



The Luxury Travel Report 2025

Hotelier Resources and PR/Social Media Toolkit

Overview | Hotel Resources and Toolkit

This exclusive toolkit has been thoughtfully developed to support your strategic communications efforts around the [Luxury Travel Report by Preferred Hotels & Resorts](#)—a comprehensive study of global luxury travel trends, produced in partnership with The Harris Poll. These insights present powerful opportunities to spark meaningful conversations, showcase the unique experiences offered by independent member properties, and deepen engagement with key audiences.

Inside this toolkit, you'll find...

- **Pitch templates** for proactive media outreach
- **PR guidance** to help shape compelling, brand-aligned narratives
- **Social media content** designed to drive engagement across platforms
- **Stakeholder messaging** and recommendations to align internal and external communications

These resources are designed to help you amplify the findings of *The Luxury Travel Report 2025*, elevate your property's visibility, and reinforce Preferred Hotels & Resorts' leadership in global luxury travel. For additional insights, shareable content, and community updates, visit the Preferred Hotels & Resorts LinkedIn channel and other digital platforms that connect our global network.



*Preferred*SM
HOTELS & RESORTS





Key Trends Are Shaping the Future of Luxury Travel

Beige-ification: The Travel Industry's Biggest Threat

Instagram's "copy-and-paste" effect has created a dupe culture that luxury travelers actively avoid.

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)."

Legacy Moments: The New Currency of Luxury

Luxury travelers are chasing once-in-a-lifetime, deeply personal experiences that are reshaping "luxury amenities."

Private networks, unique experiences (anti-dupe), and insider connections have become the ultimate luxury currency.

85% agree, "**Private networks and personal connections** unlock the most memorable travel moments."

High-Touch Curation: The New Signals of Luxury

To avoid mass travel experiences, luxury travelers crave expertly curated, sensory-rich experiences that feel distinctive.

The role of curation now matters as much as top-tier service, and travel advisors have become the new power brokers, delivering vetted, insider access to legacy-worthy moments.

84% agree, "**A trusted travel advisor is more valuable** than unlimited internet research."

Heritage Luxury: The New Frontier of Luxury

Luxury travelers seek significance when they travel and want to immerse themselves in history and heritage.

Not only do they want to experience history, but they also want to build new memories and histories with their families.

Nearly 3 in 4 are planning **multi-generational trips**, and they're looking to resorts as the ideal accommodation for shared family legacies.

Loyalty Assurance: Programs Are Lifelines to High Quality Travel

Loyalty programs are luxury travelers' lifeline to ensure they can still travel in high quality accommodations while navigating economic pressure.

Travelers see loyalty programs as a signal of quality, rewarding brands that deliver personalization, human touch, and consistency with their continued business.

85% of luxury travelers have "**luxury hacks**" that have helped them maintain a high-end travel experience without overspending.

Media Relations Resources and Templates



Maximizing Media Pitching Opportunities

By integrating trend intelligence, authentic storytelling, data-backed news hooks, and executive insights, property teams can craft media pitches that resonate with today's luxury traveler—and the journalists who shape their decisions. This strategic approach not only strengthens brand narratives but also fosters meaningful media relationships and drives timely coverage across high-impact consumer and trade outlets.

Customizable ‘Plug-and-Play’ Media Pitch Templates: Located within the toolkit are adaptable pitch templates showcasing a variety of strategic approaches. Designed to be tailored with each property's unique attributes, these ready-to-use tools support outreach to local, regional, and niche media across both consumer lifestyle and industry trade verticals.

Three Strategies to Elevate Media Pitches:

- **Trend-Driven Storytelling** | Align property offerings with insights from *The Luxury Travel Report 2025* – such as *Heritage Luxury* or *High-Touch Curation* – to create fresh, timely angles that reflect current traveler interests.
- **Newsjacking Opportunities** | Capitalize on trending news topics by incorporating relevant data and findings into pitches that connect your property to broader cultural or industry conversations.
- **Editorial Research and Media Audits** | Use editorial calendars and trend-focused sections of target outlets to identify timely opportunities. Conduct media audits to analyze recent coverage and tailor pitches with insights that meet journalists' evolving needs.



Maximizing Media Pitching Opportunities | Three Strategies

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Trend-Driven Pitches

Proactively pitch story ideas tied to a trend or noteworthy data point, utilizing relevant news and examples to demonstrate alignment with the trend.

Newsjacking

Leverage trending news topics as a pitch hook, incorporating findings and data into timely, relevant angles and storylines to tie into the broader narrative.

Editorial Research + Media Audit

Identify opportunities through editorial calendars and trend-focused sections, while auditing recent coverage to tailor pitches with relevant insights and data that support journalists' needs.

Driving Credibility and Elevating Visibility | Data-Driven **Storytelling**

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Press Releases | Insert report trends into planned property news releases

Weave in report findings to reinforce key messaging, add credibility, and elevate the newsworthiness of press announcements.

Executive Quotes | Use insights to add authority and relevance

Integrate report data and insights into executive statements to strengthen authority, provide context, and position leaders as informed voices in the industry.

Media Interviews | Add trends data into talking points for elevated impact

Embed trends and data into talking points and responses, ensuring interviews are compelling, timely, and aligned with broader market conversations.

Maximizing Thought Leadership Opportunities | Leveraging **Data + Insights**

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Industry Events | Panels + Speaking Engagements

Incorporate data and insights into panel discussions, press conferences, and other speaking engagements at industry-related events to reinforce executives as authoritative voice on the state of luxury travel.

Thought Leadership Articles + Bylines

Utilize report findings to secure thought leadership opportunities for executive inclusion in feature stories and bylines with top-tier outlets, positioning them as credible experts offering data-driven perspectives.

Interview Talking Points + Executive Commentary

Integrate trends and insights into executive messaging, talking points, and media interview responses, reinforcing key narratives through data-informed commentary that strengthens expert position.

Customizable Media Templates

Please find selection of pitch templates demonstrating a range of strategies to be customized by member hotels for proactive pitching to target media outlets – available for download below.

Heritage Luxury

[Download Template](#)

Legacy Moments

[Download Template](#)

Break Free From The Beige Movement

[Download Template](#)

Multi- Generational Family Travel

[Download Template](#)

Curation is the New Standard of Luxury

[Download Template](#)

Folder: All Templates

[Download Templates](#)



Social Media Resources and Templates



Embracing Brand Storytelling Via Social Media Channels

Social media is a powerful channel for amplifying brand narratives, engaging luxury travelers, and extending the impact of earned media. By sharing trend-aligned content, behind-the-scenes moments, and executive insights, property teams can craft authentic, visually compelling posts that spark engagement. Strategic use of hashtags, influencer partnerships, and timely interactions ensures alignment with broader travel conversations while reinforcing the property's distinct positioning.

The below are six approaches designed to inspire storytelling that highlights what luxury travelers are seeking in 2025 and beyond.

1 Define Your Hotel's Signature Story

Highlight distinctive design, heritage, or experiences that defy duplication.

- Farm to table dining
- Locally inspired design
- Stories steeped in heritage
- Once-in-a-lifetime experiences

2 Offer Insider Access

Highlight concierge-crafted, “off the algorithm” experiences that feel personal and exclusive.

- Employee favorites
- Hidden gems
- Local insider tips

3 Tap Into Your Talented Team

Showcase the property employees through “Meet the Team” style content.

- Mixologists
- Culinary teams
- Concierge
- Long-term team members

4 Create Story-Driven Content

Enhance content through authentic stories.

- Feature artisan profiles
- Eco-luxury efforts
- Heritage narratives that build emotional connection and brand depth.

5 Own Your Independence

Don't chase the trends – own and adapt them to fit your brand's DNA. Personalize trends to authentically resonate with guests.

- Showcase signature experiences
- Highlight scents
- Detail “anti-beige” design features

6 Showcase the Luxury Experience

Highlight personalization and signature service that defines the guest experience.

- Loyalty perks
- Curated touches
- Authentic integration of local culture and flavor

Brand Storytelling | Inspiration from Hotel Members



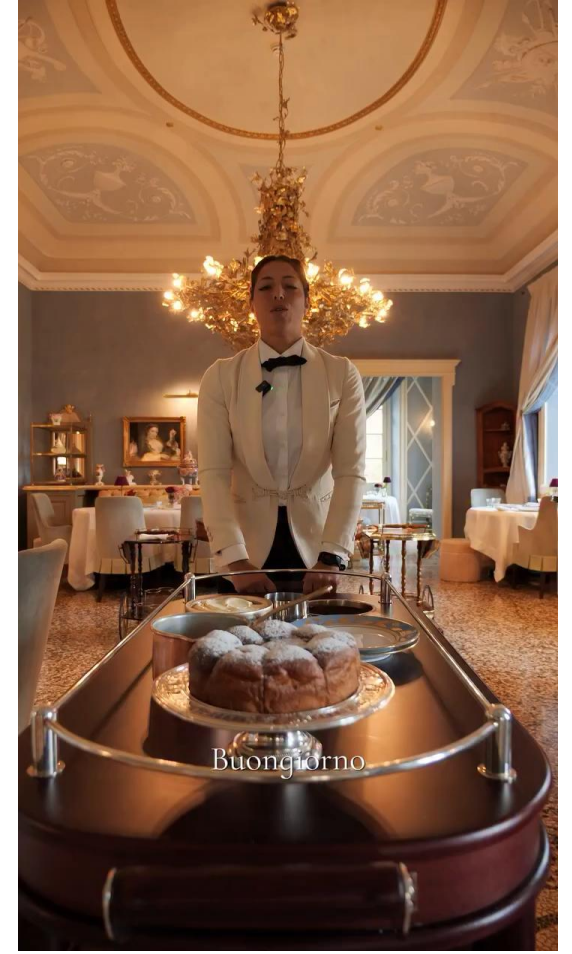
@hermitagehotel



@dromolandcastlehotel



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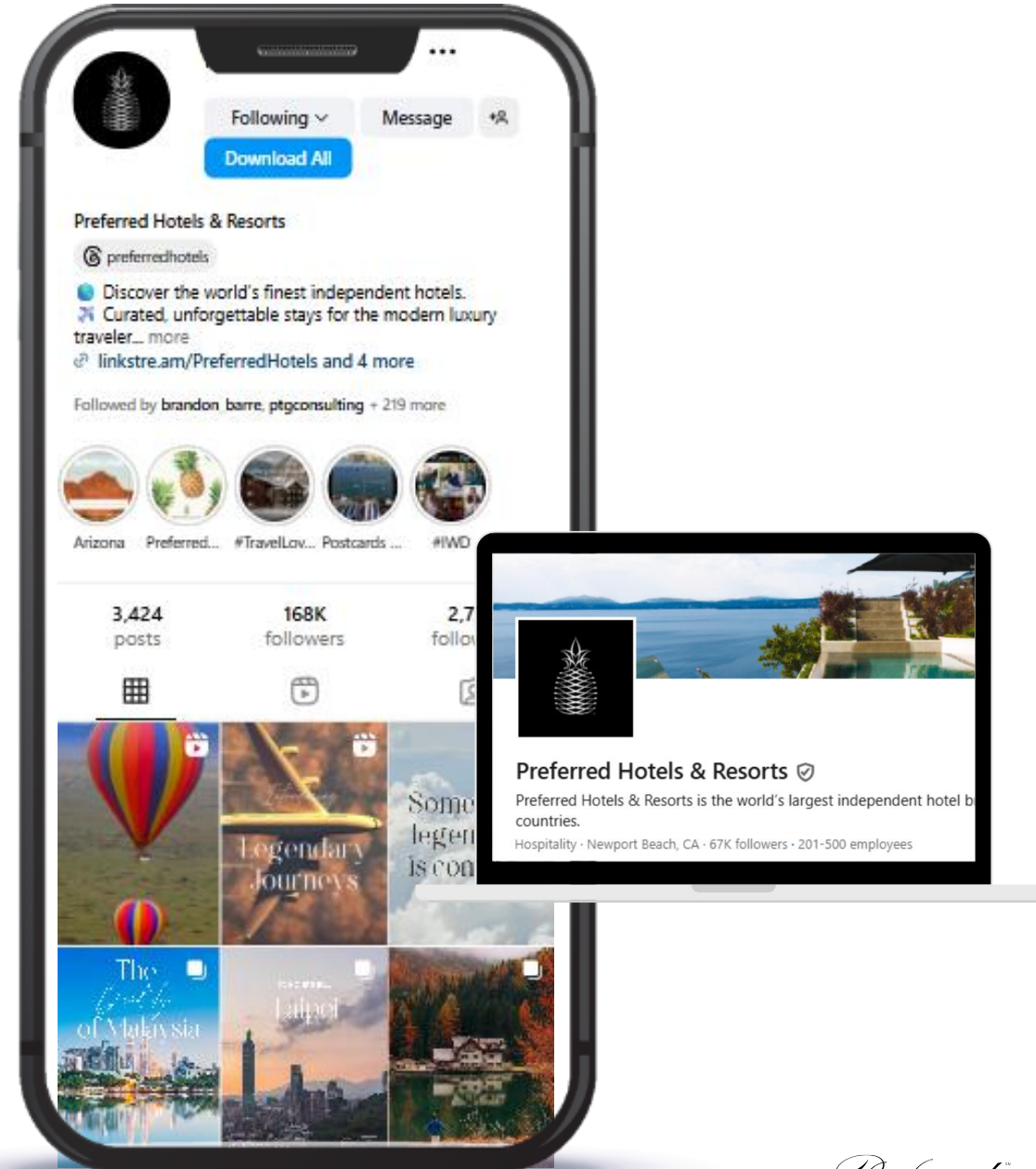


@passalacqualakecomo

Preferred Travel Group Brand Channels

Please engage with Preferred Travel Group brand channels where appropriate and tag relevant accounts.

- **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 X (Twitter) – [@preferredhotels](#)
 - Preferred Travel Group LinkedIn – [@Preferred Travel Group](#)
- **Harris Poll social handle:**
 - Harris Poll LinkedIn: [@The Harris Poll](#)
- **Key hashtags:** #ProudlyPreferred #ThePreferredLife #BelieveInTravel
- **Additional hashtags to build reach:** #Innovation #Leadership #LuxuryTravel #TravelTrends #InnovationInTravel



Captions & Creative

Download Social Media Captions: [HERE](#).
Download Social Media Graphics [HERE](#).



Alternatively, The Luxury Report Travel may be downloaded as a PDF from the [website](#) and posted as LinkedIn slides. Please refer to a preview example below.

Luxury Travel Is in Demand and Evolving in 2025

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KEY TRENDS ARE SHAPING THE
FUTURE OF LUXURY TRAVEL:

1. Beige-ification
2. Legacy Moments
3. High-Touch Curation
4. Heritage Luxury
5. Loyalty Assurance

Stakeholder Engagement for Member Hotels



Elevating Communications Across Stakeholders

DATA-DRIVEN MESSAGING FOR INTERNAL TEAMS AND PARTNERS

The Luxury Travel Report 2025 is a strategic tool for aligning messaging across internal and external audiences. It equips property teams with trend-aligned insights, pitch-ready data, and compelling language to strengthen communications across sales, development, marketing, and operations. Internally, the report supports team briefings and owner updates by connecting property-level strategies to broader market demand. Externally, it reinforces relevance in partner outreach, loyalty messaging, and trade engagement—ensuring consistency across all touchpoints.

Owner and Investor Updates

Share key findings to demonstrate alignment with market demand and property-level brand strategy.

Team Briefings

Use trend insights to inform guest experience training and service personalization.

Partner Communications

Highlight how your property is responding to traveler expectations in joint marketing or loyalty program messaging.

Sales Collateral

Integrate LTR data into presentations for travel advisors, corporate buyers, and group planners.

Development Materials

Use trend language to position your property's unique value in pitch decks and proposals.

Trade Show Talking Points

Equip teams with LTR-aligned messaging for industry events and networking.

Elevating Communications Across Stakeholders

Sample Message...

"The Luxury Travel Report reinforces our strategic direction — confirming that travelers are seeking curated, meaningful experiences over mass-market luxury. Our current initiatives around personalization, heritage programming, and loyalty engagement are directly aligned with these findings."

Talking Point...

"This report is a powerful tool to help us understand what today's luxury traveler expects. Let's use it to inform how we personalize service, design guest experiences, and communicate our value."

"Preferred Hotels & Resorts' Luxury Travel Report offers a data-backed look at what's driving luxury travel decisions in this year. From multigenerational legacy trips to off-the-grid escapes, our property is uniquely positioned to meet these evolving expectations."

"We're not just following trends — we're delivering on them. Let us show you how our offerings align with the report's key insights and why your clients will love what we've curated."

The Luxury Travel Report 2025 | Key Talking Points

M E S S A G I N G S U M M A R Y

Luxury travel is surging

Affluent travelers are planning more trips, spending more, and seeking deeper, more meaningful experiences — with over half allocating \$25K+ annually to leisure travel.

Beige-ification is the industry's wake-up call

Travelers are rejecting sameness. They'll change plans and spend more for accommodations that feel distinctive, soulful, and curated — not algorithm-driven.

Legacy moments are the new luxury currency

Guests want once-in-a-lifetime, emotionally resonant experiences. Personal connections and insider access are more valuable than traditional amenities.

Luxury Travel Report 2025 | Key Talking Points

M E S S A G I N G S U M M A R Y

Curation is as critical as service

Design, music, and sensory elements matter as much as top-tier service. Travelers value thoughtfully curated environments that feel effortless but intentional.

Heritage as a powerful differentiator

Multigenerational travel is rising, and guests want to build legacies through history-rich stays. Properties that offer cultural immersion and heritage storytelling stand out.

Loyalty programs are lifelines

Travelers are using loyalty hacks to maintain quality. Programs that offer personalization, upgrades, and insider perks are key to retention and conversion.

Travel advisors are the new power brokers

84% of luxury travelers say a trusted advisor is more valuable than unlimited online research. Properties should prioritize advisor relationships and curated experiences.



For any questions or support, please contact:

The Luxury Travel Report 2025

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