



*Preferred*SM
HOTELS & RESORTS

**Preferred
Pineapple Week
2026**

June 20 – June 27



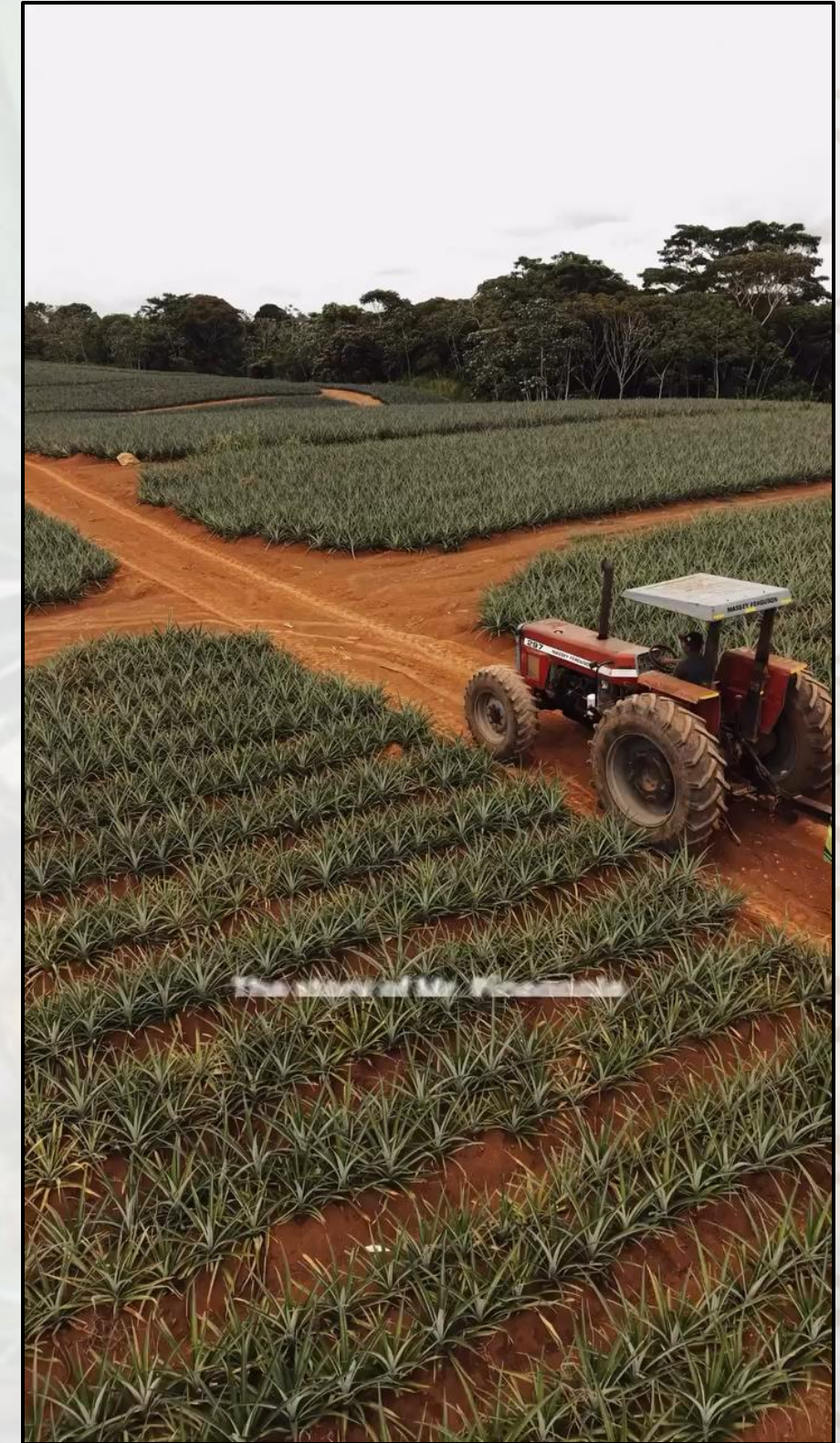
CAMPAIGN OVERVIEW - STAYS WITH STORIES

Concept:

- In celebration of **Preferred Pineapple Week 2026**, from June 20 to June 27, Preferred Hotels & Resorts spotlighted independent hospitality through this year's theme, **Stays With Stories**.
- Each day introduced a dedicated theme showcasing the details, characters, and moments that make an independent hotel extraordinary, tied together by the brand's pineapple symbolism.

Strategy:

- Engaged travel consumers, *I Prefer* Members, and the wider travel community across global and China-based platforms.
- Daily in-feed posts and Stories incorporated user-generated content from member properties for authentic perspectives.
- A sweepstakes for a week-long stay at Leela Palaces, Hotels, and Resorts was amplified through a partnership with U.K.-based creator @AnoushKalila.
- Organic content was boosted across Instagram and LinkedIn throughout the week.



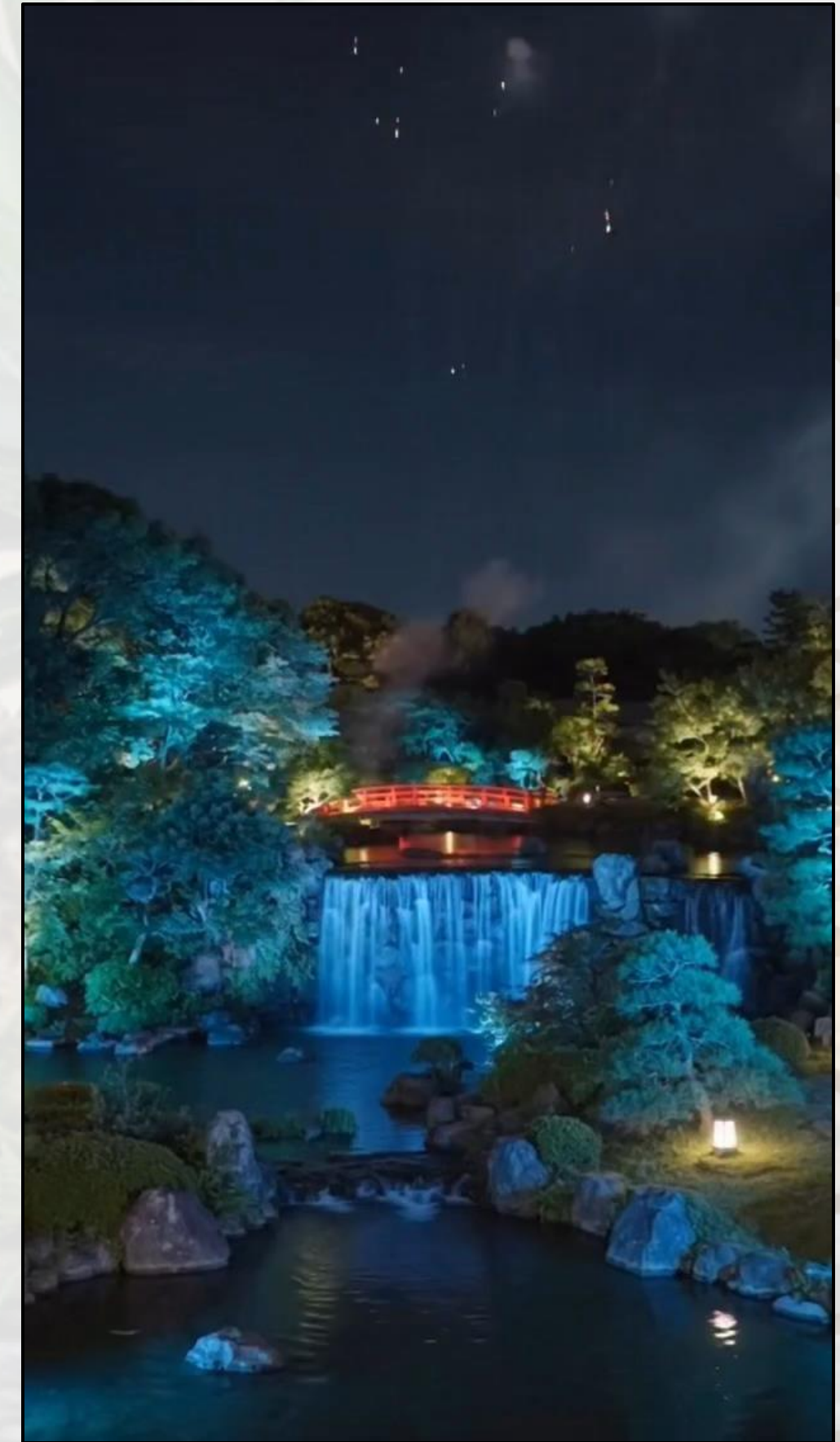
#ThePreferredLife #PreferredPineappleWeek
#StaysWithStories

GLOBAL CAMPAIGN RESULTS

SOCIAL RESULTS SNAPSHOT

- **301** content pieces
- **1,305,220** impressions
- **78,898** engagements
- **4,211** new community followers
- Over **100 member properties** engaged in the campaign with **204 in-feed content pieces**
- **2,500,000+** potential impressions based on member properties follower count

**Includes organic and paid brand and creator content across in-feed and Stories*



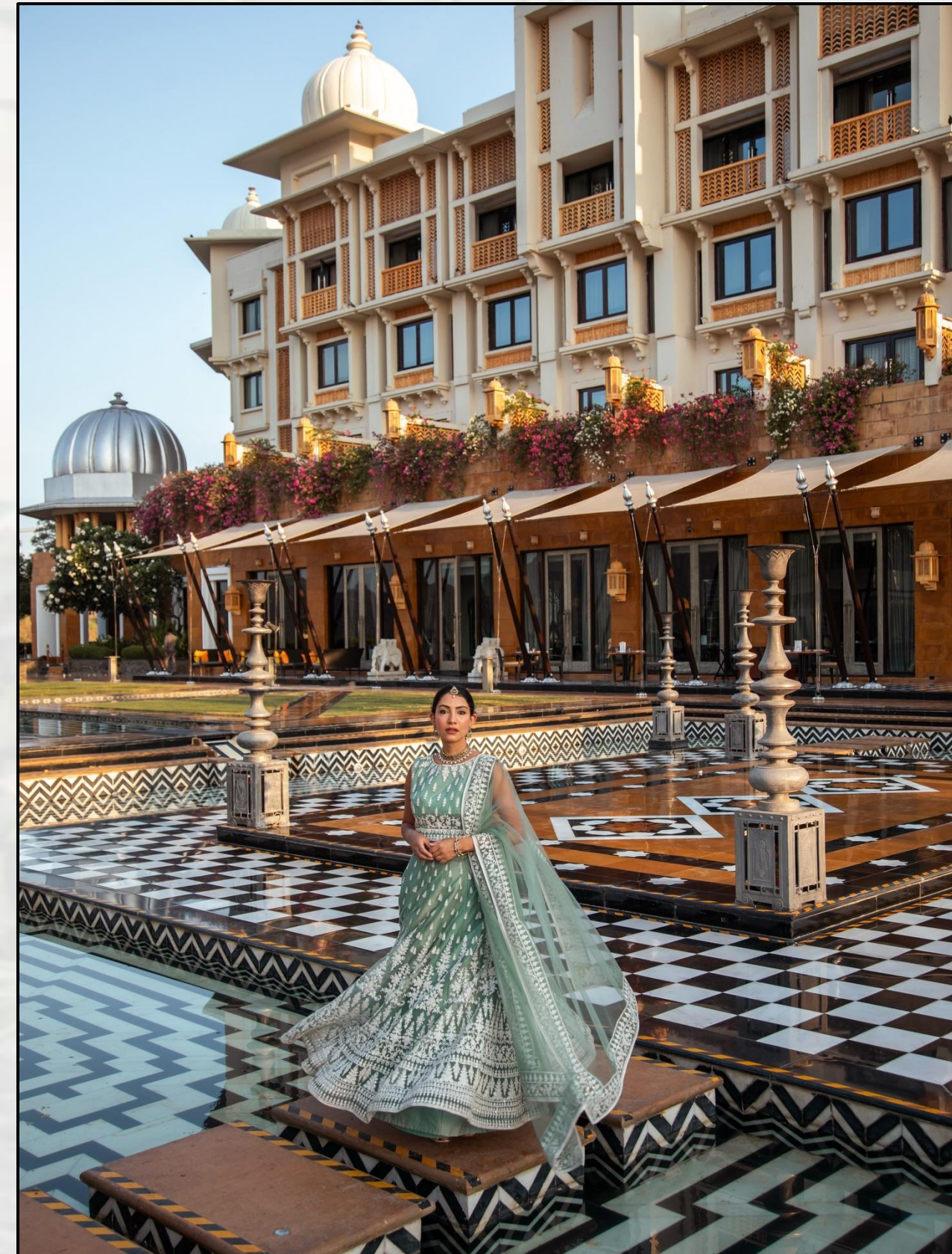
SWEEPSTAKES AND CONTENT CREATOR PARTNERSHIP OVERVIEW

Overview:

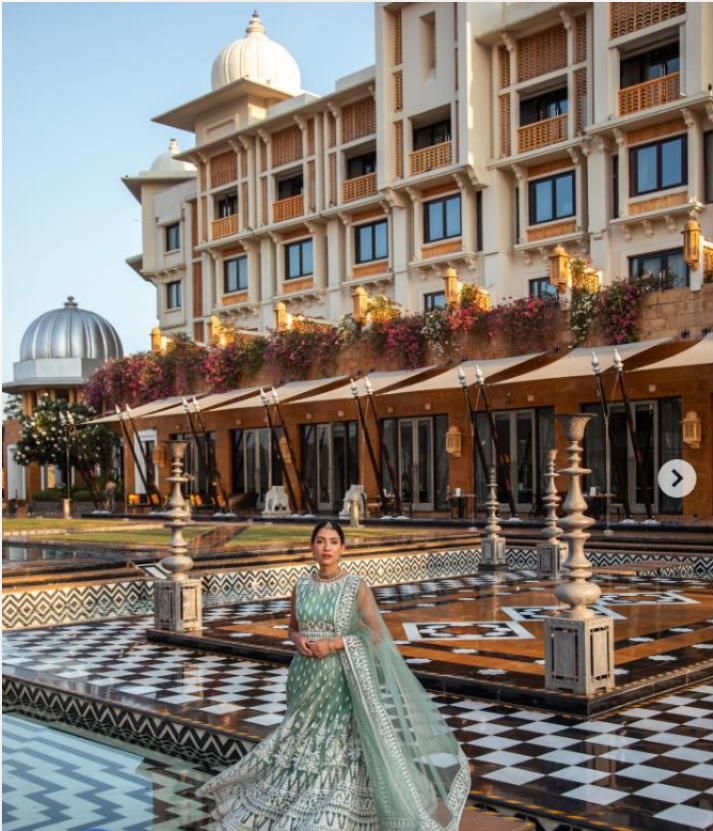
- Partnered with **U.K.-based influencer Anoushka Probyn, @AnoushKalila**, to announce Preferred Pineapple Week and promote a sweepstakes offering six nights at The Leela Palaces, Resorts, and Hotels.
- Produced **20 content pieces**, including in-feed collaborated posts and Stories, all tagging @PreferredHotels to drive entries.
- Extended the sweepstakes' reach beyond brand channels by tapping into an established audience's trust to boost entries and visibility.

Influencer Results *(Including in-feed and Stories):*

- **28** content pieces
- **522,706** impressions
- **30,848** engagements



SWEEPSTAKES AND CONTENT CREATOR PARTNERSHIP (IN-FEED)





anoushkalila

and preferredhotels

India



anoushkalila

3w

ad Not every great story starts on page one. Some start at check-in. 🍍

From June 20 to 27, Preferred Pineapple Week returns with Stays with Stories. Think unforgettable hotels, beautiful experiences, and the kind of moments that stay with you long after you leave.

Stay tuned. We may even have a six-night trip to India waiting in the wings.

#ThePreferredLife
#PreferredPineappleWeek
#PreferredLegendCollection



passportandstamps

2w

Stunning 🥰🥰

1 like Reply



1.5K



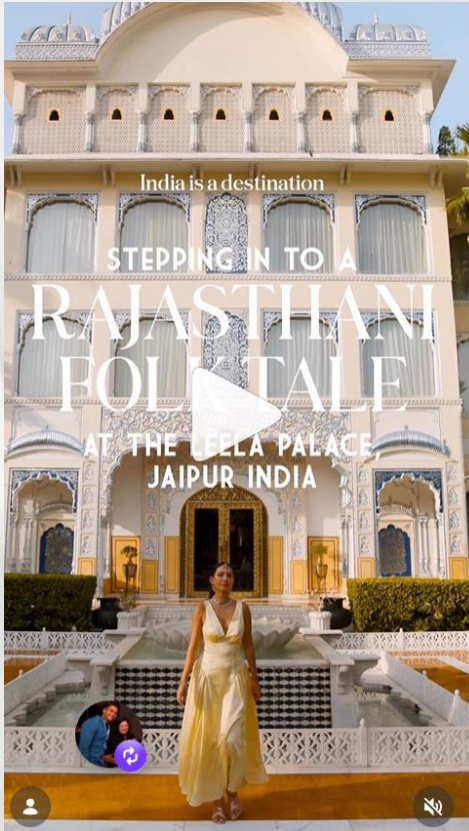
98



6



June 17





anoushkalila

The Leela Palace Jaipur



anoushkalila

ad

The next stop on our Indian adventures with @PreferredHotels was @TheLeelaPalace_Jaipur. It's a property that's been on my bucket list for some time, and still managed to completely exceed every expectation. I feel I don't really need to waste too many characters on how beautiful it is, because well, just look at it.

But I will tell you about a few small highlights. Floating breakfast in our private pool villa, for starters. Afternoons deciding whether to laze by the pool, or in the intricately decorated jacuzzis. And dining by candlelight, reflected across hundreds of mirrors lining the walls and ceilings, in the spectacular Jamavar restaurant. When I mentioned my Kerala heritage the chef even whipped up a South Indian potato dish for us, which was such a thoughtful touch (and completely delicious!).

A reminder, if you've not already, to enter the Preferred Pineapple Week sweepstakes, where you could win a 6 night trip to @TheLeela's hotels across New Delhi, Jaipur, and Udaipur.









Liked by antoniarosetravels and 615 others

June 24

Add a comment...

Post





anoushkalila

The Leela Palace New Delhi



anoushkalila

ad

Our India adventures started in Delhi, at @TheLeelaPalaceNewDelhi. It's an impeccable property, with some of the best service I've experienced, ever. High praise indeed, but I mean it!

I've only ever really passed through Delhi before, so this time we made sure to actually get out and explore the city (with a Leela Palace private chauffeur, of course). The spectacular Qutub Minar at sunrise, almost completely to ourselves, was the moment I found myself falling in love with the city. Once the heat hit, we headed back to explore the many corners of the property (and eat our way around all the restaurants, of course). But if you do one thing? Cocktails at the sultry, decidedly atmospheric Library Bar.

Truly, every single moment of this stay was something special. Jaipur and Udaipur still to come...

#ThePreferredLife #PreferredPineappleWeek







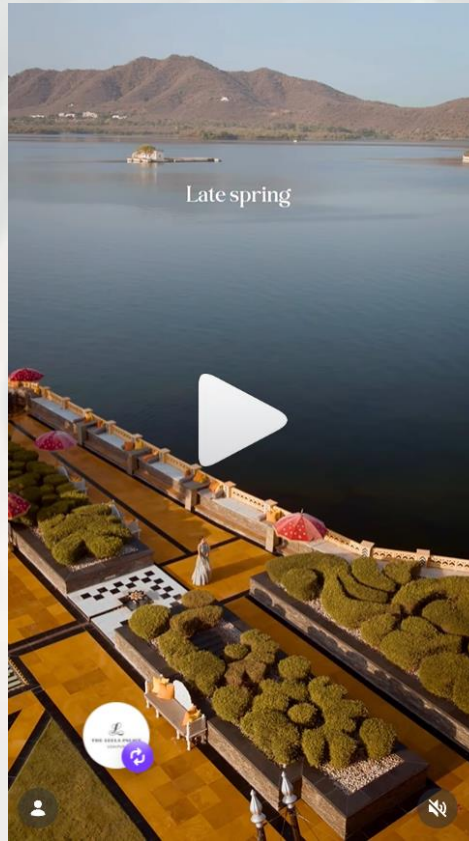


Liked by bonnierakhit and 661 others

June 22

Add a comment...

Post





anoushkalila

The Leela Palace Udaipur



anoushkalila

ad

Udaipur is one of my favourite cities in India, and one I never tire of returning to. This time, we did it in serious style at @TheLeelaPalaceUdaipur, part of @PreferredHotels Legend Collection.

Even arriving is a moment, by boat across Lake Pichola to the sounds of welcome drums. It's a property brimming with character in every corner, filled with a visual feast of art and design details. Oh, and the most beautiful of hotel pools, the perfect spot to luxuriate under the Indian sun with a good book and a great cocktail. It was the final stop on our @TheLeela adventure, and possibly the hardest to say goodbye to.

A real week to remember, and one that you could experience for yourself! It's your last chance to enter the Preferred Pineapple Week Sweepstakes, and win a 6 night trip to these incredible properties. Head to my pinned post for all the details on how to enter - and good luck! And can I come?







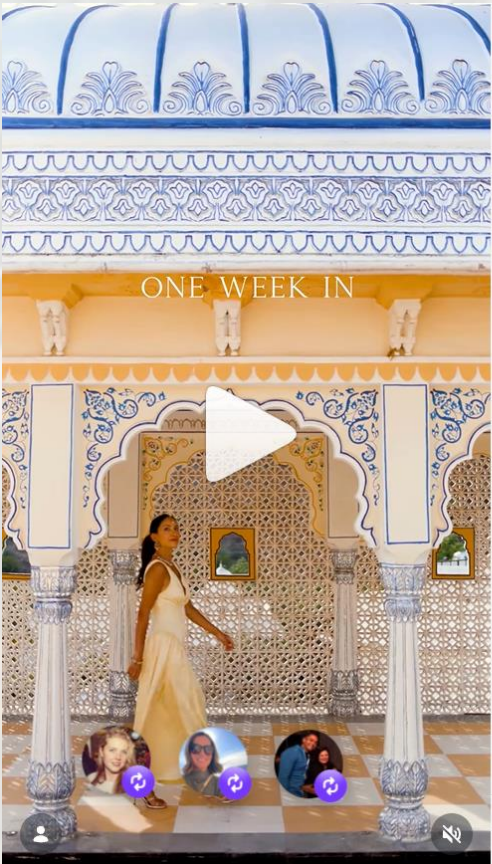


Liked by bonnierakhit and 761 others

June 26

Add a comment...

Post





preferredhotels

and 2 others

Original audio



preferredhotels

Every stay holds a story.

Some are written in the quiet rituals of a centuries-old spa, others in the hands of a chef who has spent a lifetime perfecting a single dish. Some begin at a bar, with a cocktail that tastes unmistakably of its place. This is the spirit behind Preferred Pineapple Week 2026 and our theme, Stays with Stories. This is a celebration of the independent hotels that don't just host their guests but become a part of their story.

To honor this spirit in the grandest way we know, we are delighted to offer you the chance to *win* a journey through one of the world's most storied destinations. Six nights across three of India's most breathtaking palace hotels: The Leela Palace New Delhi, The Leela Palace Jaipur, and The Leela Palace Udaipur, as Leela Palaces, Hotels and Resorts celebrates 40 magnificent years.

[View insights](#)









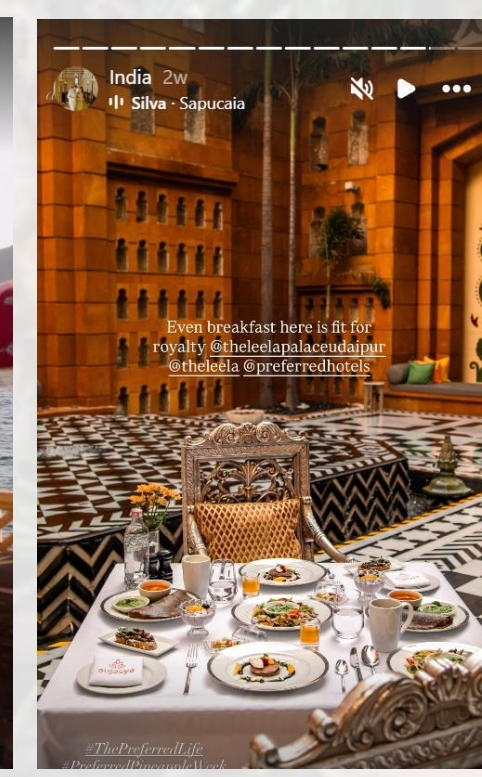
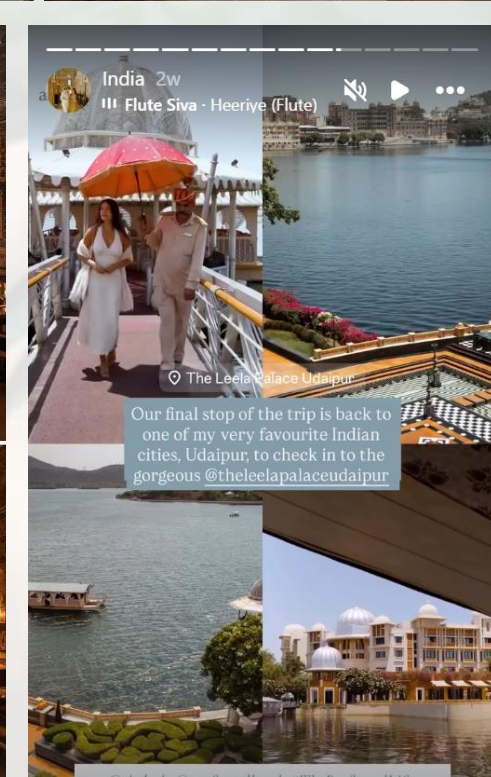
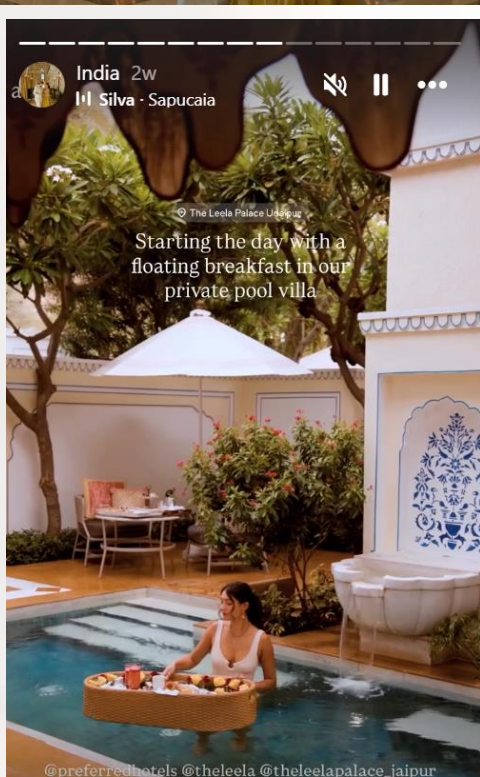
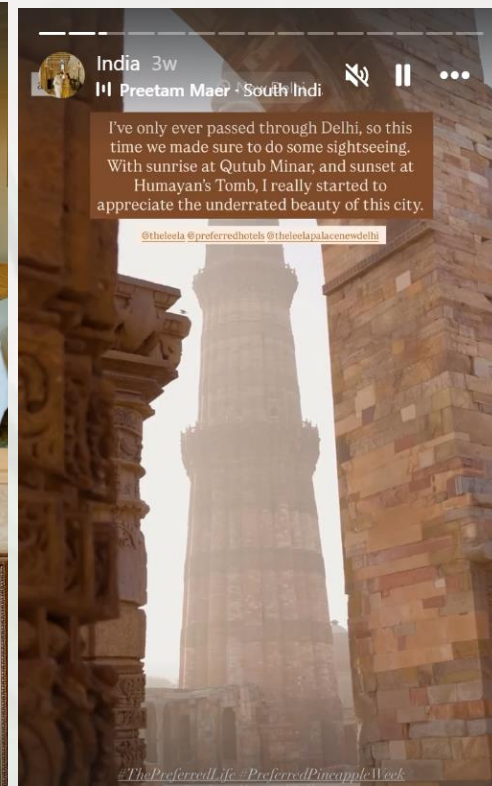
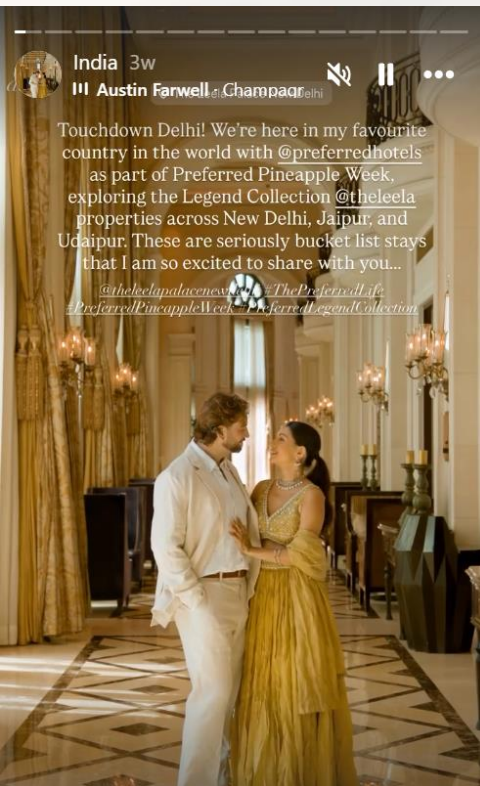
Liked by antoniarosetravels and 4,202 others

June 20

Add a comment...

Post

SWEEPSTAKES AND CONTENT CREATOR PARTNERSHIP (STORIES)



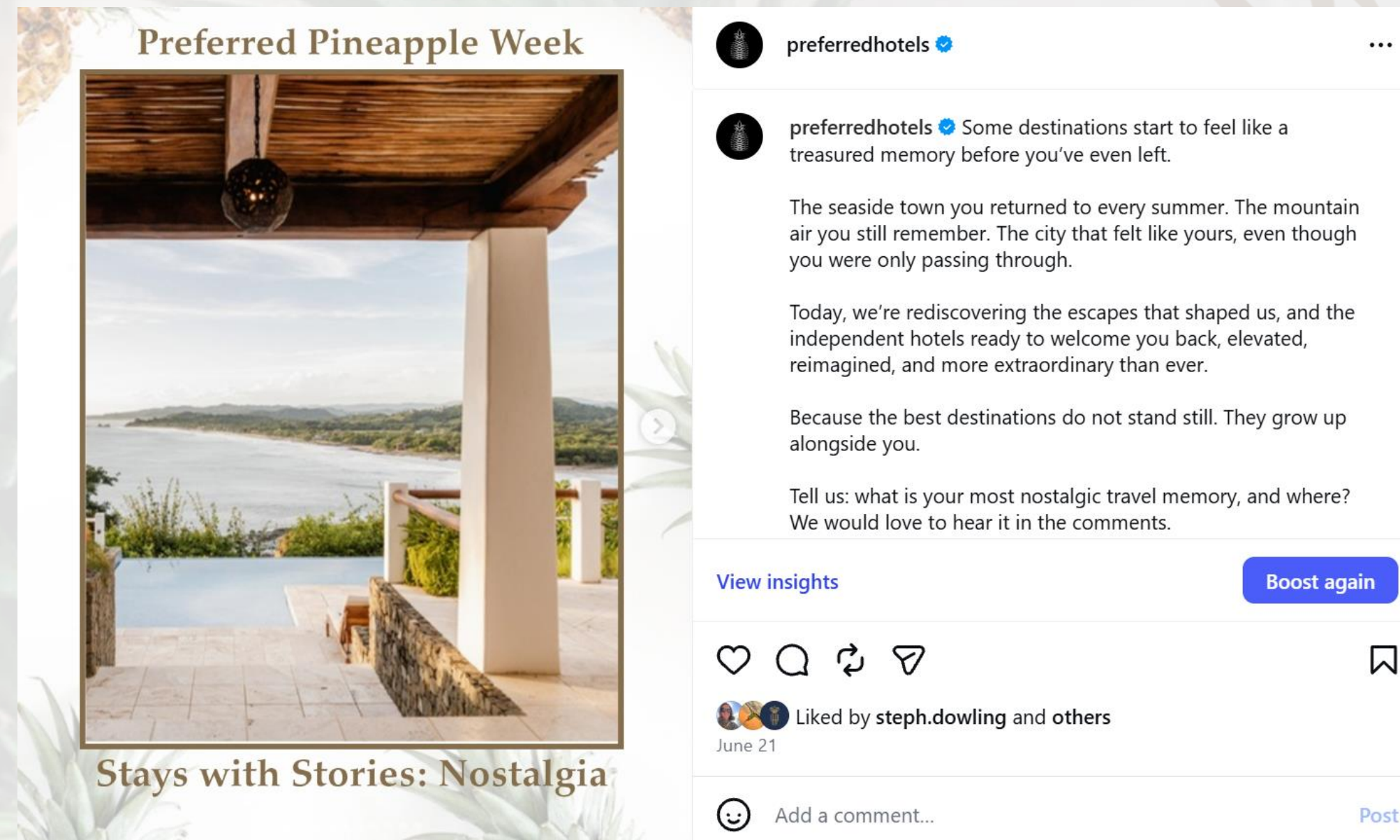
DAILY BRAND THEMED CONTENT OVERVIEW

Overview:

- **@PreferredHotels** went live daily across Instagram, Facebook, Threads, TikTok, and LinkedIn with **in-feed posts and Stories** content built around a different theme each day.
- Incorporated content from member properties for an authentic, on-the-ground perspective while amplifying member voices across the portfolio.
- The Preferred Travel Group LinkedIn channel further amplified the campaign to travel advisors and industry partners.

English-Speaking Channel Results *(Including in-feed and Stories)*:

- **249** content pieces *(including reposts from participating member properties)*
- **236,405** impressions
- **5,912** engagements
- **3,036** new community followers



DAILY BRAND CONTENT SNAPSHOT

June 20

Campaign and Sweepstakes Launch

Introduced the theme of Stays with Stories, and sweepstakes giveaway

June 21

Nostalgic Escapes

Celebrated the properties and moments that transport guests back in time, honoring traditions, heritage architecture, and the sentimental stories that make a stay feel like coming home.

June 22

Mixology “Sips with Stories”

Spotlighted the craft cocktails, signature drinks, and bartender storytelling that turn a simple sip into a memorable part of the guest experience.

June 23

I Prefer Hotel Rewards

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

June 24

Gastronomy

Showcased the culinary artistry, regional flavors, and chef-driven storytelling that turn each meal into a defining part of the guest journey.

June 25

Wellbeing

Highlighted the restorative experiences, from spa rituals to mindful moments, that help guests reconnect with themselves during their stay.

June 26

Adventure and Untold Experiences

Captured the thrilling excursions and off-the-beaten-path moments that reveal the unexpected side of a destination.

June 27

International Pineapple Day

Celebrated the pineapple as the enduring emblem of hospitality and welcome, tying the week’s stories together under a single symbol of generosity and connection.

DAILY THEMED IN-FEED POSTS

Preferred Pineapple Week



Stays with Stories:
International Pineapple Day



preferredhotels

Seven days. Hundreds of stories. One extraordinary week.

Today, on International Pineapple Day, Preferred Pineapple Week comes to a close with a celebration of everything that makes independent hotels the most compelling places in the world to stay. The bartenders, the chefs, the spa visionaries, and the concierge teams. The nostalgic coastlines and the untold adventures. The rewards, the rituals, and the moments that no one planned but everyone remembers.

The pineapple has always been a symbol of welcome. This week, it became something more: a reminder that every stay holds a story, and that the best ones are found at independent hotels.

Thank you for traveling with us, for sharing your stories, and for

View insights

Boost post

Liked by ditzjali and others
June 27

Add a comment...

Post

Preferred Pineapple Week



Stays with Stories:
Independent Hotel Rewards



preferredhotels and ipreferrewards

The best travel stories come with perks.

Today, #PreferredPineappleWeek turns the spotlight to @IPreferRewards, the loyalty program that transforms every independent stay into something that gives back.

Independent hotels have always known how to make guests feel seen and @IPreferRewards makes sure every visit is recognized, rewarded, and remembered.

@HotelChinzansoTokyo_Official, Gold and Titanium Members are welcomed with a small tansu-style box, a nod to classical Japanese designed, filled with an assortment of traditional snacks.

@The.First.Hotel.Group in Rome, the welcome comes in the

View insights

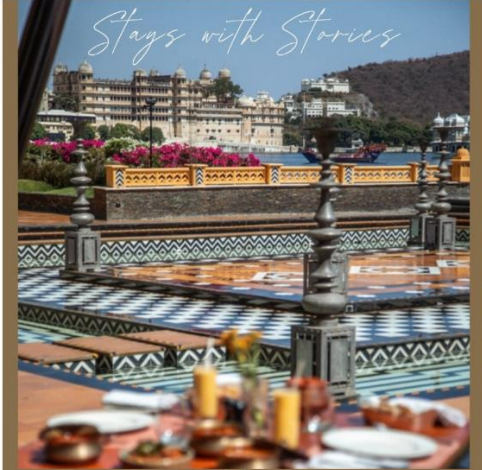
Boost post

Liked by ditzjali and others
June 23

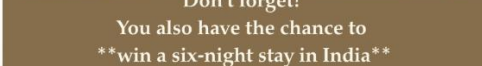
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Post

Preferred Pineapple Week



Stays with Stories:
Adventure & Untold Experiences



preferredhotels

Real wellbeing is not just about a single treatment. It is about a feeling that follows you home.

Coinciding with World Wellbeing Week, today, we're celebrating the hotels that have reimagined what it means to truly restore. From treatments rooted in ancient ritual and indigenous tradition to nature-led experiences that reconnect guests with something quieter in themselves, our portfolio is home to some of the world's most visionary approaches to wellbeing.

It is this incredible range of experiences that inspired us to develop our new Preferred Wellbeing program, bringing together hotels where restoration goes beyond the surface.

What does your ideal reset look like? Tell us in the comments.

View insights

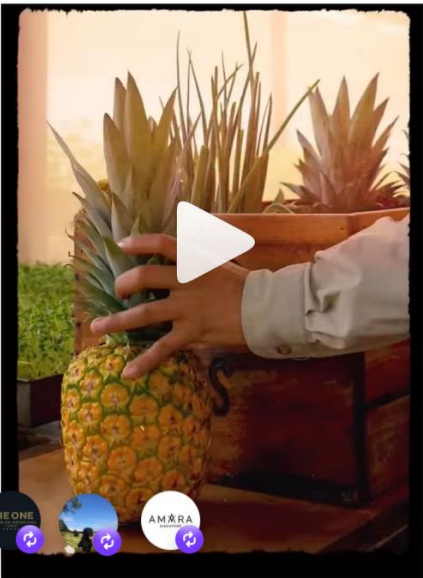
Boost post

Liked by ditzjali and others
June 25

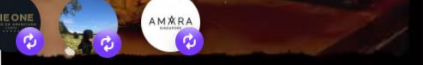
Add a comment...

Post

Stays with Stories



Stays with Stories:
Adventure & Untold Experiences



preferredhotels

Every great bar has a story behind it. Usually several.

The bartender who has been perfecting the same signature pour for two decades. The cocktail named for a guest who asked for something no one had ever tasted before. The local ingredient that found its way into a glass and never left.

Today, Preferred Pineapple Week raises a glass to the craft, the creativity, and the characters behind the bar at independent hotels around the world.

These are not just cocktails. They are stories, served chilled.

What is your go-to order when you arrive somewhere new?

View insights

Boost again

Liked by xvbeaconhotel and others
June 22

Add a comment...

Post

Gastronomy



Stays with Stories:
Adventure & Untold Experiences



preferredhotels

A truly memorable meal tells a story with every bite.

We're taking a moment to explore and celebrate the culinary narratives found across our portfolio. The Michelin-starred restaurants that began as a chef's quiet obsession. The dishes rooted so deeply in a destination that they could only have been born there. The tables where technique and tradition meet, and where a single taste becomes something you talk about for years.

Independent hotels have always understood that dining is never just about the food. It's the story behind – who was inspired to make it, where its ingredients came from, and what it means.

What is the most memorable meal you have had on your travels?

View insights

Boost post

Liked by ditzjali and others
June 24

Add a comment...

Post

Preferred Pineapple Week



Stays with Stories:
Adventure & Untold Experiences



preferredhotels

The best travel stories are the ones no one else has.

Today, Preferred Pineapple Week turns to celebrate the extraordinary capabilities of independent hotels. The concierge who made the impossible happen. The experience that existed nowhere else in the world. The small gesture that arrived exactly when it was needed most. For families marking milestones, couples seeking the unexpected, and solo travelers writing the most interesting chapters of all.

This is where independent hospitality shows its hand. And it is always a remarkable one.

We want to hear from you. Tell us the most extraordinary thing an independent hotel has ever done for you.

View insights

Boost post

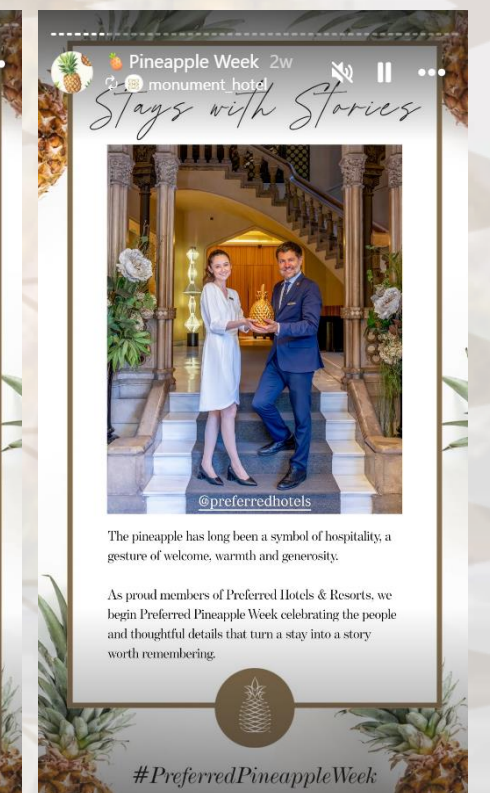
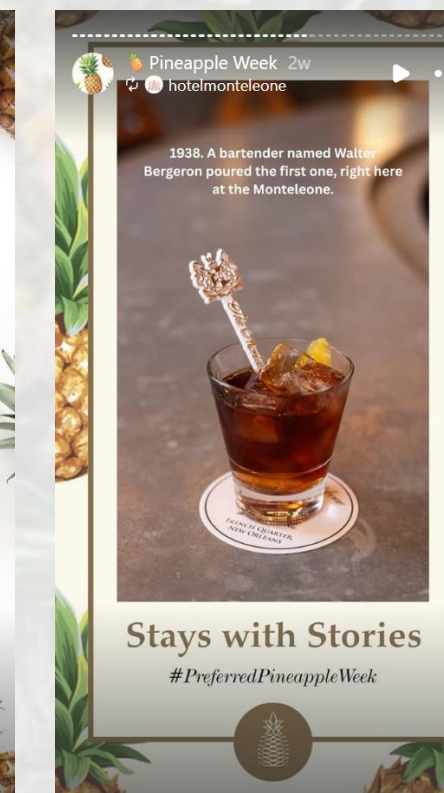
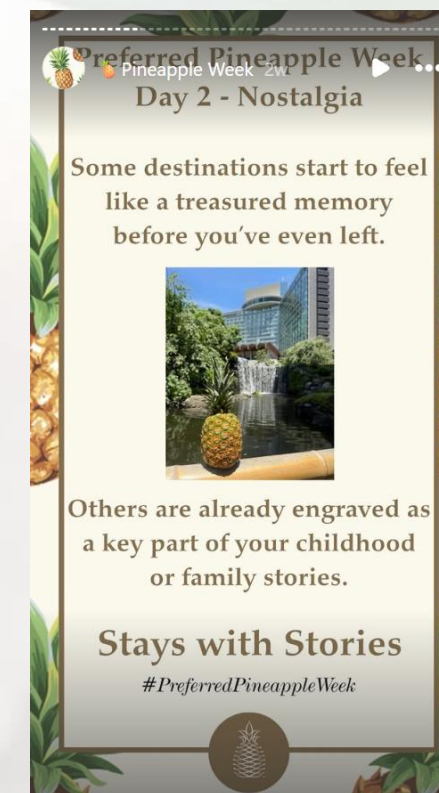
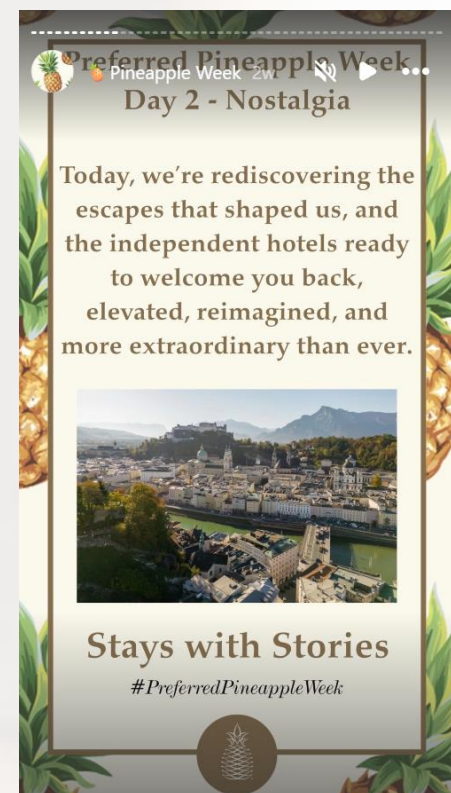
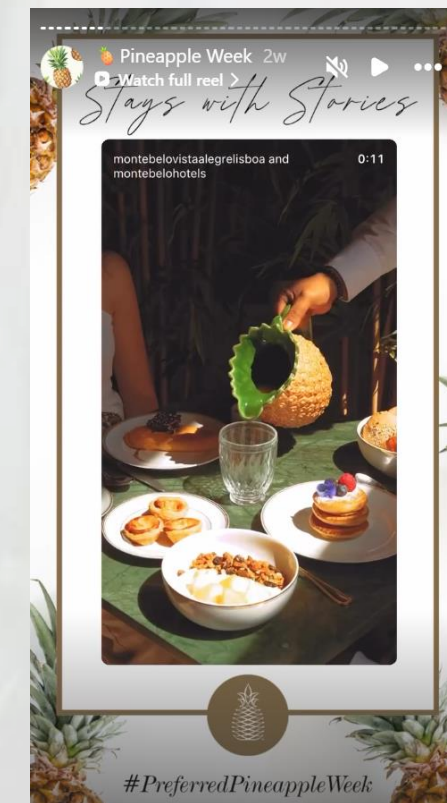
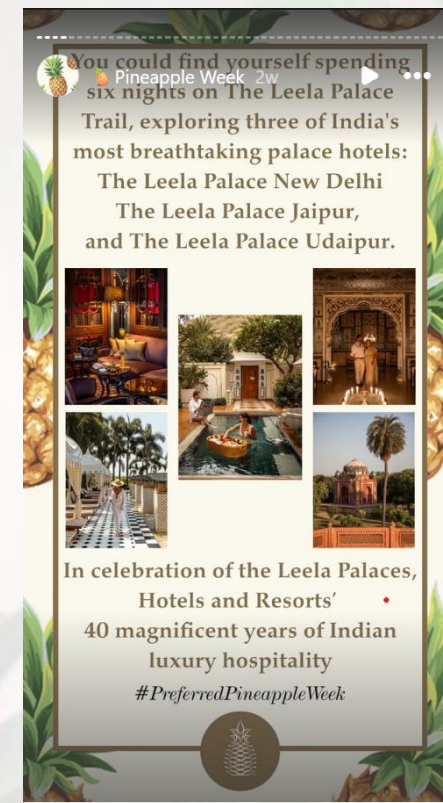
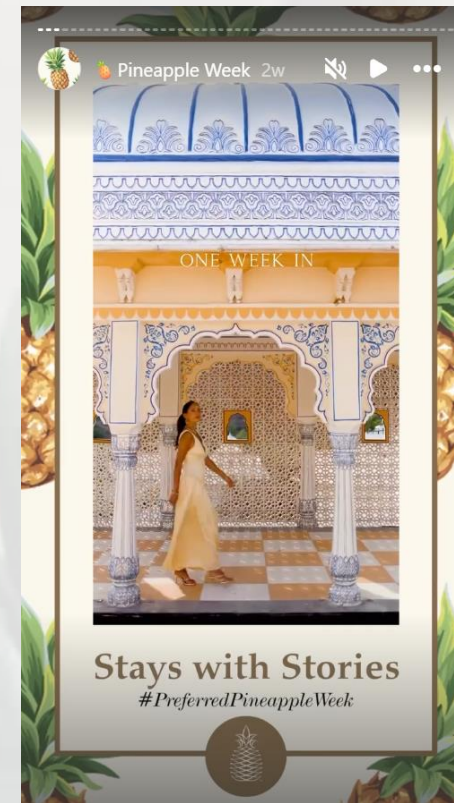
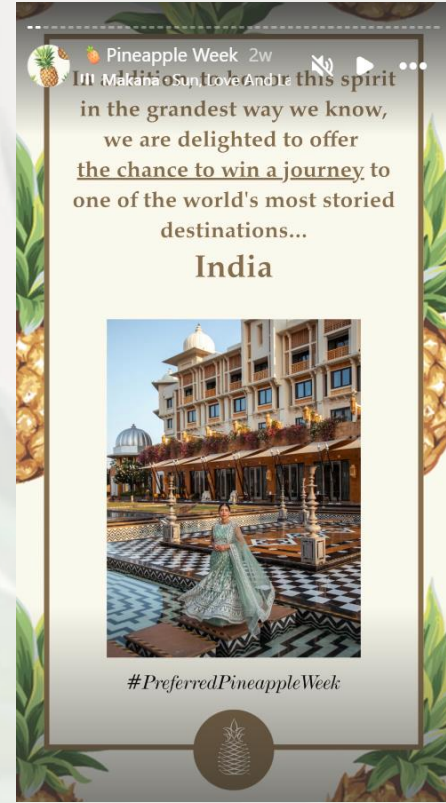
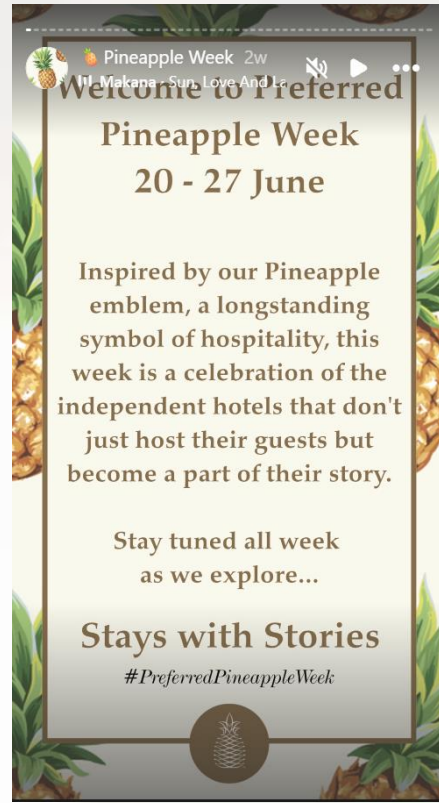
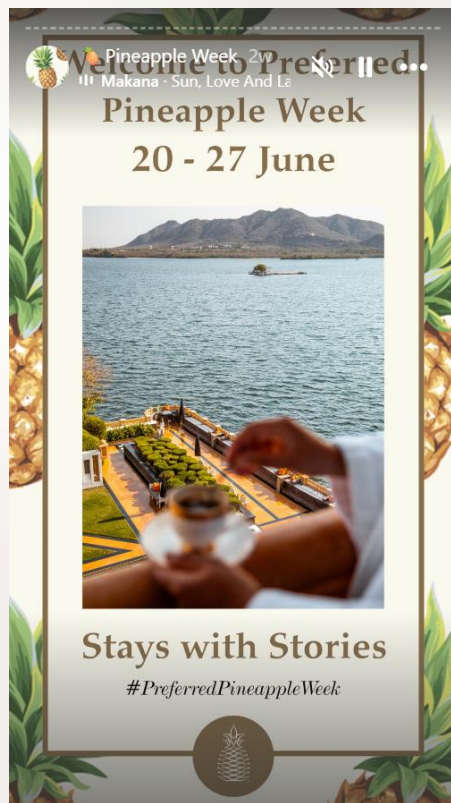
Liked by ditzjali and others
June 26

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Post

Preferred
HOTELS & RESORTS

DAILY THEMED INSTAGRAM AND FACEBOOK STORIES



DAILY THEMED LINKEDIN POSTS (B2B)

Preferred Hotels & Resorts

73,290 followers

2w • 5

Every independent hotel has its own story to tell.

This week, we're seeing those stories come to life across our global portfolio as member hotels and resorts celebrate Preferred Pineapple Week in uniquely local and creative ways.

From pineapple-inspired culinary creations and signature cocktails to immersive guest experiences and unexpected touches throughout the property, our members are embracing the spirit of hospitality while showcasing the individuality that makes independent hotels so memorable.

[#PreferredPineappleWeek](#) [#ProudlyPreferred](#) [#ThePreferredLife](#) [#IndependentHospitality](#)



Monument Hotel
Barcelona, Spain

Preferred Hotels & Resorts

73,290 followers

2w • Edited • 6

A great stay has the potential to become a lasting relationship.

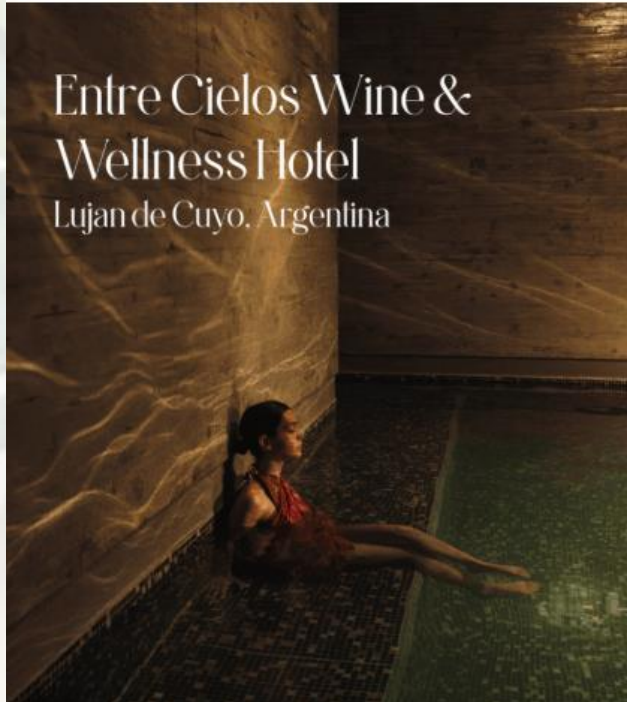
Today we shine a light on I Prefer Hotel Rewards and the role loyalty plays in creating more meaningful travel experiences.

For independent hotels, hospitality has always been personal. It's about recognizing returning guests, anticipating preferences, and creating moments that make travelers feel valued. I Prefer Hotel Rewards extends that experience beyond a single stay, connecting guests to exclusive benefits, unique rewards, and a global collection of distinctive hotels around the world.

Whether it's a thoughtful welcome amenity, a memorable local experience, or the recognition that comes with being a loyal guest, these moments help transform one visit into many and one stay into a story worth sharing.

To see how loyalty comes to life through memorable stays, meaningful recognition, and exclusive member experiences, follow I Prefer Hotel Rewards now on social media at @ipreferrewards.

[#IPreferHotelRewards](#) [#ProudlyPreferred](#) [#ThePreferredLife](#)



Entre Cielos Wine & Wellness Hotel
Lujan de Cuyo, Argentina

Preferred Hotels & Resorts

73,290 followers

1w • 5

With that, Preferred Pineapple Week comes to a close, and we're reflecting on the stories, celebrations, and moments that brought our global community together this week.

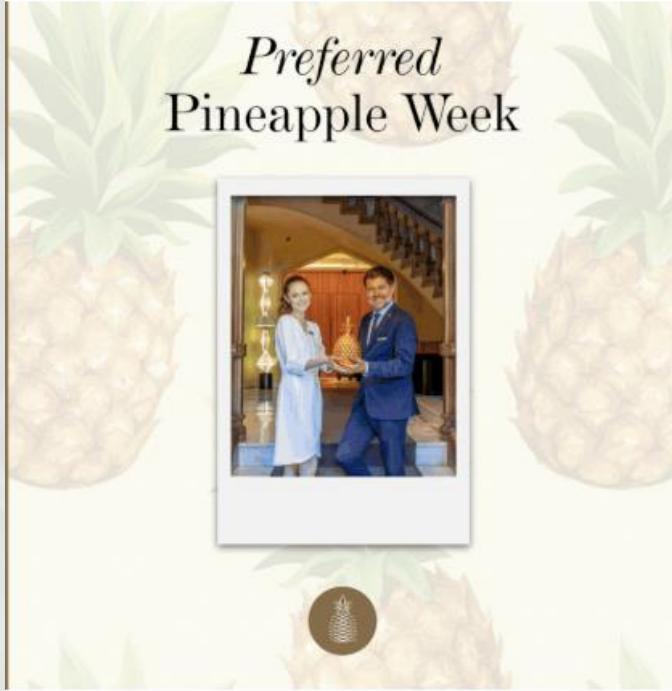
From creative hotel activations and memorable guest experiences to team celebrations across our offices worldwide, we've been reminded that hospitality is ultimately about people. The people who welcome guests, create meaningful connections, and bring the spirit of independent hospitality to life every day.

Thank you to our member hotels, associates, and community around the world for embracing Stays with Stories and sharing what makes our global portfolio so special.

While this chapter of the story may be coming to an end, the story itself continues. Every arrival, every welcome, every memorable stay becomes part of the next chapter being written across our global portfolio.

Thank you for celebrating with us. We can't wait to see where the story goes next.

[#ProudlyPreferred](#) [#ThePreferredLife](#) [#IndependentHospitality](#)



Preferred Pineapple Week

Preferred Travel Group

6,639 followers

2w • 5

Hospitality is built on stories.

The stories of the hoteliers who bring a vision to life. The stories of associates who create memorable moments. The stories of travelers who discover new places, cultures, and connections along the way.

As [Preferred Hotels & Resorts](#) kicks off Preferred Pineapple Week, we are celebrating the stories that make our global community so extraordinary.

The pineapple has long been a symbol of welcome and hospitality. For [Preferred Travel Group](#), it also represents the people, partnerships, and shared passion that unite our family of brands, programs, and our global network.

This year's theme, Stays with Stories, shines a light on the experiences, traditions, and individuals that transform a stay into something meaningful and lasting.

Throughout the week, we invite our members, partners, travel advisors, and colleagues around the world to join us in celebrating the stories behind hospitality and the people who bring them to life every day.

[#PreferredPineappleWeek](#) [#IndependentHospitality](#) [#BelieveInTravel](#)



Preferred Pineapple Week
Stays With Stories

Preferred Travel Group

6,639 followers

1w • 5

Celebrating Stays with Stories this week was a reminder of what makes hospitality so powerful: the people behind it.

Throughout the week, we celebrated the stories that shape travel experiences and the individuals who bring them to life every day. Stories of welcome. Stories of discovery. Stories of connection. Stories that continue long after a journey ends.

Thank you to our global community for embracing the spirit of Preferred Pineapple Week and for sharing the passion, creativity, and hospitality that unites us all.

While this chapter may be coming to a close, the story is far from over. Every new partnership, every traveler welcomed, and every meaningful experience created becomes part of the next chapter in our shared story.

Thank you for celebrating with us. We look forward to writing the next chapter together.

[#PreferredPineappleWeek](#) [#BelieveInTravel](#) [#ProudlyPreferred](#) [#HospitalityIndustry](#)



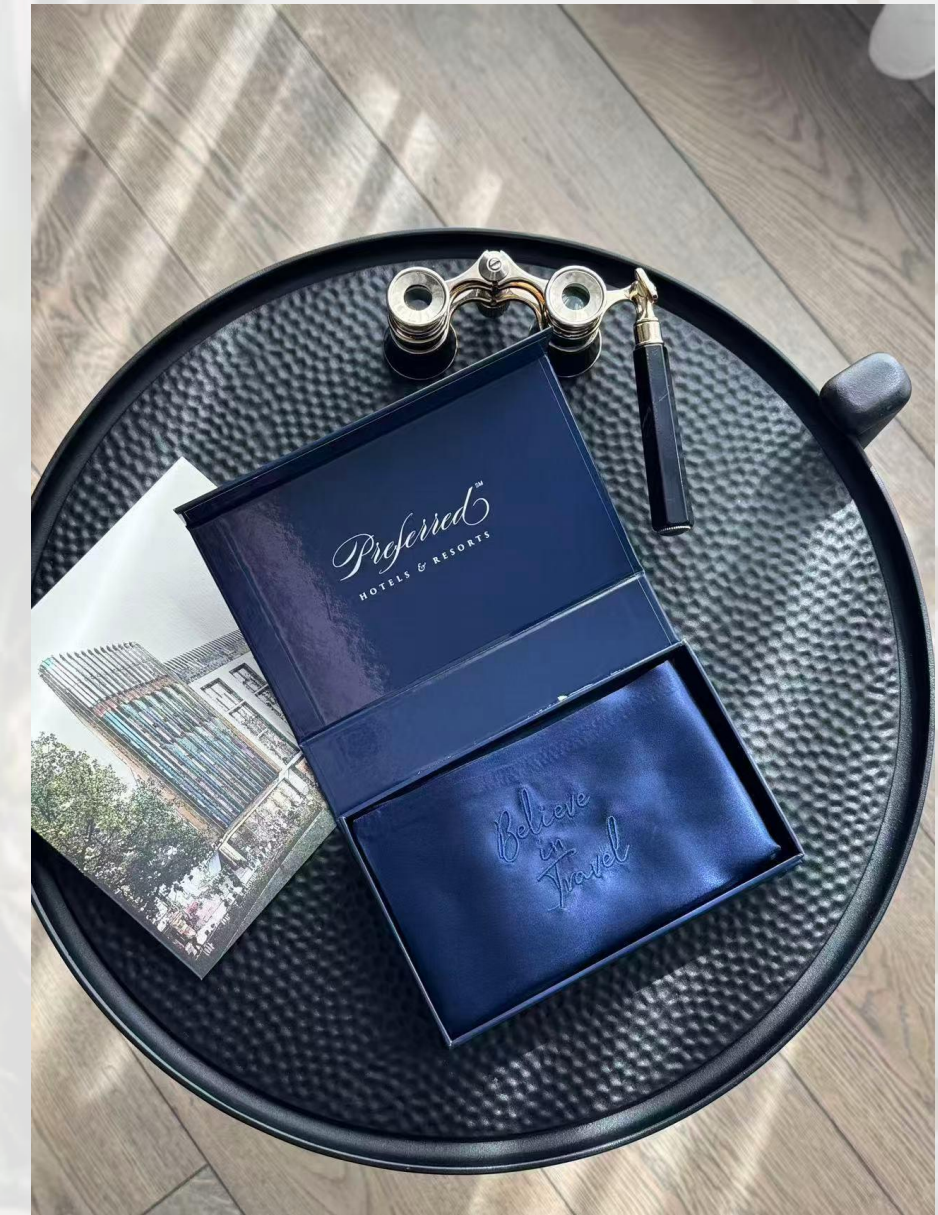
SOCIAL MEDIA CAMPAIGN AND CONTENT CREATOR PARTNERSHIP OVERVIEW (CHINA)

Overview:

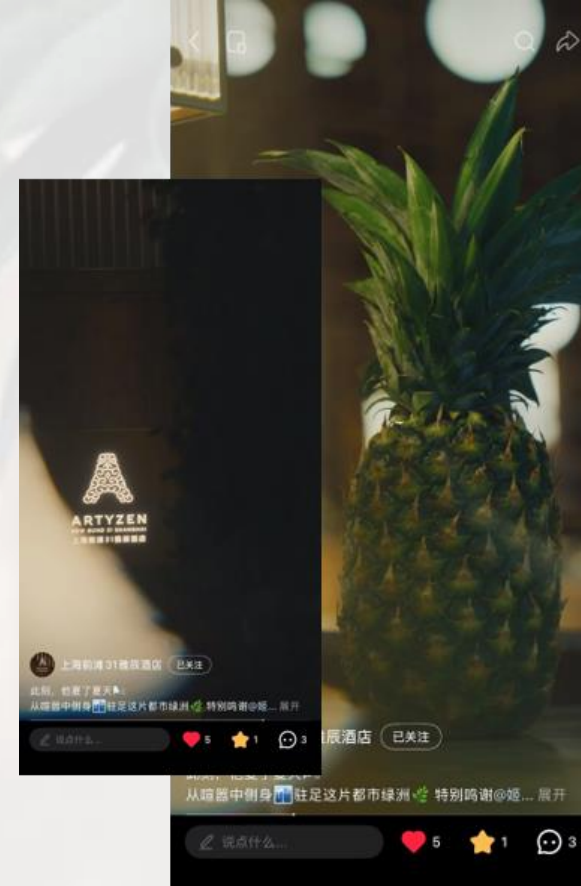
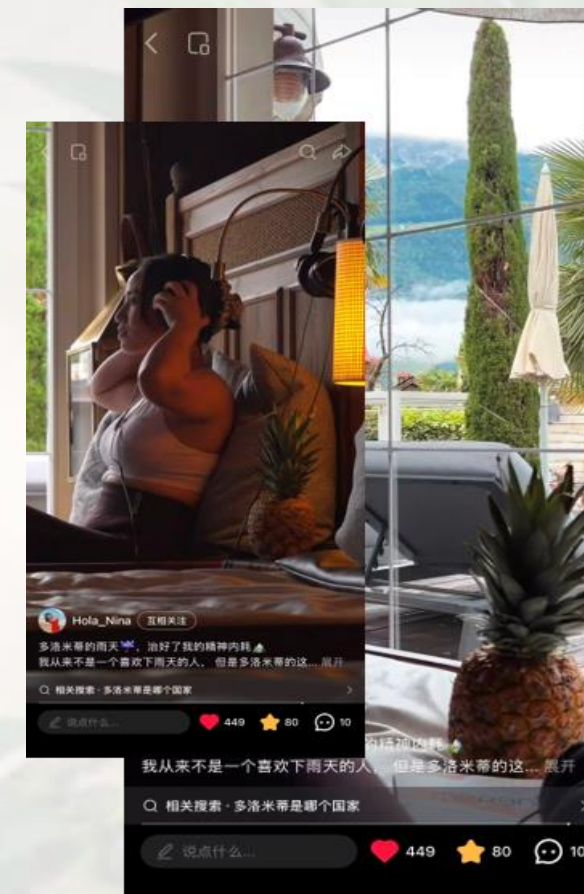
- **Preferred Pineapple Week ran on the same dates in China, with content produced across three social media platforms** – Little Red Note (Xiaohongshu), WeChat, and Sina Weibo – with the primary focus on Little Red Note.
- Eight (8) member hotels posted pineapple-themed content on their Little Red Note accounts and engaged with the brand account.
- The campaign invited Chinese travelers to share their own stay stories directly, with three (3) branded “Believe in Travel” pillowcases offered as gifts for the best submissions.
- Eight (8) Chinese influencers who had previously stayed at member hotels supported the campaign, highlighting their experiences, announcing Preferred Pineapple Week, and directing followers to the brand’s Little Red Note account to participate.

Influencer Results:

- **8** content pieces
- **173,162** impressions
- **19,186** engagements



CONTENT CREATOR POSTS ON LITTLE RED NOTE



DAILY BRAND CONTENT OVERVIEW (CHINA)

China Channel Results:

- 16 content pieces
- 372,947 impressions
- 22,952 engagements
- 1,175 new community followers

菠萝一夏, Stays with Stories

璞富腾酒店及度假村 2026年6月22日 10:49

山东 标题已修改 听全文 星标

PreferredPineappleWeek

璞富腾菠萝周 (6.22-6.28)

>> 菠萝一夏



一年一度的「菠萝一夏」璞富腾菠萝周 Preferred Pineapple Week 来啦



今年主题 Stays with Stories

不再只是打卡夏日风光, 我们想邀你走进独立酒店, 发掘藏在美食、调酒、怀旧时光、康养秘境、在地冒险与幕后细节里, 独一无二的旅居故事。

联手全球“菠萝”成员酒店 六大主题分享



= Day1 = 在地美食

菠萝一夏, 精彩回顾

璞富腾酒店及度假村 2026年6月28日 18:30

山东 听全文 星标

Preferred HOTELS & RESORTS

-It is a big world, What Do You Prefer?-

菠萝一夏 Stays with Stories



精彩回顾 #PreferredPineappleWeek

Every stay holds a story. 每一次下榻 都藏着一段独属于你的故事 有些故事 藏在百年水疗静谧舒缓的仪式里 有些故事 沉淀在厨师用心打磨料理的匠心之中 还有些故事, 始于吧台一杯鸡尾酒 一口尝尽目的地独有的风土气息

一场味蕾的盛宴

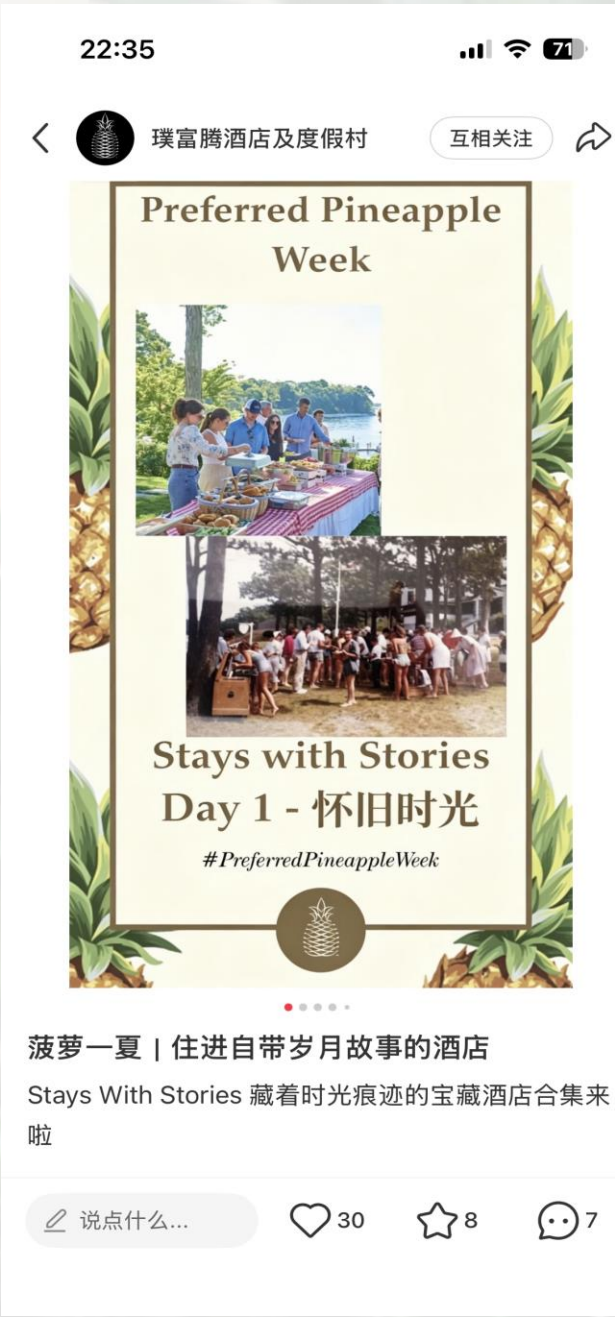
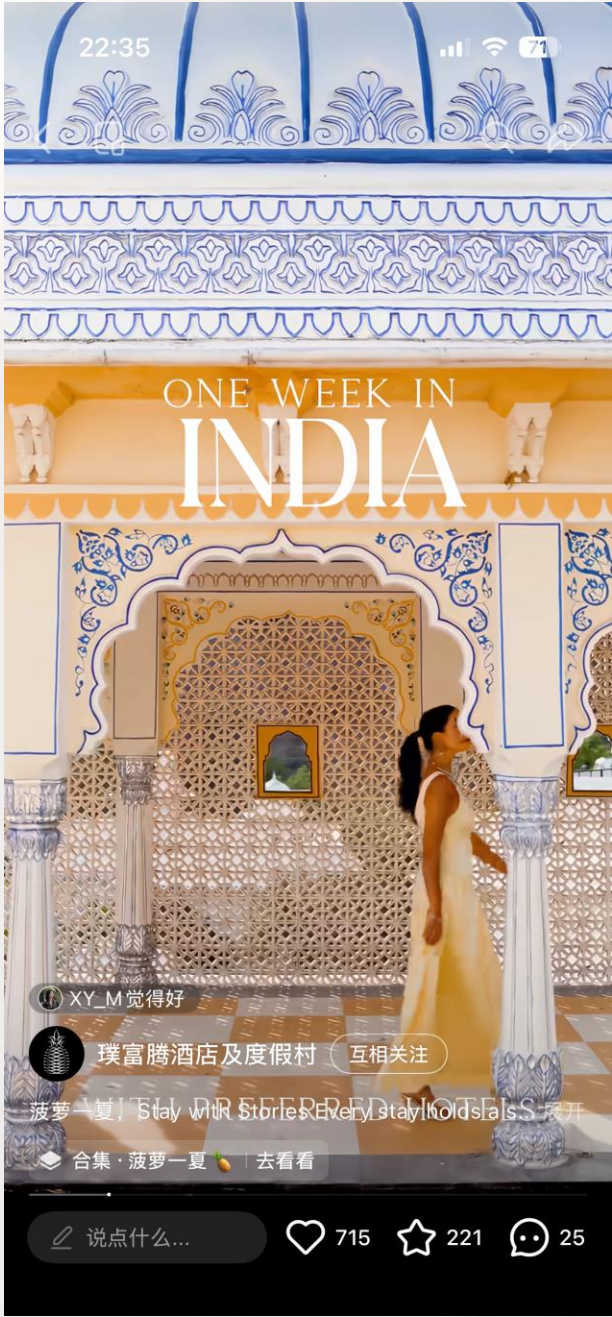




一场菠萝的味蕾盛宴 从诱人的新香气, 到令人怀念的经典 遍布世界的成员酒店的餐厅和酒吧 在璞富腾菠萝周 为你呈现一场菠萝非凡美食之旅

DAILY THEMED IN-FEED POSTS (CHINA)

LITTLE RED NOTE POSTS



DAILY THEMED IN-FEED POSTS (CHINA)

SINA WEIBO POSTS



璞富腾酒店及度假村
来自 iPhone 客户端

#菠萝一夏#，Stays With Stories 🍍
藏着时光痕迹的宝藏酒店合集来啦

■ 布拉格 The Emblem Prague
露台眺望红顶老城与古堡，慢躺放空，在复古城市风景里回味旧时光

■ 意大利 Boutique Hotel Stresa... 全文

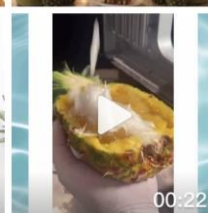
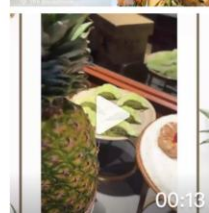




璞富腾酒店及度假村
thepreferredlife 超话
6-25 来自 iPhone 客户端

菠萝一夏，Stays with Stories 🍍

一口佳肴，便是一段回味无穷的旅途故事 🍍
值此菠萝一夏，我们一同探寻旗下酒店藏在餐盘里的美食叙事：
源于主厨满腔热忱打造的米其林星级餐厅；
深深扎根在地风土、唯有当地才能复刻的特... 全文





璞富腾酒店及度假村
来自 iPhone 客户端

最好的旅行故事，从来都搭配独一份的专属福利～

#菠萝一夏#，聚焦 IPrefer 忠诚度计划 🍍
让每一次入住璞富腾酒店及度假村旗下酒店，都能收获回馈与惊喜。
小众独立酒店最擅长读懂旅客心意 ❤️
而 IPrefer，会记录你的每一次出行、送上对... 全文



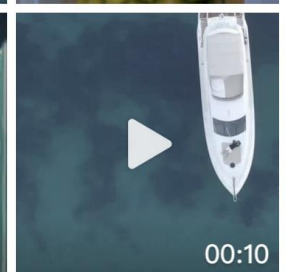
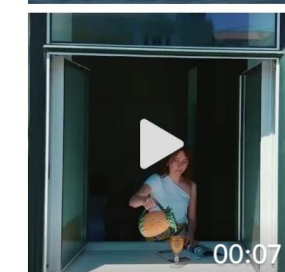
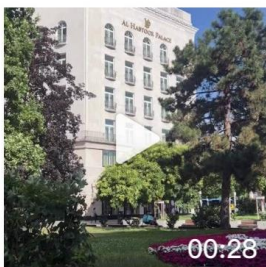
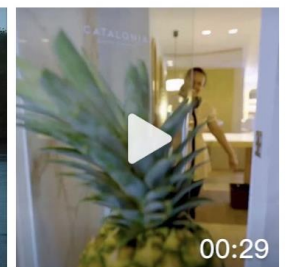


璞富腾酒店及度假村
来自 iPhone 客户端

菠萝一夏，Stays with Stories 🍍

世间动人的旅行篇章，永远只属于独一无二的专属经历。

恰逢璞富腾#菠萝一夏#，今日我们一同致敬全球独立酒店的专属魅力： ... 全文





璞富腾酒店及度假村
thepreferredlife 超话
6-26 来自 iPhone 客户端

#菠萝一夏# | 赴一场治愈身心的康养度假

夏日出逃，换种节奏好好宠爱自己 🍍
旅行从不止打卡风景，更是一场专属身心的松弛疗愈

今年璞富腾以「璞富腾康养」为核心，打造全... 全文



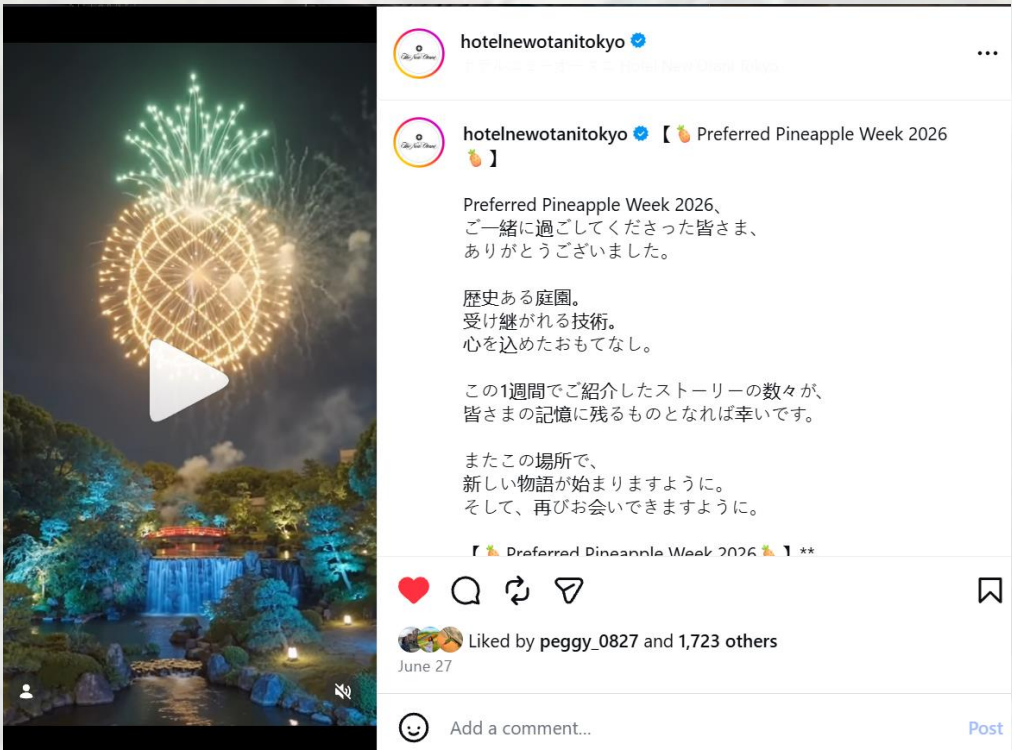
MEMBER PROPERTY ENGAGEMENT

Overview:

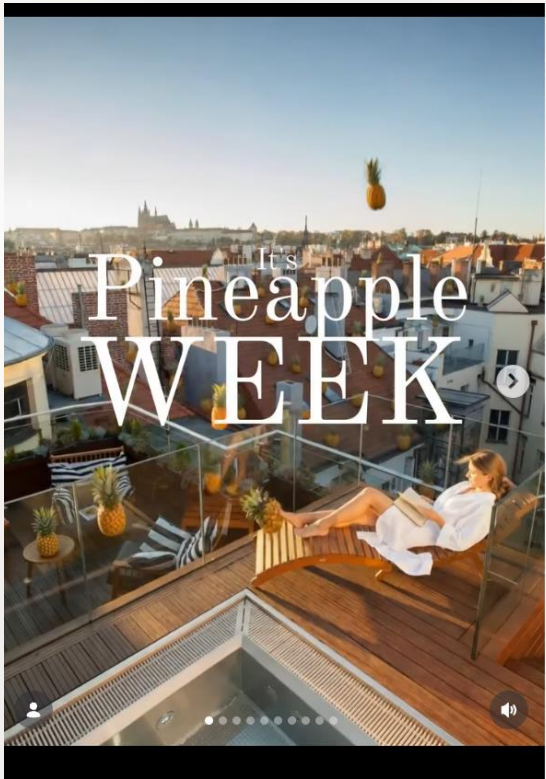
- A comprehensive **hotelier social media toolkit** was developed to support member engagement and make it easy for hotels to participate across their owned social channels.
- By providing ready-to-use content, the toolkit helped extend the campaign's reach, increase brand awareness, provide social storytelling inspiration, and unite our global community under the shared symbol of the pineapple.

Results:

- Over **100 member properties** engaged in the campaign with **204 in-feed content pieces**
- **2,500,000+ potential impressions** based on member properties follower count



MEMBER PROPERTY ENGAGEMENT



theemblempraguehotel

theemblempraguehotel Did you know the 🍍 pineapple has been the universal symbol of hospitality for over 500 years? Sailors would hang one at their door to signal, 'You are welcome here.'

As a proud member of @PreferredHotels, we've spent this week celebrating exactly that. The warmth, the craft, and the stories that make a stay at The Emblem Prague something guests carry home long after they've left.

From the rooftop Jacuzzi above Old Town to a 30-day aged cut at George to the quiet rituals at The M Spa, every detail here is designed to make you feel genuinely welcome.

Happy International Pineapple Day. Here's to the stories that stay with you.

#StaysWithStories #PreferredPineappleWeek #InternationalPineappleDay #ThePreferredLife #ProudlyPreferred

21 likes
June 27



Add a comment...

Post



grandvelascabos

grandvelascabos Every great celebration begins with an exceptional cocktail. This Pineapple Day, discover a handcrafted creation inspired by the fruit that symbolizes warmth, hospitality, and unforgettable experiences.

#PineappleDay #PreferredHotels #PreferredPineappleWeek #GrandVelasLosCabos @preferredhotels @velasresorts

1 like
2w



Add a comment...

Post



wequassett

wequassett Happy International Pineapple Day to our favorite guest. 🍍

From poolside afternoons and sweet treats to unforgettable experiences, here's a look back at our pineapple's stay at Wequassett.

#InternationalPineappleDay #PreferredPineappleWeek #ProudlyPreferred #PreferredHotels #Wequassett

1 like
2w



Add a comment...

Post



thepresidentct

thepresidentct As Pineapple Week comes to a close, we celebrate the moments that define a stay at The President Hotel. From slow mornings and seaside discoveries to afternoons in the spa and time spent together, these are the experiences that make our hotel feel like home.

Thank you for making the week so memorable.

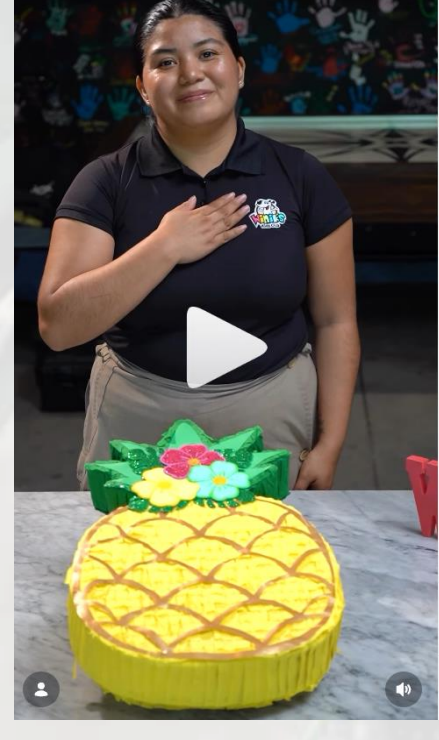
#PreferredPineappleWeek #ThePreferredLife #AtThePresident #CapeTownsMostLovedHotel

2 likes
2w



Add a comment...

Post



nizucresort

nizucresort Family moments are made even more special with experiences designed for every age. 🍍 During #PreferredPineappleWeek, our creative Winik's Kids Club team brought the celebration to life with a handcrafted pineapple piñata, adding a touch of tropical fun and unforgettable memories for our youngest guests.

#nizucresort #stayswithstories @preferredhotels

1 like
2w



Add a comment...

Post



kinwani_house

kinwani_house Some stories need a little adrenaline. For Preferred Pineapple Week, we're sharing one of our favourite ways to experience Rishikesh, rafting through the exhilarating rapids of the Ganga, thoughtfully planned by our team.

@preferredhotels @kinwani_house #ProudlyPreferred #PreferredHotels #PreferredPineappleWeek #StaysWithStories

13 likes
June 26



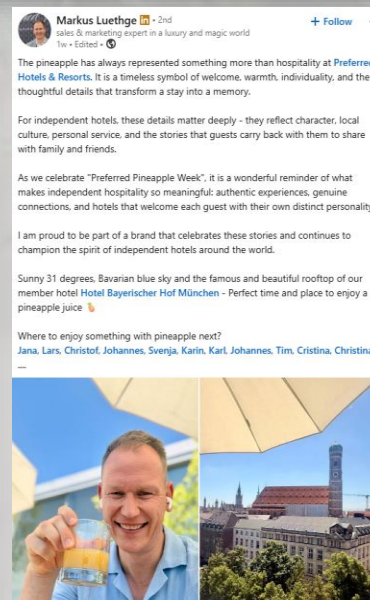
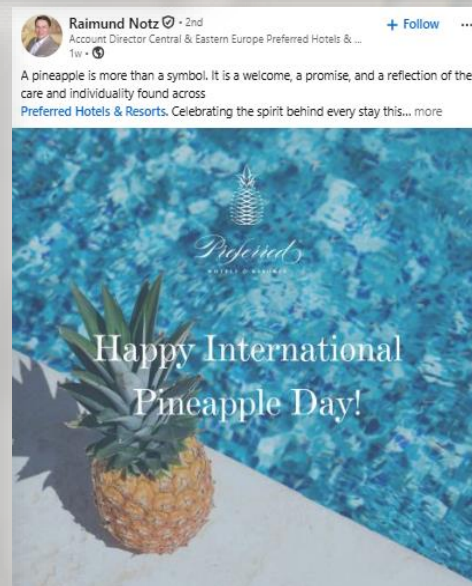
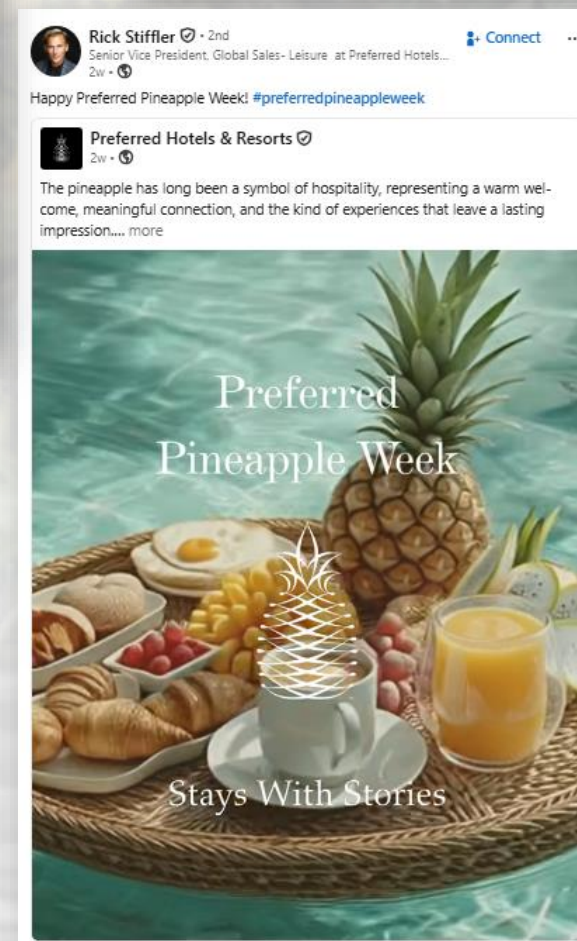
Add a comment...

Post

ASSOCIATE ENGAGEMENT

Overview:

- An associate social media toolkit was developed to inspire team members to share brand messaging across their personal social channels.
- Centered around the pineapple and what it represents for independent hospitality, the toolkit encouraged associates to celebrate the campaign through themed content while sharing their own stories and perspectives, helping amplify brand awareness and strengthen our global community.





Thank you to everyone who participated in this campaign. The continued success of Preferred Pineapple Week year after year is a direct result of hotelier, associate, and industry partner engagement, and valuable contributions.

Stay tuned for details on next year's campaign and ways to get involved...

Questions? Feedback?

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