Local” – Showcase how you build with community, place, and sustainability in mind
- “Beyond the Stay” – Position your hotel as a platform for art, culture, and connection
- “The Independent Future” – Show how your brand leads the way in redefining independent luxury

Preferred Hotels & Resorts Brand Channels:

- ✓ LinkedIn: [Preferred Hotels & Resorts](#)
- ✓ Instagram: [@preferredhotels](#)
- ✓ Facebook: [Preferred Hotels & Resorts](#)
- ✓ TikTok: [@thepreferredlife](#)

Brand Hashtags

- ✓ #ProudlyPreferred
- ✓ #ThePreferredLife
- ✓ #IndependentHotelWeek
- ✓ #IndependentHotelDay
- ✓ #BelieveInTravel
- ✓ #BreakFreeFromTheBeige

Thank you!

