



*Preferred*SM
HOTELS & RESORTS

2024 PR & SOCIAL MEDIA MID-YEAR COVERAGE REPORT

January 1 – June 30, 2024



STRATEGIC APPROACH

In 2024, 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








2024 PR + SOCIAL MEDIA SNAPSHOT

PUBLIC RELATIONS




- **2.3 billion+** editorial impressions (*pacing 12 million+ higher YOY*)
 - Ad Value equivalency of **\$18 million** (*192% increase YOY*)
 - **1,370** earned placements secured (*87% increase YOY*)
 - Coverage in **408 media outlets** across **26 countries**
 - Media coverage featuring **240 member hotels** (*29% increase YOY*)
-

SOCIAL MEDIA

Global Channels:

-  Total growth: 16,554 (+39.7%)
-  Engagement rate: 1.4%
-  Engagements: 485,122
-  Impressions: 35,276,766
-  Total website clicks: 70,536

China Channels:

-  Total growth: 12,165
-  Engagements: 5,689
-  Impressions: 1,288,246





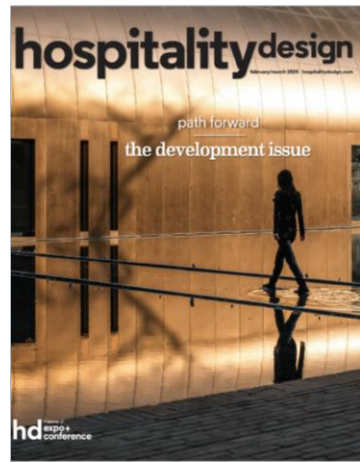
PUBLIC RELATIONS



GLOBAL PRESS HIGHLIGHTS

In Q1 & Q2 2024, Preferred Hotels & Resorts' in-house PR team secured more than **1,370 media placements** resulting in over **2.3 billion impressions** and an **advertising equivalency value of \$18 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.



Hospitality Design
(United States)

[Lindsey Ueberroth Leads Preferred Travel Group Into a New Era](#)



L'OFFICIEL HOMMES
(China)

[Stay at a Hotel in the Name of Art](#)



Revista Hostelería
(Spain)

[The Hotel Sector Has Demonstrated Great Resilience And Ability To Adapt](#)



HOTERERS
(Japan)

[Discover The World's Most Alluring Hotels](#)



Travel Heights
(India)

[Reimagining B2B Travel in India](#)

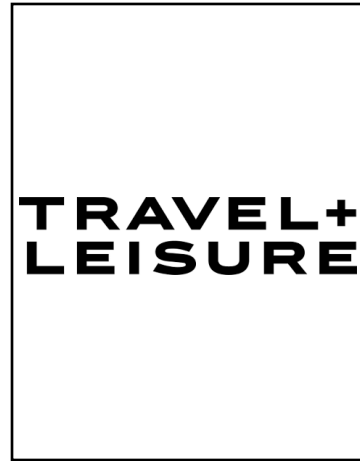


GLOBAL PRESS HIGHLIGHTS



Karryon
(Australia)

[Preferred Hotels & Resorts Prepare for Expansion and Growth in Australia](#)



Travel + Leisure
(United States)

[These Travel Companies Are Making Big Moves to Help LGBTQ Travelers](#)



Executive Magazine
(United Kingdom)

[Preferred Travel Group Champions Female Leadership In Celebration Of IWD 2024](#)



Forbes Mexico
(Mexico)

[A Promising Horizon](#)



GQ Brazil
(Brazil)

[Around the World With Preferred's New Hotels](#)

CAMPAIGN HIGHLIGHTS





THOUGHT LEADERSHIP

- **82 thought leadership** placements featuring **21 associates quoted** as industry experts – reflecting a **25% increase** in number of associates quoted YOY
- Nearly **570 thousand industry professionals** reached across **15+ countries** – including China, Mexico, Japan, Singapore, India, Spain, Brazil, U.S. and U.K.
- Saturated key trade and consumer media outlets with **executive commentary and quoted industry insights** – including *HOTELS Magazine*, *Forbes Mexico*, *Barron's*, *Boutique Hotel News*, *Japan Today* and *Expansión*.

BARRON'S *Hotel*TALK



HOTELS



JOURNAL DES PALACES



Believe in travel: Celebrating 20 years of transformational journeys



Executive Impact: Interview with Midori Kataoka (March 4, 2024)

JAPANTODAY

...e obsessed with seeking out experiences that are enviable and "social checking off a 'bucket list' item.

erroth • ETHospitalityWorld
in 11, 2024 at 01:54 PM IST

...ily is celebrating 20 years of investing and leading our red Travel Group. Over the past two decades, a as emerged: by working collaboratively, we can ourselves, our customers, our partners, and even the year, we have seen that travellers are eager to explore es and push themselves out of their comfort zones. Our tels & Resorts' member properties across the globe are re mand, and I am continually amazed by the innovative re creating curated and unique luxury experiences for



Velas Resorts y Preferred Hotels fortalecen alianza estratégica en México

La marca hotelera independiente más grande del mundo, se enorgullece de anunciar la expansión de su relación estratégica con Velas Resorts

16/02/2024 on Nacional





Preferred Hotels & Resorts | 2024 PR & Social Media Mid-Year Report

THOUGHT LEADERSHIP – SOCIAL MEDIA FOCUS


- Team continued to expand the **brand's LinkedIn activity** to reach a targeted B2B audience of hoteliers, developers, investors, partners, and other industry figures, supporting **brand development focuses**.
- Spotlights included:
 - Sharing **Thought leadership** pieces in media globally
 - A new monthly **Q&A segment** showcasing the team's expertise, utilizing LinkedIn's article feature
 - Raising awareness of industry leading events and spotlighting events such as the Global Conference and the inaugural Preferred Hotels & Resorts' internal conference
 - **Awards won** by the brand, team members, and member properties

Preferred Hotels & Resorts
58,294 followers
4mo • Edited •

Introducing Preferred Profiles. In celebration of the Lunar New Year, we sat down with **Jonathan Newbury**, executive vice president for Asia Pacific, to share a few of his key insights for the region, how he relaxes, and what he believes the future holds for the travel industry as we enter the Year of the Dragon.

Follow the link below to start reading now!

#ProudlyPreferred #PreferredProfiles #LunarNewYear



Preferred Profiles: Jonathan Newbury
Preferred Hotels & Resorts on LinkedIn • 5 min read
In celebration of the Lunar New Year, we sat down with Jonathan Newbury, executive vice president f...


Preferred Hotels & Resorts
58,293 followers
3w •

Celebrating 20 years of transformational journeys.

As we celebrate the 20th anniversary of Preferred Travel Group, our CEO, **Lindsey Ueberoth**, took a moment to share some of her thoughts and the common themes she has observed emerging in the world of travel with India's **The Economic Times Hospitality World**.

Lindsey highlights the company's commitment to enhancing travel through collaboration and innovation and emphasizes the growing trend of transformational travel, which focuses on creating emotionally resonant, personalized experiences that foster self-awareness and reflection.

Read more in her piece now: <https://bit.ly/3RsrZsO>
#ProudlyPreferred




Believe in travel: Celebrating 20 years of transformational journeys - ET HospitalityWorld
hospituality.economictimes.indiatimes.com

Preferred Hotels & Resorts
58,294 followers
2mo • Edited •

We are proud to welcome an esteemed group of innovative business thinkers to speak at our Global Conference, taking place in Lisbon this week. Leaders at the forefront of their fields, be it AI, storytelling, gastronomy, people management, or luxury marketing, we look forward to hearing them share their unique experiences and insight in a range of keynote speeches and panel discussions.

Speakers include Robert B. Chavez, Executive Chairman of **Master Connection America**, **Hermès**, **Cindy Novotny**, Managing Partner of **Master Connection Associates**, **Ben Heller**, Transformation and AI Manager, Professional Services, of **Google Cloud**, **Bharet Malhotra**, Senior Vice President, Sales at **Cvent**, and **Stefan Wissenbach** Founder, **Empowered**, to name just a few.

#ProudlyPreferred




Preferred Hotels & Resorts
58,294 followers
1mo •

We are honored to have been recognized as "Most Popular Hotel Chain" by **Trip.com Group** at their awards ceremony which took place following their **Envision.2024** Global Conference last week in Shanghai.

It's terms of evaluation criteria, stringent metrics including page views, unique visitors, hotel production, and our featured member hotels' review scores were all considered factors, making this accolade all the more appreciated.

Trip.com Group is a leading global travel service provider comprising of **Trip.com**, **Ctrip**, **Skyscanner**, and **Qunar**. Across its platforms, helping travelers around the world make informed and cost-effective bookings for travel products and services and enables partners to connect their offerings with users through the aggregation of comprehensive travel-related content and resources. Founded in 1999, **Trip.com Group** has become one of the best-known travel groups in the world, with the mission "to pursue the perfect trip for a better world".

#ProudlyPreferred





LEGEND COLLECTION

- Elevated brand awareness with **225 Legend Collection mentions** impacting key audience targets across **62 trade publications** and **163 consumer outlets** – such as *Robb Report*, *Forbes Mexico*, *L'OFFICIEL HOMMES*, *Travel Weekly*, and more.
- Global distribution of **Legend 100** and **VLE partnership announcement**, press releases, further establishing Preferred Hotels & Resorts' ultra-luxury position.
- Organize and host two **Legend Collection Media FAMs** for U.S./U.K. journalists to generate impactful coverage across trade and consumer media
 - Executed – Legendary Italian & Austrian Summer Mountain Escape
 - Upcoming – Legendary Exploration of Ireland

Forbes

Robb Report

みんなのライフハック
@DIME

H&C
NEWS
Hospitality & Catering News

europa
Spa
THE NO. 1 MAGAZINE FOR SPA AND WELLNESS

The A-List of Travel ©
LUXURY TRAVEL
MAGAZINE

FOOD & WINE
EN ESPAÑOL

GUEST of a GUEST





LEGEND COLLECTION

COMFORT 舒适



The Newman joins Preferred's Legend Collection



UK: Ahead of its opening in spring 2025, *luxury hotel* The Newman has joined Preferred Hotels & Resorts' Legend Collection.

The Newman marks the first hotel under management designed by Pernille Lind and Richy Almond of Lind + A.

It will feature 81 guest rooms and suites, a European brasserie, two private event and dining rooms, and a spa with hot tubs, salt therapy room, hydrotherapy pool, treatment studio and gym.

Oliver Milne-Watson, general manager of The Newman to announce The Newman's partnership with Preferred Crucially, they are aligned with our values and vision as operator and committed to a thoughtful level of service teams alike. This significant step forward marks our cut as we gear up for our forthcoming launch in spring 2025 sharing more of The Newman, and the creative Fitzrovia which we are located."



印度尼西亚民丹岛 | The Sanchaya 珠宿隴Legend系列

坐落于印度尼西亚巴丹岛中心的 The Sanchaya 酒店坐拥美景，占地10公顷，隐藏在岛上热带花园和白色沙滩之间。从新加坡乘渡船1小时以内即可抵达。酒店拥有 38 间宽敞舒适的客房及带有露台的豪华别墅。其配套设施包括一个无边泳池、水疗和两间餐厅。灵感取自曼谷街头美食，还有主打当地菜系的 Terrace Grill 和一系列以新鲜食材和印尼菜为主的 The Dining Room。在酒吧内可参加一系列丰富的活动，如现场音乐和舞蹈课程。体验自行车、海上摩托艇和皮划艇。如参加当地的冒险之旅，也可前往附近的 Sigei Sebas 乘坐快艇探索热带红树林、观赏野猴、潜水和水枪。



2024.07 15:00:00 GMT

LUXURY TRAVEL ADVISOR

Preferred Hotels & Resorts Adds New Legend Member Properties

By Newsdesk · Jun 27, 2024 1:18pm

Preferred Hotels & Resorts Legend Collection Hotel Collections Luxury Hotels



The Hotel Maria HELSINKI

On a mission to set a new benchmark in Nordic hospitality, a three-time Olympic gold medalist turned real estate developer creates a luxury hotel defined by beauty, elegance and grace.

Photo: Maria Lind Group; Photography: Courtesy of The Hotel Maria (afternoon view)

Hotel Maria really has a hotel fit for a king... The Hotel Maria, a member of Preferred Hotels & Resorts' Legend Collection, opened its doors last December... The building was designed as a government office building during the 1930s... The original developer was responsible for such a possible to create a gemstone and... The building was designed as a government office building during the 1930s... The original developer was responsible for such a possible to create a gemstone and...



Safari Online STAY&TRAVEL ステイ&トラベル



PROPRIEDADES DA RESORTS NO MÉXICO

PARK TOWER TERÁ A NA FLÓRIDA



LEGEND COLLECTION – SOCIAL MEDIA FOCUS

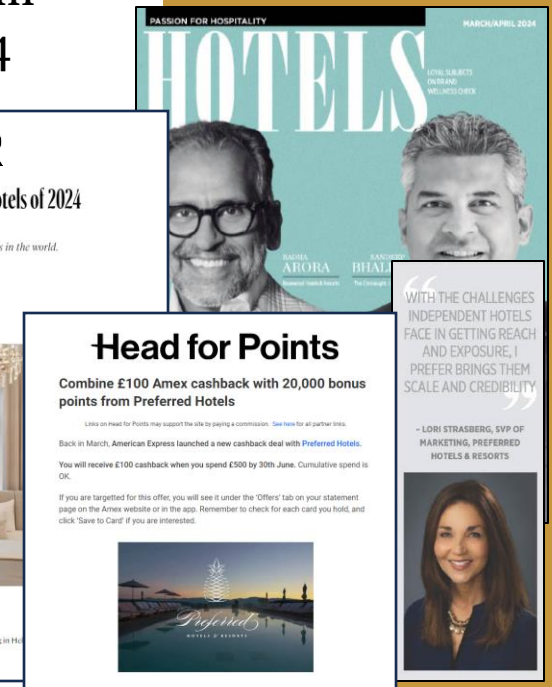
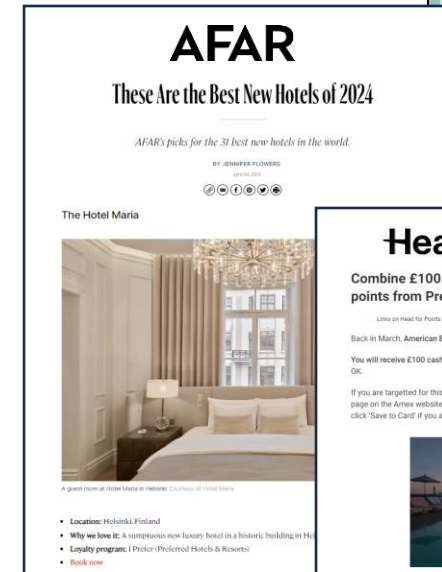
- **503 posts** spotlighting Legend Collection properties across social media channels (Instagram, TikTok, Facebook, X, LinkedIn, WeChat, Little Redbook, Weibo)
- Organized and hosted a **Legend Collection wellness intimate content creator event** at Casa del Mar and Shutters on the Beach (@LaxtoLuxury (301k on IG, 1M on TikTok), @EricReubens (449k), @TiffPenguin (359k), @LiveLikeItsTheWknd (135k)
- Partnered with **eight content global content creators** on an individual basis to showcase Legend Collection properties in exchange for content and assets:
 - @TheBlondeFlamingo (104k) & @Mgypsea (41.9k) - Grand Hotel Tremezzo
 - @GoAnnieWhere (546k) - The Londoner
 - @Kyoko1903 (616k) - The New Otani Tokyo "Executive House Zen"
 - @MarinaComes (280k) - Hotel Serras, Monument Hotel
 - @Hey_Davina (229k) – The Dominick
 - @Fengtongxue (2.13 million+ followers) - The Fullerton Hotel Singapore
 - @LULU’s Travel Dairy (2.05 million+ followers) – Passalacqua, 7132 Hotel, Grand Hotel Son Net, The Leela Palace Jaipur, Sommerro, Le Logis, The Alpina Gstaad, Iniala Harbour House & Residences, Baccarat Hotel New York, The Mark, The Dominick
- **Organize and host two Legend Collection Content Creator FAM trips** for U.S./U.K. influencers to create impactful content:
 - Upcoming: Legendary South Carolina Exploration
 - Upcoming: Legendary The Leela Palace Trail





I PREFER

- **87 stories placed globally** impacting key consumer audiences.
- Saturated target publications with **continuous coverage**, including *Head for Points*, *Award Wallet*, *Rewards Canada*, *The Points Guy* and *AFAR*.
- **USA Today 10Best** – Readers' Choice 2024 Best Hotel Loyalty Program on ballot
- **U.S. News & World Report** – deskside appointment to share recent program enhancements ahead of annual Best Travel Reward Program rankings for 2024





I PREFER – SOCIAL MEDIA FOCUS

- Social media posts have supported a range of topics including the relaunch of Unforgettable Moments, I Prefer spring offer, and regional/specific destination offers
- Generated 321,886 impressions, 7% engagement rate, 23,968 engagements on global channels to date

Top performing posts:

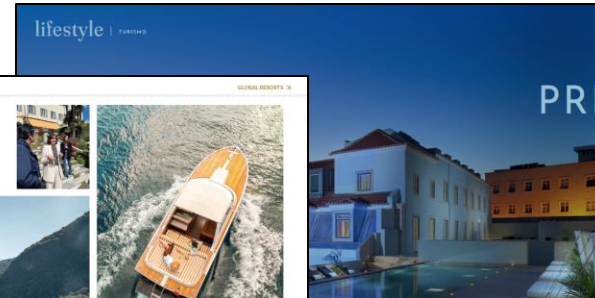
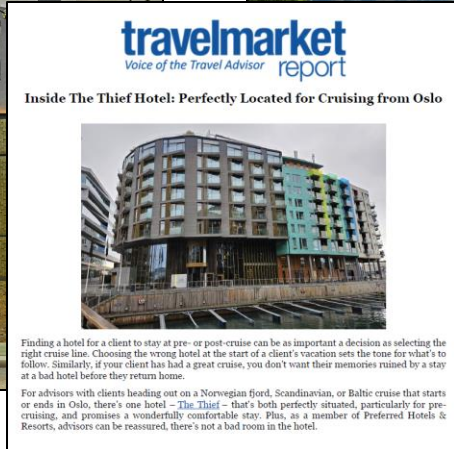
The collage displays five social media posts:

- Post 1 (Facebook):** Posted on Fri 5/10/2024 11:10 pm EDT. Text: "Breakfast just tastes better when it's enjoyed with a view like this! Enjoy a Sicilian summer escape with Grand Hotel San Pietro,..." Image: A breakfast table with a view of the ocean.
- Post 2 (Facebook):** Posted on Thu 5/23/2024 6:46 pm EDT. Text: "Are you ready for a summer of incredible memories to last a lifetime? Unforgettable moments with Preferred Hotels & Resorts..." Image: A swimming pool with palm trees.
- Post 3 (Facebook):** Posted on Fri 3/1/2024 5:31 pm EST. Text: "Put a spring in your step with a trip to Condado Vanderbilt Hotel on Puerto Rico's beautiful coast, an ideal destination for a..." Image: A beach view with a wooden walkway.
- Post 4 (LinkedIn):** Posted on Fri 5/10/2024 7:07 am EDT. Text: "We are proud to share the winners of this year's Awards of Excellence as revealed yesterday evening at the Preferred Hotels ..." Image: A group photo of award winners.
- Post 5 (Instagram):** Posted on Sat 5/11/2024 10:20 am EDT. Text: "Breakfast just tastes better when it's enjoyed with a view like this! Enjoy a Sicilian summer escape with Grand Hotel San Pietro,..." Image: A breakfast table with a view of the ocean.



MEMBER SUPPORT

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





MEMBER SUPPORT

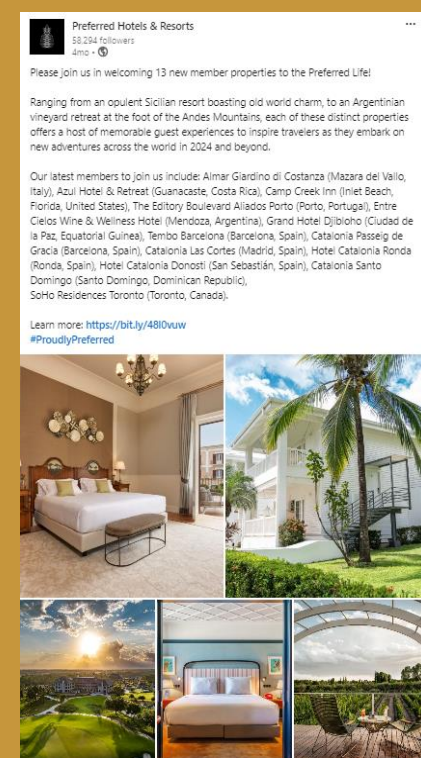
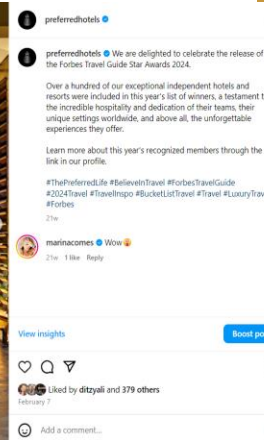
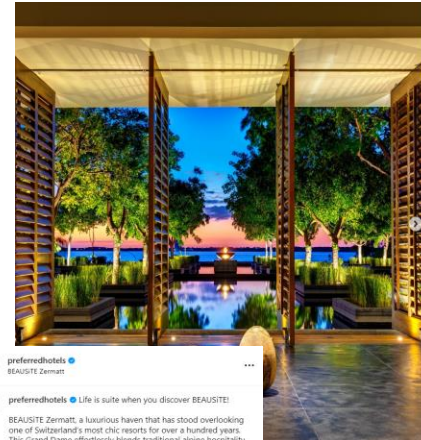
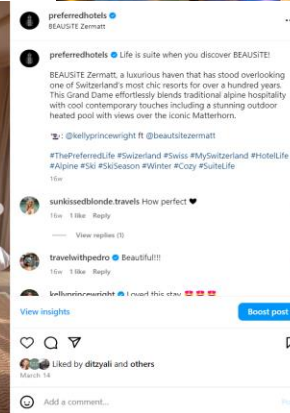
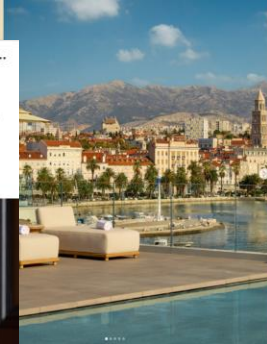
- Member hotel **award recognitions** amplified through global press releases announcing winners of key industry awards, including:
 - Forbes Travel Guide – Star Awards
 - Travel + Leisure – World's Best Awards
 - Conde Nast Traveler – Readers' Choice Awards (upcoming)





MEMBER SUPPORT – SOCIAL MEDIA FOCUS

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





GLOBAL MEDIA EVENTS

Planned and executed media events in key markets, providing hotel members with opportunities for exposure and engagement with top-tier journalists, including:

- **São Paulo**

- **7 hoteliers** representing 4 member properties from our South America portfolio – including new member properties, Pulso Hotel and Fera Palace Hotel
- **14 journalists** from Brazil’s top-tier outlets – including *Hotelier News*, *BrasilTuris*, *Mercado & Eventos*, *Diário do Turismo*, *Forbes Brazil*, *Estadão*, and *Top Destinos*.

- **New York City**

- **18 hoteliers** representing **Legend Collection + New Openings** from 7 different countries – ranging from Ireland to Italy, Jamaica to Spain, U.K. and the U.S.
- **32 media attendees** from top-tier publications – such as *Travel + Leisure*, *Forbes*, *Condé Nast Traveler*, *Forbes*, *Town & Country*, *Vanity Fair*, and *Travel Weekly*.

- **London**

- **10 hoteliers** from nine countries, including eight Legend properties
- **23 top-tier editors and freelance journalists** representing key consumer travel, luxury lifestyle, and trade media outlets, such as *Conde Nast Traveller*, *The Points Guy*, *TTG Luxury*, *Aspire by Travel Weekly*, *Forbes*, *Robb Report*, *TTG*.





GLOBAL MEDIA EVENTS (continued)

- **Australia**

- **7 representatives** from Preferred Hotels & Resorts and The Fullerton Hotel Sydney
- **10 media attendees** – including *Sydney Morning Herald*, *The Daily Mail*, *Travel Daily*, *Karryon*, *Travel Weekly Australia*, and *Luxury Travel Magazine*.

- **Singapore**

- **7 representatives** from Preferred Hotels & Resorts and Artyzen Singapore
- **11 media attendees** – including *The Straits Times*, *Singapore Tatler*, *TimeOut*, *TTG Asia*, *MediaCorp News/Radio*, and *SilverKris Magazine by Singapore Airlines*.





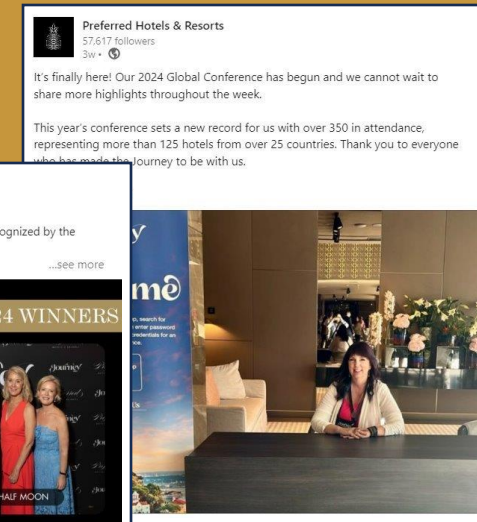
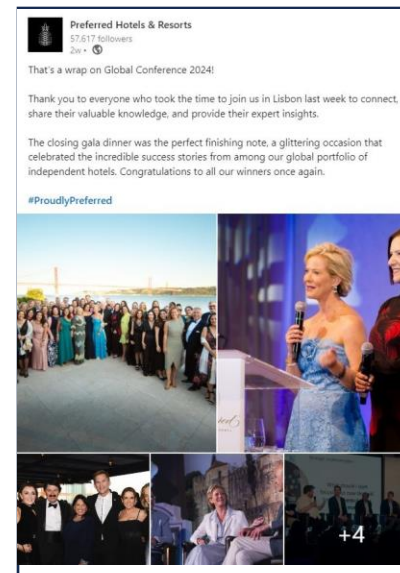
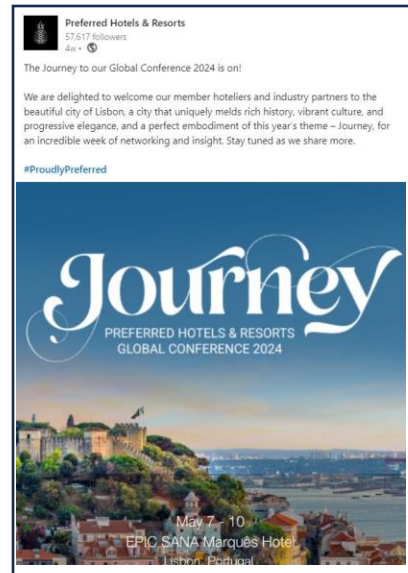
GLOBAL CONFERENCE 2024

- **3 A-list journalists secured to attend and speak in the Luxury Media Panel:** Liz Cantrell (*Travel + Leisure*), Christina Jelski (*Travel Weekly*), and Eloise Hanson (*Boutique Hotel News*)
- **Six media placements** garnered on *Boutique Hotel News*, *Travel Weekly*, and *GirlAhead* reaching **784k+ industry professionals** with a corresponding **advertising value of \$11,775**
- Global distribution of 2024 Awards of Excellence and GIFTTS Pineapple Award Winners press release resulting in **180 editorial placements** impacting 468M readers and ad equivalent of \$84.2 million
- **11 posts** shared on LinkedIn in the lead up, during, and post conference with 62,554 total impressions and 13,003 engagements

**TRAVEL+
LEISURE**

TRAVEL WEEKLY

**BOUTIQUE
HOTEL
NEWS**



SOCIAL MEDIA





2024 Mid-Year SOCIAL MEDIA HIGHLIGHTS

Top Performing Posts (by channel, based on engagements)

<p>17,000 interactions</p>	<p>5,900 interactions</p>	<p>1,900 interactions</p>	<p>1,400 interactions</p>	<p>1,200 interactions</p>
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Instagram



Preferred Hotels & Resorts | 2024 PR & Social Media Mid-Year Report

2024 Mid-Year SOCIAL MEDIA HIGHLIGHTS

Top Performing Posts (by channel, based on engagements)

Channel	Post Date	Total Engagements	Reactions	Comments	Shares	Post Clicks (All)
LinkedIn	Tue 5/14/2024 5:58 pm EDT	5,959	314	2	6	5,637
	Tue 5/7/2024 3:53 pm EDT	5,705	275	2	9	5,419
	Fri 5/31/2024 5:21 pm EDT	4,855	191	3	3	4,658
	Fri 7/19/2024 9:50 pm EST	3,935	231	4	7	3,693
	Fri 4/12/2024 11:50 am EDT	3,006	158	1	4	2,843
Facebook	Fri 4/12/2024 7:46 am EDT	155,450	121,069	54	104	4,654
	Tue 4/23/2024 5:37 pm EDT	141,238	113,085	151	415	1,431
	Fri 5/10/2024 11:10 pm EDT	12,879	8,048	122	323	32
	Wed 2/14/2024 4:47 pm EST	7,252	1,734	10	127	111
	Sat 1/20/2024 2:53 pm EST	6,407	3,098	21	58	110



2024 Mid-Year SOCIAL MEDIA HIGHLIGHTS

Top Performing Posts (by channel, based on engagements)

[<2024 Preferred Pineapple Week>](#)

2024-6-21, 7,712 viewership, 62 interactions



2024 璞富腾菠萝周

👁️ 7,712 👍 32 ⚙️ 18 💬 12

✍️ 0

[<520, meet your Preferred Pet>](#)

2024 - 05 - 20, 5,982 viewership, 75 interactions



520, 约会你的毛茸茸Crush

👁️ 5,982 👍 41 ⚙️ 12 💬 22

✍️ 0

[<Preferred Travel | Japan Cherry Blossom>](#)

2024 - 3-14, 26, 6,258 viewership , 74 likes, 25 saved



春日探索 | 踏上日本的樱花之旅

👁️ 6,258 👍 74 ⚙️ 25 💬 0

✍️ 0

[<Artyzen New Bund 31 Shanghai>](#)

2023 - 07-29, 5,058 viewership, 60 interactions



寻觅新意空间 | 上海前滩31雅辰酒店

👁️ 5,058 👍 38 ⚙️ 22 💬 0

✍️ 0

[<Hotel New Otani Tokyo | City Escape>](#)

2024 - 06 - 06, 4,619 viewership, 24 interactions



东京新大谷酒店 | 喧嚣中寻一处日式庭院

👁️ 4,619 👍 16 ⚙️ 8 💬 0

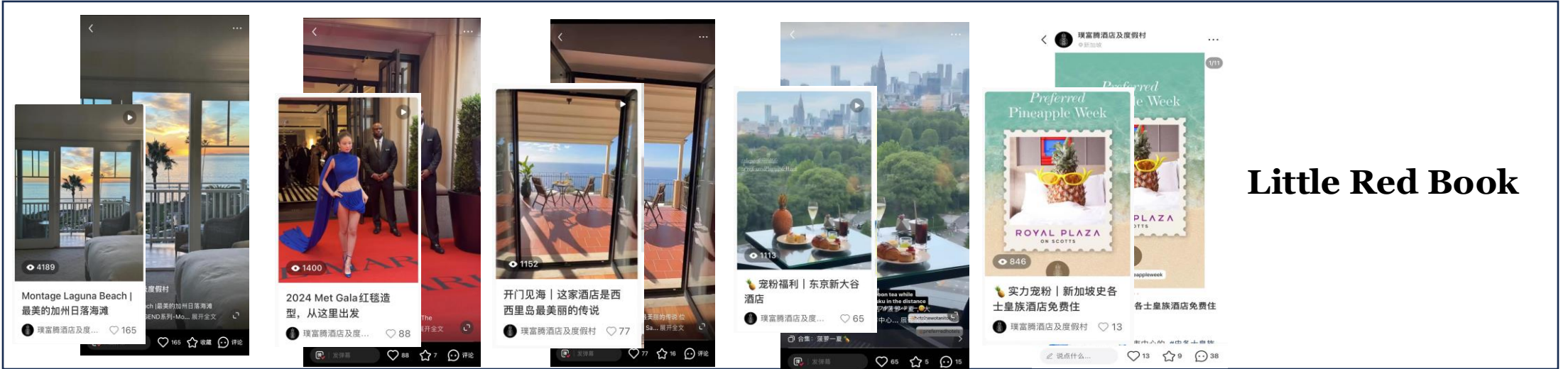
✍️ 0

WeChat



2024 Mid-Year SOCIAL MEDIA HIGHLIGHTS

Top Performing Posts (by channel, based on engagements)



Little Red Book



Weibo



PREFERRED PINEAPPLE WEEK (June 21 – 28)

The social media team led a robust global campaign to celebrate Preferred Pineapple Week 2024, incorporating five city guides to top Legend Collection hotel cities – London, Barcelona, Tokyo, Singapore, New York, some of which were reviewed by influencers. Additional week-long content shared according to key hospitality themes including F&B, pets, cocktails and wellness. All supported with dedicated story templates and assets generated by the brand creative team.

Results: 371 posts shared by PHR and our members (not inc. stories)

- **50,320 engagements** with PHR and wider partners' content
- **7.6M+ impressions**
- **146 properties engaged in the campaign**
- **7,517 new followers** globally across all channels
- **3 influencers hosted at 4 Legend Collection properties:** (The Dominick, Hotel Serras, Monument Hotel, Hotel New Otani Tokyo "Executive House Zen") + **2 key KOL partnerships**
- **20 influencers supported the campaign in China** on Weibo and WeChat
- Associate competition run over the week to encourage engagement from our teams
- **Over 1,000 entries into consumer sweepstakes** run over the week to win a two-night stay at the winner's choice of Legend Collection property in either London, New York, Barcelona, Tokyo or Singapore



Believe
in
Travel

*Preferred*SM
HOTELS & RESORTS