



**PREFERRED  
TRAVEL  
GROUP** BELIEVE  
IN  
TRAVEL

## **International Women's Day**

**GIFTTS Campaign  
March 2026**

**Summary**



# Campaign Summary

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**Timing:** March 2026 (International Women's Day - Sunday, March 8)

## Overview:

In 2026, Preferred Travel Group activated a global GIFTTS campaign that brings the theme 'Give to Gain' to life through meaningful community action and storytelling. The approach combined internal engagement with external visibility.

Throughout March, associates were encouraged globally to support women's charities and shelters in their local communities, demonstrating tangible impact through collective giving and service.

## Results:

- Eight GIFTTS initiatives were completed in March by associates across the world, including the United States, Japan, Singapore, Milan and Mexico.
- A press release was distributed w/c March 2 receiving coverage in global trade and consumer titles such as [Journal Des Palaces](#), [Vogue China](#) and [Lodging](#).



# Global Highlights Continued

服饰VOGUE  
美容

Brand News 品牌新闻  
璞富腾旅行集团启动“Give To Gain”全球行动  
致敬2026年国际妇女节

中国, 北京 - 2026年3月2日: 在2026年国际妇女节来临之际, 璞富腾旅行集团宣布正式启动全球“Give To Gain”行动, 活动将于2026年3月2日至8日期间举行。该行动呼应今年国际妇女节主题“Give To Gain”, 聚焦慷慨与协作所带来的深远影响, 展现集团通过切实的社区行动和集体努力, 持续赋能女性及以女性为核心服务对象的组织, 推动积极而持久的社会变革。

作为璞富腾旅行集团GIFTS (Great Initiatives for Today's (Tomorrow's) Society) 公益计划在2026年推出的重要活动, “Give To Gain”号召全球员工在3月2日至8日及整个三月期间, 积极参与并支持所在地专注于女性福祉的慈善机构、庇护所及非营利组织。该项目由Ueberoth家族发起, 旨在推动由员工主导的公益行动, 支持成员酒店及集团员工在本地及全球范围内开展有意义的慈善实践。

秉承“本地行动, 全球影响”的理念, “Give To Gain”行动充分尊重各地员工的自主性与创造力。从物资捐赠、志愿服务, 到团队发起的公益项目, 璞富腾旅行集团不仅将价值观付诸实践, 也进一步加深了与当地社区的情感联结和使命感。部分代表性举措包括:

- 美国加州新港滩: 新港滩办公室将与位于科斯塔梅萨的非营利组织Laura's House合作, 开展办公室内部捐赠活动。Laura's House长期为遭受家庭暴力影响的个人和家庭提供关键支持服务。员工将捐赠成色良好的服装、鞋履、配饰、家居用品、书籍与玩具, 助力该机构的援助项目。

- 美国纽约: 纽约办公室将为Bowery Mission组织组装女性护理包, 内含卫生用品及生活必需品, 帮助纽约市面临无家可归或生活困境的女性重获尊严与希望。

## LODGING

### Preferred Travel Group Launches 'Give to Gain' Initiative in Honor of International Women's Day

By LODGING Staff - March 3, 2026

Preferred Travel Group  
5,978 followers  
3w • 📍

This International Women's Day, we're proud to see our global teams unite through Give To Gain, supporting women's charities, shelters, and organizations worldwide.

Throughout the month, teams are coming together to support women in their local communities, organizing donation drives, volunteering time, and contributing essential resources to organizations dedicated to uplifting and protecting women and girls.

From Newport to Singapore, Tokyo, New York, Milan, and Chicago, our associates are supporting local charities focused on providing shelter, essentials, advocacy, and opportunity.

Each initiative reflects a shared belief: when communities give generously, awareness grows, support strengthens, and meaningful progress is made toward gender equality.

Seeing our global teams coming together with purpose is a powerful reminder that when we support women, everyone gains.

#IWD2026 #GiveToGain #GIFTS



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In celebration of International Women's Day on March 8, Preferred Travel Group is launching its global initiative, taking place March 2-8, 2026. Aligned with this year's Women's Day theme of "Give to Gain", the campaign underscores the organization's commitment to supporting women and women-focused organizations through community action and philanthropic efforts.

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#### Examples

Each initiative reflects a shared belief: when communities give generously, awareness grows, support strengthens, and meaningful progress is made toward gender equality. Seeing our global teams coming together with purpose is a powerful reminder that when we support women, everyone gains.

**California, U.S.:** Partnering with Laura's House, a nonprofit organization in Costa Mesa that provides life-saving services to individuals and families affected by domestic violence, the Newport Beach office is organizing an in-office donation drive. Associates will collect gently used clothing, shoes, accessories, home décor items, books, and toys to support Laura's House programs and the women and families they serve.

JOURNAL DES PALACES  
NEWS - CAREERS

**PREFERRED TRAVEL GROUP ACTIVATES GLOBAL "GIVE TO GAIN" INITIATIVE IN HONOR OF INTERNATIONAL WOMEN'S DAY 2026**

*Preferred Travel Group is launching its global "Give To Gain" initiative in celebration of International Women's Day 2026, taking place March 2-8.*

Category: Worldwide - Exclusive experiences - What's new?  
This is a press release selected by our editorial committee and published online for free on Monday 09 March 2026

The campaign mobilises associates worldwide to support women and women-focused organisations through volunteer efforts and community engagement, reinforcing the company's commitment to meaningful local impact with a shared global purpose.

In honour of International Women's Day on March 8, Preferred Travel Group has announced the launch of its global initiative, taking place March 2-8, 2026.

Aligned with this year's International Women's Day theme of "Give to Gain" and centred on the power of generosity and collaboration, the campaign underscores the organization's commitment to supporting women and women-focused organisations through meaningful community action and collective impact.

Throughout the week and into March, Preferred Travel Group's global associates are encouraged to engage with and support local women's charities, shelters, and nonprofit organizations as part of the company's GIFTS program - Great Initiatives for Today's (Tomorrow's) Society.

Launched by the Ueberoth family, GIFTS supports both member hotels and internal associate initiatives, inspiring philanthropic efforts within local communities and on a global scale. From donation drives and volunteer efforts to team-led activations, the initiative brings the company's values to life while fostering connection and purpose within the communities it serves, with associates mobilising through locally driven efforts that include examples such as:

**Newport Beach, California, U.S.:** Partnering with Laura's House, a nonprofit organisation in Costa Mesa that provides life-saving services to individuals and families affected by domestic violence, the Newport Beach office is organising an in-office donation drive. Associates will collect gently used clothing, shoes, accessories, home décor items, books, and toys to support Laura's House programs and the women and families they serve.

**New York, U.S.:** The New York City office is supporting The Bowery Mission by assembling individual care kits for women. Each kit will include hygiene products and other essential items to aid women experiencing homelessness or hardship throughout the city.

# Global Highlights

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**Milan, Italy:** In Milan, associates volunteered with Opera San Francesco, a longstanding charitable organisation dedicated to helping people experiencing poverty and homelessness. As part of the initiative, team members helped with lunchtime food distribution, serving meals to those in need.



**Tokyo, Japan:** In Tokyo, associates partnered with the National Women's Shelter Network, a nationwide nonprofit linking 65 member organizations across Japan and internationally. The team donated funds to purchase essential items selected by the organization, ensuring women and children affected by violence receive critical supplies tailored to their immediate needs.

**Newport Beach, U.S.:** Partnering with Laura's House, a nonprofit organisation in Costa Mesa that provides life-saving services to individuals and families affected by domestic violence, the Newport Beach office organised an in-office donation drive. Associates collected gently used clothing, shoes, accessories, home décor items, books, and toys to support Laura's House programs and the women and families they serve.



**Mexico City, Mexico:** In Mexico City, associates supported La Cana, an organization that empowers women in prison through productive activities aimed at reintegration and economic self-sufficiency. As part of the initiative, team members donated personal care items to help support incarcerated women and their families.

# Global Highlights Continued

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**Preferred Hotels & Resorts Corporate Travel Buyer's Council:** Lead by Cheryl Williams, Kimberly Wilson and Wen Yong, the committee built 50 personalized self-care boxes for the International Women's House in Atlanta, Georgia, as part of our Philanthropic efforts for the local community. The boxes included toiletry items such as body wash, shampoo, conditioner, deodorant, toothbrush, toothpaste, and other essential items, and each box also included hand-written notes of encouragement and affirmation cards.



**New York, U.S.:** The New York City office supported The Bowery Mission by assembling individual care kits for women. Each kit include hygiene products and other essential items to aid women experiencing homelessness or hardship throughout the city.



**Chicago, U.S.:** In Chicago, associates organized a book drive in support of Chicago Books to Women in Prison, an organization dedicated to providing books to incarcerated women. \$250 was raised and 18 books were purchased from Women & Children First, an independent, women-owned bookstore, helping expand access to reading materials for those in need.

**Singapore, Singapore:** The Singapore office is supporting New2U Thriftshop, run by the Singapore Council of Women's Organizations (SCWO), by volunteering at the store. Proceeds from New2U directly fund SCWO's charitable programs, including Star Shelter, which aids victims and survivors of domestic abuse.

**Thank you!**

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