



PREFERRED
— WELLBEINGSM —



Hotelier Toolkit



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Executive Summary

In May 2026, aligned with the Global Conference, Preferred Hotels & Resorts launched *Preferred Wellbeing*, a new global wellness designation recognizing more than 50 hotels and resorts delivering exceptional, holistic wellbeing experiences.

As travelers increasingly seek renewal, purpose, and balance, the program **showcases properties that move beyond traditional spa offerings**, embracing nature immersion, fitness, nutrition, and sustainable design to create rejuvenating journeys.



Backed by insights from the **Luxury Travel Report**, which identifies wellness as a defining driver of luxury travel decisions, Preferred Wellbeing meets rising demand for restorative, longevity-focused stays and meaningful disconnection. The designation positions the brand at the forefront of a new era of wellness travel shaped by tranquility, tradition, and personalization.

A **fully integrated global marketing, PR, and sales strategy** will elevate awareness, drive qualified demand, and convert interest into bookings. Through coordinated paid, owned, and earned channels, the campaign will engage media, travel advisors, loyalty members, and discerning travelers, establishing Preferred Wellbeing as the trusted authority in luxury wellness travel and reinforcing the brand's commitment to holistic wellbeing worldwide.

Brand Positioning Overview

Positioning Framework	Definition and Strategic Purpose
Purpose	<ul style="list-style-type: none">To recognize and promote member hotels that exemplify holistic wellbeing, properties where travel restores balance, inspires renewal, and connects guests to themselves, others, their overall health, and their natural surroundings.
Core Idea	<ul style="list-style-type: none">A global recognition program within Preferred Hotels & ResortsA curated signal to travelers and partners seeking wellness-forward experiencesA storytelling platform that amplifies our belief that travel can be restorative and purposeful
What It Is Not	<ul style="list-style-type: none">Not a new brand, sub-brand, or collectionNot a certification program (though it reflects defined criteria)Not a temporary campaign; rather, an enduring recognition platform
Target Audiences	<ul style="list-style-type: none">Consumers seeking meaningful, rejuvenating travelTravel advisors and media covering wellness, lifestyle, and sustainabilityLoyalty members (<i>I Prefer</i>) interested in restorative staysOwners and hoteliers positioning their property in the wellness space
Key Messages	<ul style="list-style-type: none">Travel as renewal, where wellbeing and luxury convergePreferred Wellbeing hotels are independently owned yet united by shared commitment to holistic careWellbeing integral to sustainability, caring for people and planet

Why Now?

- **Luxury wellbeing travel** is increasingly polarized and often lacks clear direction
- Travelers are choosing between:
 - Clinical, transformation -focused retreats
 - Traditional luxury hotels where wellness remains an amenity
- A **meaningful gap exists between** these two approaches:
 - Independent luxury hotels offering **meaningful, experience-led wellbeing**
 - A lack of clear curation, positioning, and global visibility
- **Preferred Wellbeing** was created to **define and lead this space**, offering experiences that are:
 - Rooted in an authentic sense of place
 - More approachable and flexible than clinical retreats
 - More intentional than traditional wellness-as-amenity offerings





Core Pillars & Definition of Wellbeing

All Preferred Wellbeing hotels align with three foundational pillars:

- Experience-led, not medical-led
- Thoughtfully connected to nature, culture, and design
- Carefully vetted and intentionally curated

These principles guide how hotels are selected, evaluated, and represented across the Preferred Wellbeing platform.

Core Belief

Wellbeing is about physical and emotional restoration - guests leave feeling calmer, more present, and more balanced than when they arrived.

This restoration is encouraged through:

- Wellbeing integrated beyond the spa
- Meaningful connection to place and culture
- Sustainable, everyday wellbeing practices
- Authentic, non-clinical experiences shaped by people, spaces, and service

Pillars of Wellbeing

Preferred Wellbeing is anchored in five cornerstones of wellbeing. These pillars describe outcomes and experiences rather than facilities or feature lists.



Restore

Deep rest and nervous system ease



Vitality

Movement, nourishment, and everyday wellbeing



Connect

Meaningful connection to people and place



Longevity

Support for long-term well-being and personal growth goals



Respect

Integrity, care, and stewardship

Qualification Standards

The 12 Wellbeing Criteria

Preferred Wellbeing hotels must meet **a minimum of 10 out of 12 criteria**, ensuring depth, flexibility, and credibility across diverse hotel typologies.

- Environmental & Sustainable Practices
- Purpose-Built Wellbeing Spaces
- Nourishing Culinary Philosophy
- Nature Immersion & Outdoor Renewal
- Welcoming & Adaptive Guest Experience
- Mental Presence & Inner Practices
- Local Connection & Cultural Exchange
- Personalized Wellbeing Journeys
- Learning, Discovery & Self-Development
- Human-Centered Hospitality
- Advanced Wellness Technologies
- Ethical Operations & People-First Culture



Toolkit Overview

Hotelier Toolkit Overview

Congratulations on being selected as one of the founding properties in the Preferred Wellbeing program. Your hotel will play an important role in bringing this initiative to life, supported by a suite of resources designed to help you share the news with guests, local media, and online audiences.

To ensure a seamless rollout, a customizable toolkit has been created with ready-to-use materials that can be adapted to reflect your hotel's unique voice and brand identity, while maintaining alignment with the global Preferred Wellbeing campaign.

The toolkit includes:

- Press release templates
- Social media captions and graphics
- Marketing templates and creative assets

These materials are intended to help you communicate your participation in the program consistently, amplify your inclusion across owned channels, and inspire localized marketing activations that resonate with your audience.

We encourage you to tailor the assets to best fit your brand, while preserving the integrity and positioning of the Preferred Wellbeing program.





Public Relations Toolkit

Press Release Template

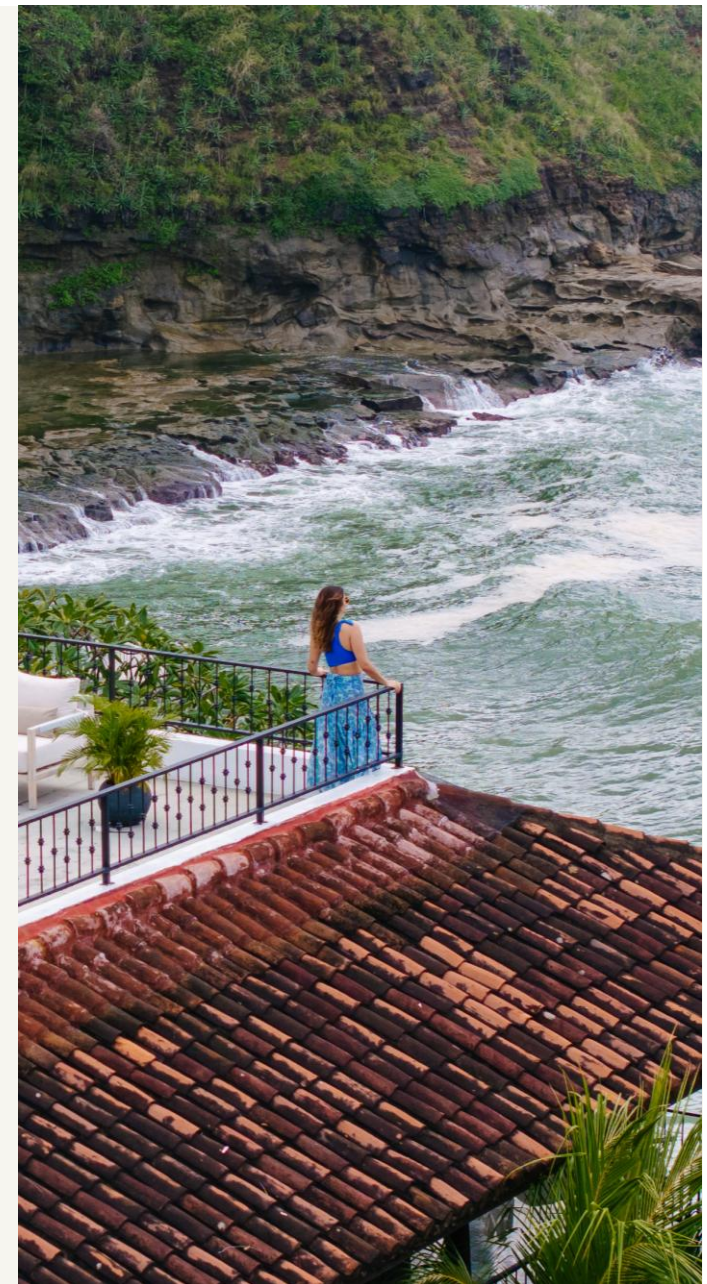
A customizable press release template highlighting your hotel's participation in Preferred Wellbeing

Suitable for distribution to local, regional, or niche luxury travel media contacts

Includes key details of the program, a quote from Lindsey Ueberroth, and space for your own leadership commentary

The official brand press release that was distributed to media globally in May, can also be found on the press center for reference [HERE](#).

[Template Download Here](#)





Marketing Toolkit

Marketing Assets

Brand Assets:

- Preferred Wellbeing logos, fonts, and style guidelines
 - Set these to ensure visual consistency across your website, email, and digital channels.

Email Reference (I Prefer Members)

- Example campaign sent to top-tier *I Prefer* members
 - Use as inspiration for your guest database communications

Digital Advertising Assets (Reference)

- Sample creative from Preferred's global campaigns
 - Can be adapted for your paid media or website placements

Website

- Preferred Wellbeing Landing Page
 - Use this as a reference for messaging, structure and storytelling when featuring Wellbeing on your own website.

Upcoming Video Asset (Launching in July)

- Preferred Wellbeing campaign video (programmatic & Connected TV)
 - Will be shared for optional use across your own digital channels





How To Use These Assets

We recommend activating Preferred Wellbeing messages across:

Email Marketing:

- Announce your inclusion to past guests and loyalty audiences
- Focus on Storytelling: how guests will feel when they stay at your properties (not just amenities)

Digital Media:

- Use brand-aligned visuals to reinforce credibility

On Property:

- Include The Preferred Wellbeing Program in pre-arrival guest communication
- Feature the Preferred Wellbeing brand video (when ready in July) on in-room screens or across other guest-facing displays where available

Additional Materials

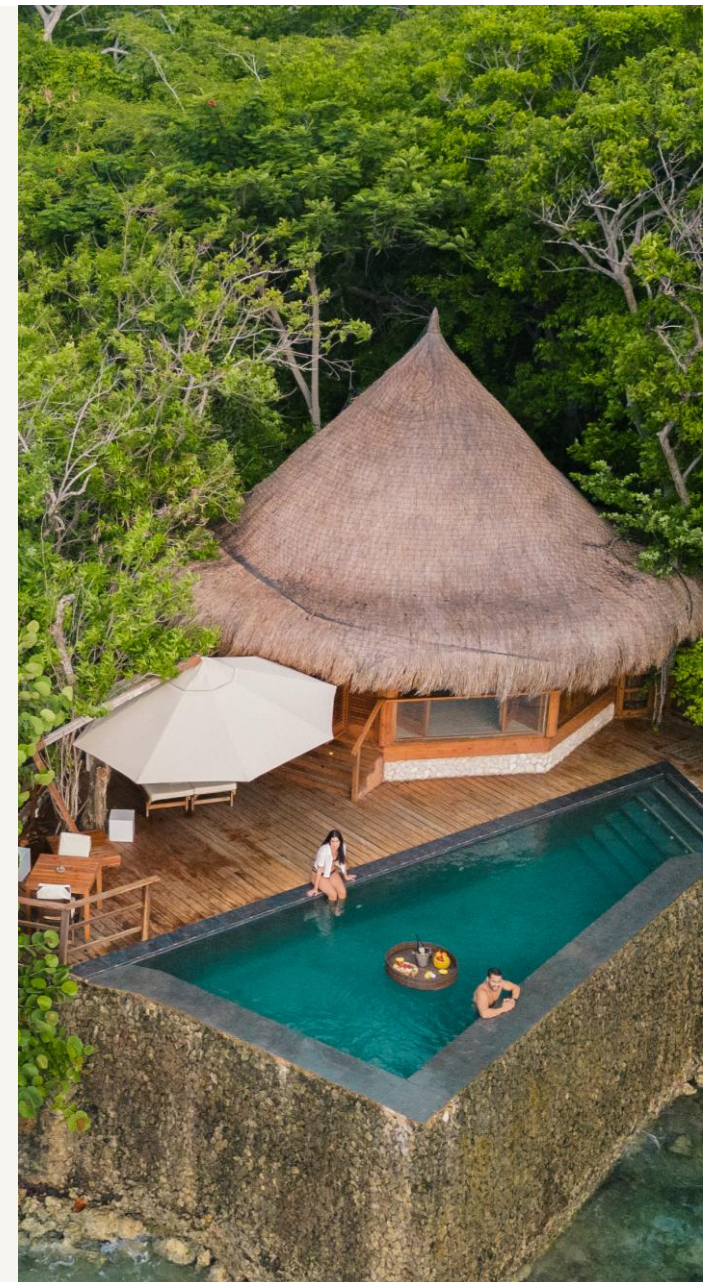
The following materials have been developed as part of the global Preferred Wellbeing campaign and can be used to further support your marketing efforts, where relevant.

Print Advertising & Lookbook

- Creative featured across print and brand publications
 - Can be used as inspiration for your own marketing materials or local activations

Sales Material

- Sales flyer developed for travel advisors
 - Can be shared with your local sales teams to support positioning of your property



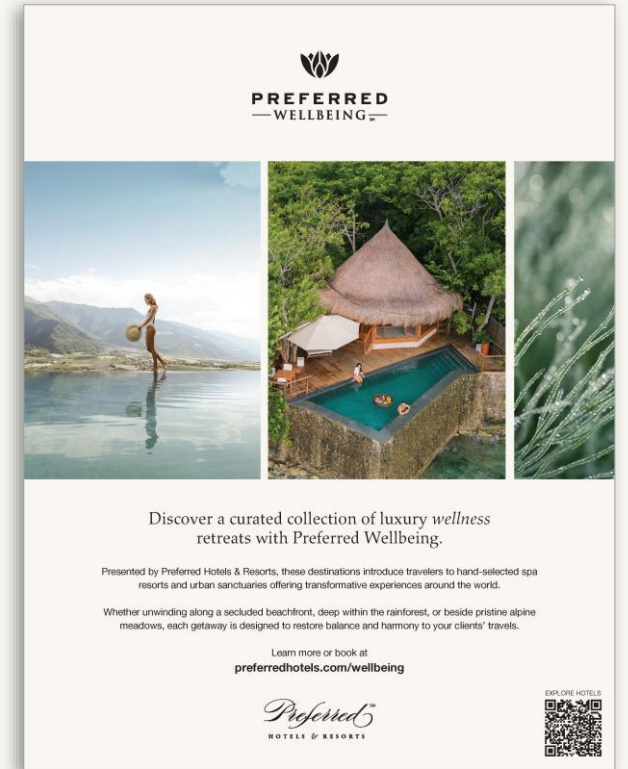
Program Launch Assets

Preferred Wellbeing

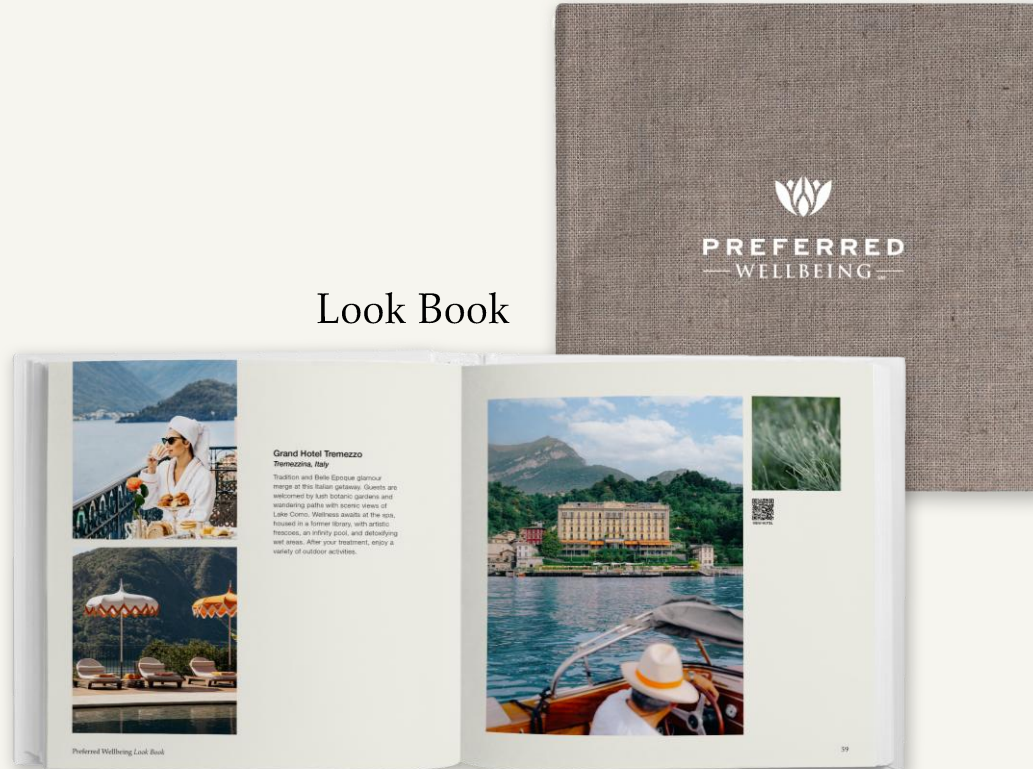
Print Ad



Sales Flyer



Look Book



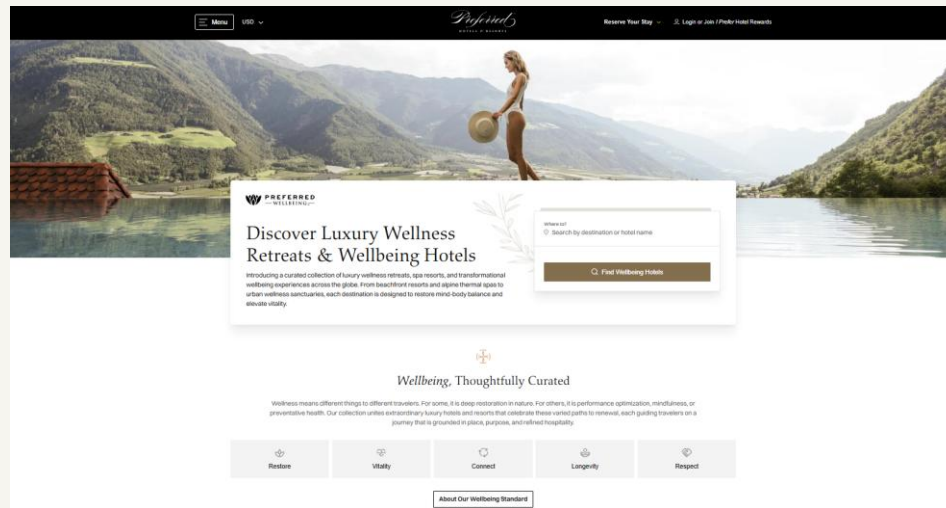
Program Launch Assets

Preferred Wellbeing

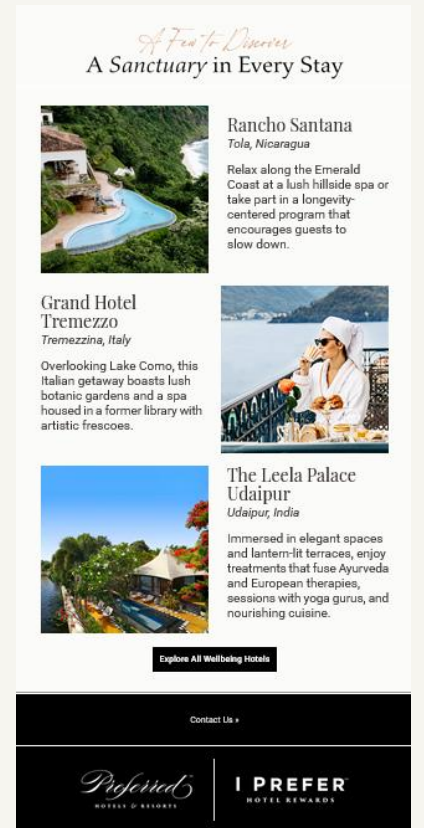
Digital Media Ads



Dedicated Web Page



Email to I Prefer Members





Social Media Toolkit

Preferred Hotels & Resorts 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 Hotels & Resorts' 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:

#ThePreferredLife #BelieveInTravel #PreferredWellbeing



Hotelier Posting Guidance

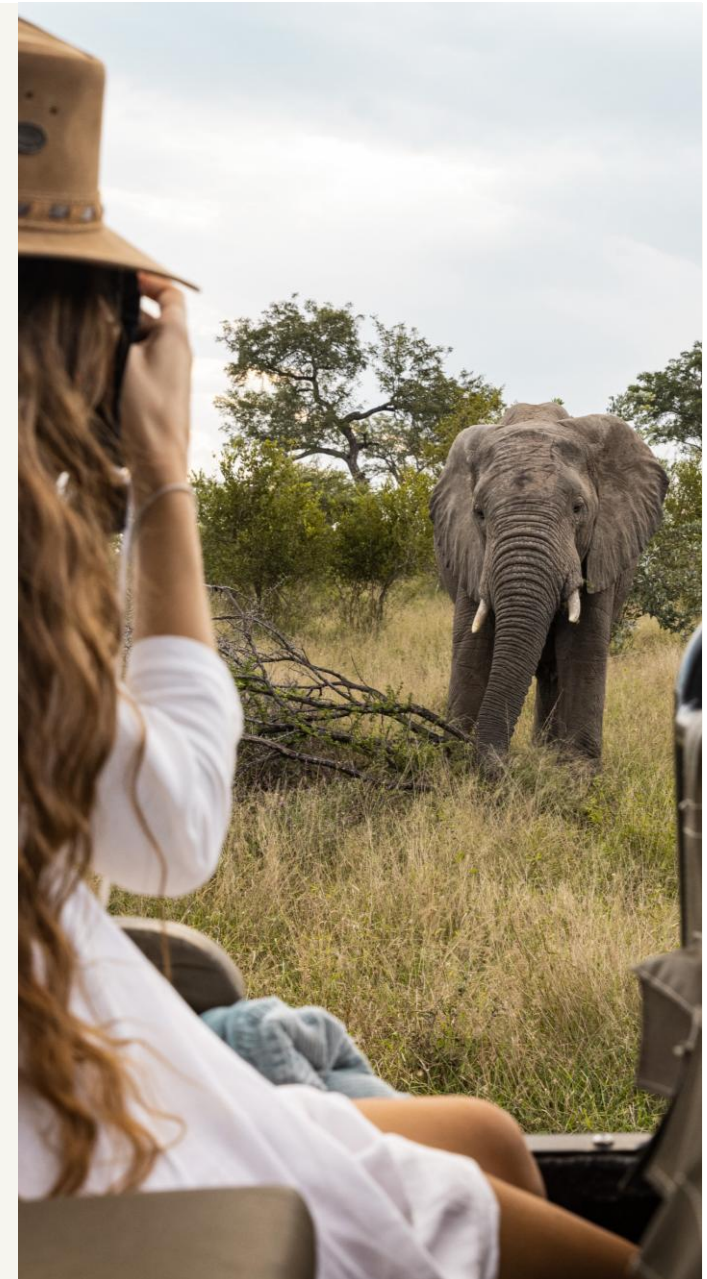
Tone: Authentic, proud, elevated, refined, community-focused

Best Practices:

- Present Preferred Wellbeing as a global designation within Preferred Hotels & Resorts, not a standalone brand or campaign
- Do not describe Preferred Wellbeing as a brand, sub-brand, or collection
- Avoid positioning it as a certification or rating system

Messaging Criteria:

- Reflect the idea that wellbeing extends beyond amenities to how a guest feels during and after their stay
- Showcase how wellbeing is integrated throughout the guest journey, not limited to the spa
- Lead with insight and storytelling, rather than promotional language
- Consider relevance for travel advisors' and media in addition to consumers





Social Captions

Below, you'll find a set of ready-to-use social media captions designed to support your participation in Preferred Wellbeing.

These captions have been crafted to highlight the program, and the collective storytelling across participating properties.

Please feel free to select the caption that best fits your voice and add hotel wellness-specific details where appropriate.

[**Download Here**](#)

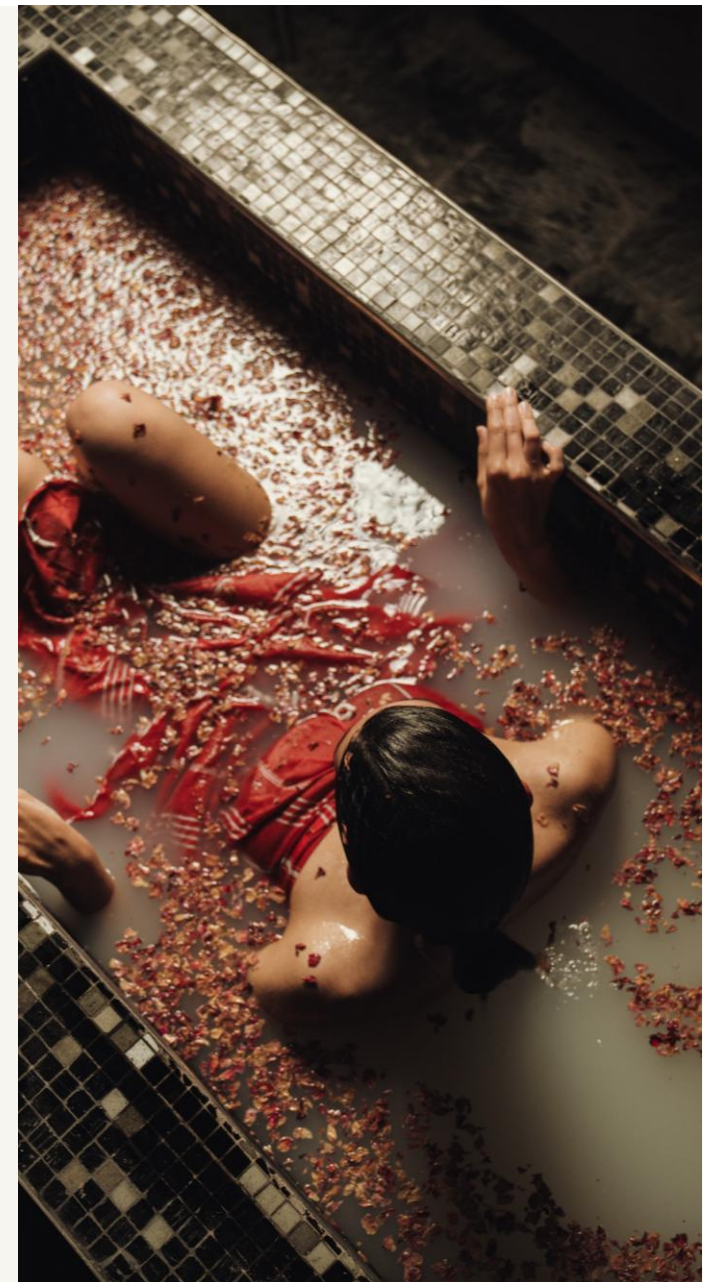
Social Media Creatives

Customizable Canva templates are available to support social storytelling around Preferred Wellbeing recognition.

[Canva Template 1](#)

[Canva Template 2](#)

[Branded Graphics](#)





PR, Marketing & Social Media Assets and Templates – Quick Links

Program Launch Assets & Useful Links

Full Program Strategy

[Download Here](#)

Press Release Template

[Download Here](#)

Social Media Creatives

[Canva Template 1](#)

[Canva Template 2](#)

Social Captions

[Download Here](#)

Marketing Assets & Templates

[Style Guide & Logos](#)

[Email to / Prefer Members](#)

[Digital Media Banners](#)

[Dedicated Landing Page](#)

[Print ads & Lookbook](#)

[Leisure Sales Flyer](#)

Any Questions?

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*Feel Better. Live Better
with Preferred Wellbeing*

