



PREFERRED
— WELLBEINGSM —



Marketing, PR, Social Media,
Corporate Communications Strategy



PREFERRED
— WELLBEINGSM —

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



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

Long-term well-being and personal growth



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



B2C Marketing Plan

Channel & Timing at a Glance

Channel	Start Date	End Date	Role
Premium Programmatic Display (Luxury & Editorial Publishers)	May 25	Dec. 15	Awareness + retargeting
Meta Ads	May 25	Dec. 15	Prospecting + remarketing
Google Demand Gen	May 25	Dec. 15	Mid- to lower-funnel conversion
Non-Branded Search	May 25	Dec. 15	Always-on demand capture
Email Marketing	May 25, July 5, Sept. 19, Nov. 29	Campaign-based	Awareness + engagement + conversion
Programmatic Video	July 1	Sept. 30	Emotional storytelling
CTV	July 1	Sept. 30	High-impact awareness

Campaign Overview

Objective

Position Preferred Wellbeing as a top-tier luxury wellness offering and drive high-net-worth travelers from **awareness** → **consideration** → **booking** through a sustained, omnichannel approach

Strategic Approach (Executive Summary)

- **Phased, full-funnel media plan running May–December 2026**, aligned to key wellness planning and booking moments
- Focused on **affluent and high-net-worth travelers**, with optimization reflecting booking behavior in luxury wellness travel
- **65% female / 35% broader affluent household reach**, recognizing women often lead wellness and spa decision-making while maintaining inclusive household influence

Timing & Phasing

- **May–June:** Launch and early summer / autumn planning
- **July–September:** Peak research and booking window
- **October–December:** Winter sun and New Year wellness intent



Channel Strategy Overview

Programmatic Display

Premium placements within luxury and lifestyle publishers (Robb Report, Travel+Leisure, Goop, Marie Claire and more) to build brand credibility and reach high-value audiences

Targeted Digital Platforms

Platforms like Meta and Google Demand Gen expand reach with precise audience targeting and remarketing

Non-Branded Search

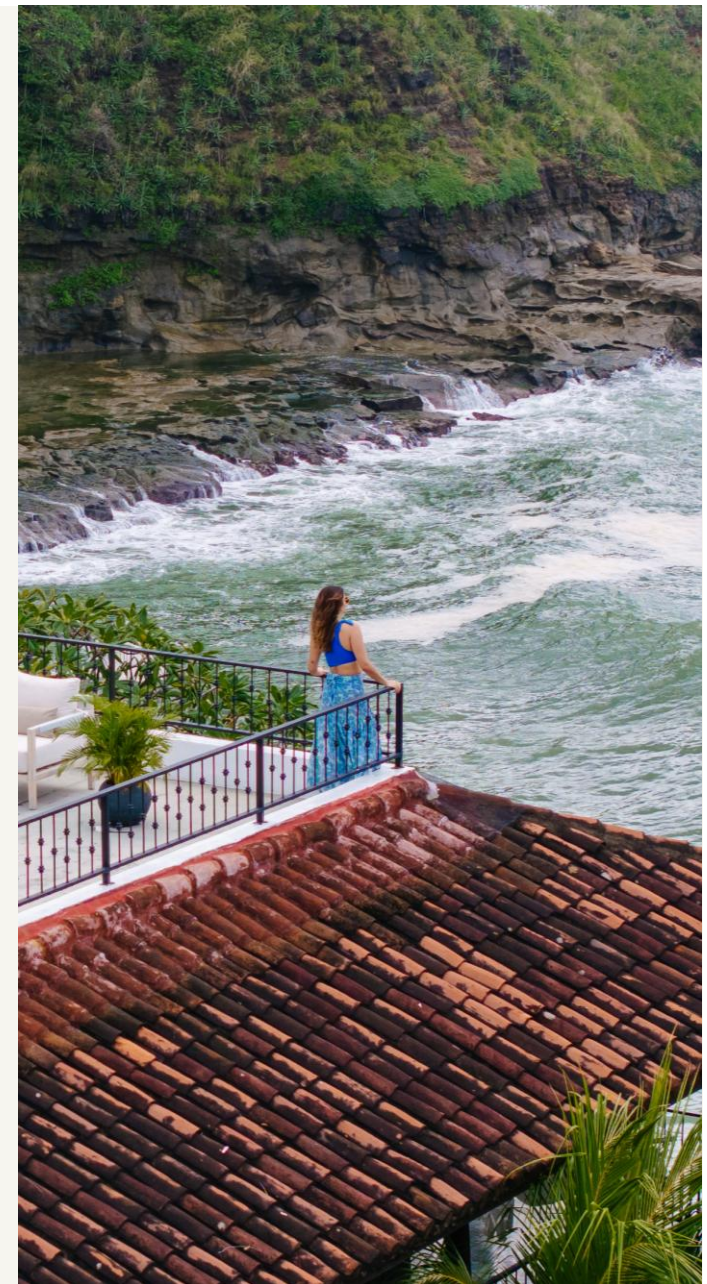
Captures high-intent demand from travelers actively searching for wellness, spa, and retreat experiences, ensuring Preferred Wellbeing is present for key decisions

Email Marketing

Maintains direct communication with *I Prefer* members across all phases, reinforcing awareness, nurturing consideration, and driving conversion

Video and Connected TV

Programmatic video and CTV delivering immersive storytelling and emotional engagement starting from July





Phased Campaign Execution



Phase 1 – Launch & Awareness (May & June)

Campaign Launch and Timing

Phase 1 runs from May 25 to June 30, building initial awareness

High-Reach Advertising Channels

Premium Programmatic Display within luxury and lifestyle publishers to ensure brand presence in trusted environments, supported by Meta Ads and Google Demand Gen

- *Publishers to target include:* Good Housekeeping, Goop, GQ, Harper's Bazaar, InStyle, Marie Claire, O The Oprah Magazine, Real Simple, Robb Report, The New Yorker, Town & Country, Travel+Leisure, Vanity Fair, Vogue, and Women's Health

Continuous Search and Email Marketing

Non-branded search captures early demand while email marketing engages existing audiences with launch communications.

Goals and Outcomes

The phase aims to communicate value, build trust, and generate qualified user engagement for future campaign phases.

Phase 2 – Consideration & Booking (July – September)

Peak Consideration Period

Phase 2 runs from July to September and focuses on booking conversion.

Remarketing and Conversion

Channels emphasize remarketing and retargeting to re-engage users and boost conversion efficiency.

Programmatic Video & Connected TV

Introduction of video and Connected TV enables emotional storytelling and deeper audience engagement.

Email Marketing Support

Maintains direct communication with *I Prefer* members across all phases, reinforcing awareness, nurturing consideration, and driving conversion

Video and Connected TV

Targeted email sends reinforce key messages and encourage further exploration during the phase.





Phase 3 – Conversion & Seasonal Demand (October – December)

Focus on Conversion

Phase 3 prioritizes performance and efficiency to convert high-intent audiences into bookings using targeted channels.

Key Marketing Channels

Channels like non-branded search, Meta Ads, Google Demand Gen, and Programmatic Display drive direct conversions and remarketing.

Seasonal Email Campaign

Strategic late November email targets winter wellness travel and New Year planning to boost seasonal demand.

Flexible Video Advertising

Programmatic Video and CTV are conditionally used for storytelling based on budget availability to support conversions.



Travel Trade Marketing and Communication Plan

Activity	Launch Date	Role
Sales Flyers	May onwards	Awareness + education
Dedicated Page on TA Portal	May	Awareness + engagement + education + conversion
Eyebrow Banner on TA Portal	May 18	Awareness
Travel Advisor Newsletter – Launch	June 9	Awareness + engagement
Travel Advisor Newsletter – Focus on Restoration as the New Luxury	Oct. 8	Awareness + engagement
Preferred Platinum Newsletter – Platinum Program Hotels Also in the Wellbeing Program	Nov. 10	Awareness + engagement

See PR and Social Media Plan for LinkedIn Activity



Public Relations Strategy

PR & Social Media Strategy Snapshot & Timeline 2026 - 2027

Date	Avenue	Action	Audience
May 14	PR	Global press release distribution	Global media targets and via the U.S. newswire
May 14	Social Media	Launch across global and China social media channels	Global consumers – boost content
May	PR & Social Media	PR & social media hotelier toolkit to be shared with participating hotels	Participating hoteliers
May onwards	PR	Ongoing media pitching with a focus on wellness outlets	Target media with wellbeing focus
May onwards	Social Media	Ongoing spotlights across social media platforms – official video to be shared once finalized	Global consumers – boost content
June	PR	Media co-op events in New York and London	Top-tier media in key markets
June/July	PR	Spotlight at ILTM Asia	Top tier media in Asia Pacific
September	PR & Social Media	3-month recap report	Recap report to be shared internally and with participating hotels
September	PR	Spotlight at ILTM Americas	Top tier media attendees
December	PR	Spotlight at ILTM Cannes	Top tier media attendees
2027 onwards	PR	Award nominations	Industry partners and consumers
	Social Media	Ongoing social media spotlights	Global consumers
	PR	Ongoing media pitching	Top target global media
	PR & Social Media	Media and influencer fam trips	Global consumers

PR Roadmap

Team will launch a multi-phase global PR plan designed to drive immediate launch visibility and sustain long-term storytelling across earned, owned, and amplified channels – positioning Preferred Wellbeing as a trusted symbol of restorative luxury and holistic care.

Executive Profiling Messaging

- Integrate wellbeing themes into executive panels, press conferences, and industry stages such as ILTM Asia, Americas, and Cannes
- Use ongoing pitching and media hosting to reinforce Preferred's leadership in the future of wellness travel
- Secure further thought leadership opportunities for the executive team specifically in the wellness space

Media Launch

- Issue global press release with coordinated regional outreach, aligned with Global Conference on May 14
- Position Lindsey Ueberroth for interviews on wellbeing, sustainability, and independent luxury
- Leverage Luxury Travel Report insights to reinforce authority and news value
- Key news hooks: wellness data, program innovations and trends (e.g. nature, longevity, sleep labs), chef residencies, sustainability milestones, practitioner spotlights, and seasonal wellbeing retreats
- Target top-tier B2C and B2B media across travel, lifestyle, luxury, and business

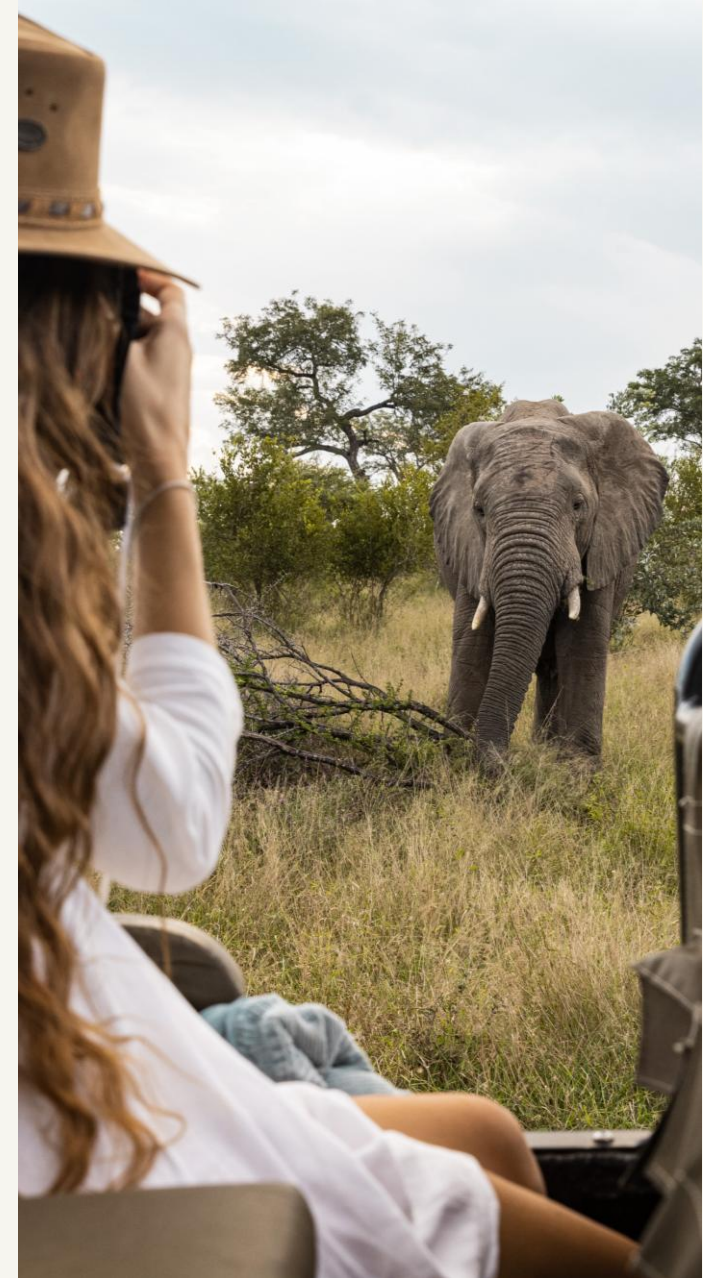
PR Roadmap Continued

Spotlight at Key Global Events

- Promote Preferred Wellbeing at upcoming media co-op events in New York and London in June
- Showcase the program at brand events and media deskside tours in Kuala Lumpur (June) and Bangkok (July) through presentations
- Preferred Wellbeing news to be shared in 1:1 media conversations on an ongoing basis in key markets and during key upcoming trade shows such as LE Miami, ILTM Asia, ILTM America, and ILTM Cannes

Media Visits

- Host targeted media visits at Preferred Wellbeing properties on both a proactive and reactive basis, offering tailored experiences that showcase key wellness offerings and support broader editorial features
- Explore the opportunity in 2027 to host a dedicated wellbeing-focused media FAM trip across a curated selection of key member properties





PR Roadmap Continued

Ongoing Storytelling

- Develop and deliver targeted, ongoing pitches that spotlight Preferred Wellbeing hotels and destinations, shared with key media on both a proactive and reactive basis; focus areas include wellness hotel news, brand partnerships, and emerging industry trends
- Continuously integrate wellbeing narratives across all PR messaging, including *I Prefer*, digital marketing channels, and member communications
- Maintain consistent cross-team collaboration and ensure alignment with the social media calendar to support a cohesive storytelling approach

Awards

- Proactively position Preferred Wellbeing for leading global travel, wellness, and sustainability awards; this element of the strategy will be more actively pursued from 2027 onwards, building on the foundation and results established in 2026.

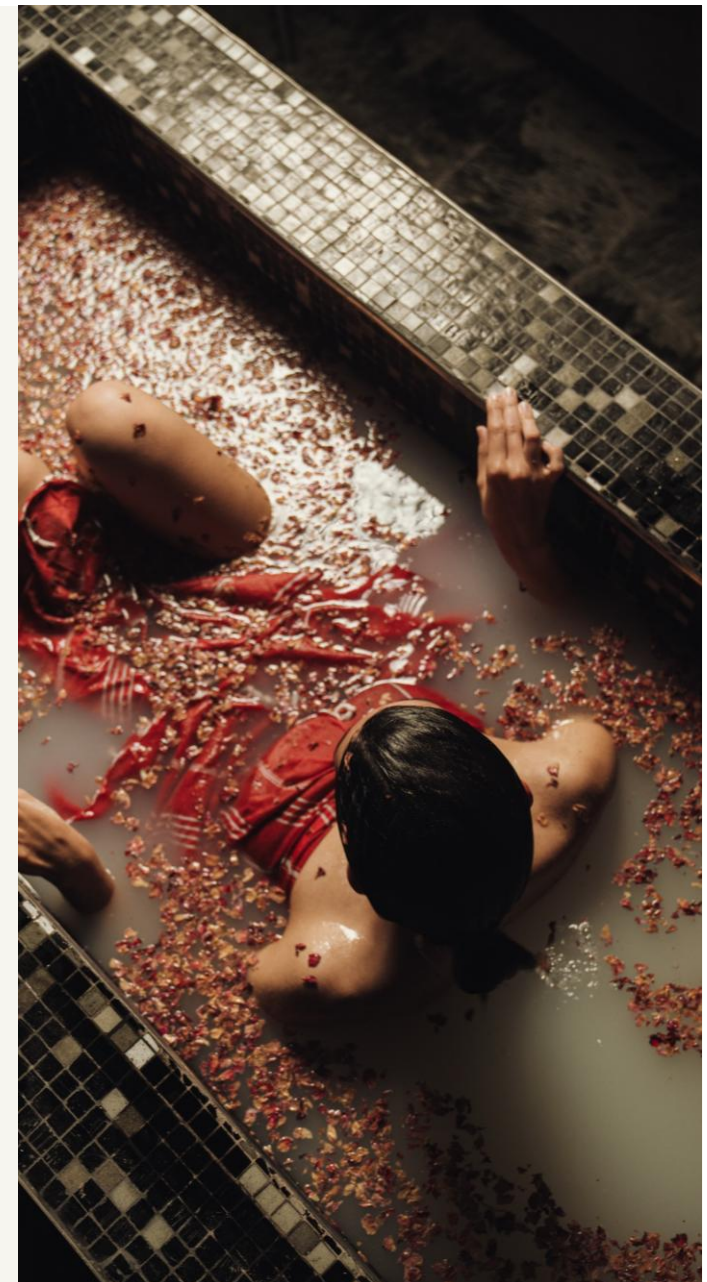


Social Media Strategy

Social Media Overview

Introduce and amplify Preferred Wellbeing across social channels through **inspiring, authentic, and visually rich storytelling that celebrates the restorative power of travel**. This social media plan aims to drive awareness, engagement, and discovery of Preferred Wellbeing hotels, reinforcing the brand's leadership in independent luxury and holistic hospitality.

The Preferred Wellbeing social strategy will leverage global platforms including Preferred Hotels & Resorts and the newly launched *I Prefer* Hotel Rewards channels to share cohesive content that resonates with modern travelers seeking renewal, purpose, and connection. The campaign will balance aspirational storytelling (to inspire) and educational content (to inform) while aligning with the broader integrated communications plan across paid, owned, and earned channels.





Social Media Overview Continued

Core Objectives

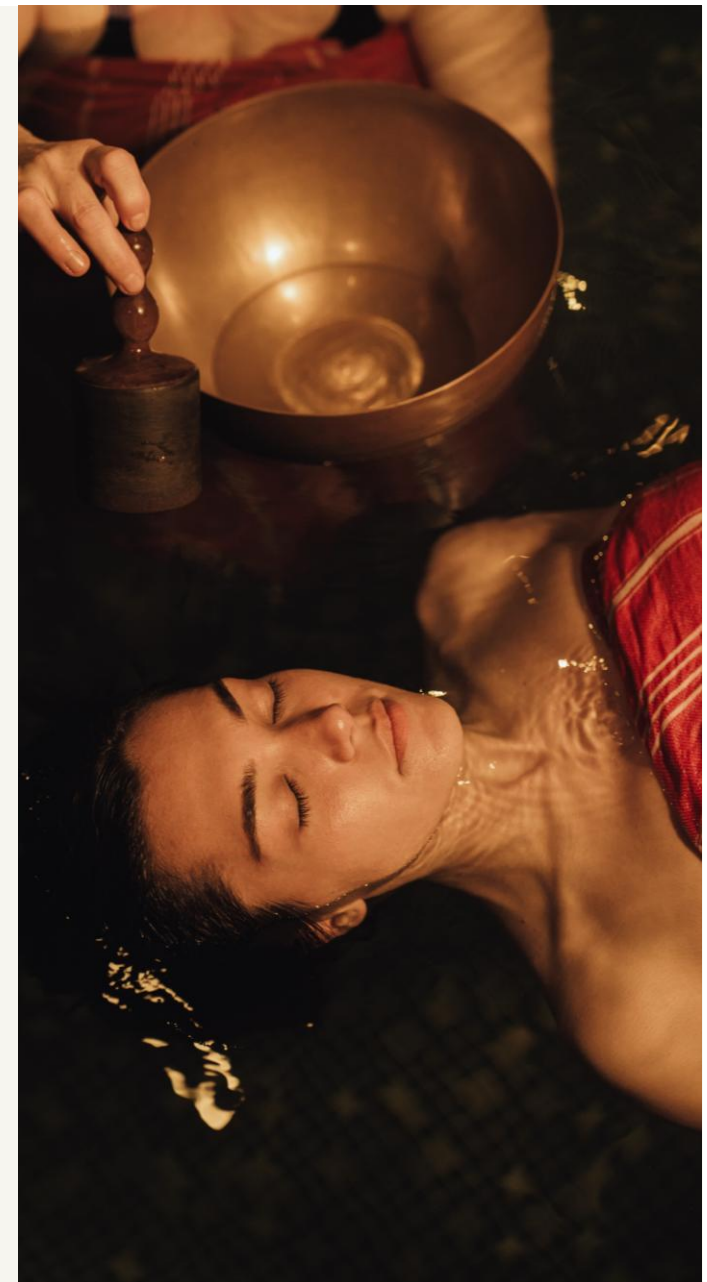
- **Awareness:** introduce Preferred Wellbeing as a new mark of distinction across social platforms, positioning it as a symbol of restorative luxury
- **Engagement:** foster authentic conversation around wellness travel and wellbeing experiences
- **Inspiration:** highlight stories of balance, mindfulness, and connection through immersive visuals and meaningful narratives
- **Conversion and Loyalty:** encourage exploration of Preferred Wellbeing hotels plus deeper engagement through *I Prefer* channels and Beyond Green channels, in due course

Social Media Roadmap

Content Strategy: Launch & Ongoing

Launch Phase

- Introduce Preferred Wellbeing across social media global and China platforms the week of the Global Conference to align with the press release distribution
- High impact assets to be shared including reels, carousels, and hotel spotlights with a focus on trending topics
- Ensure consistent branding through #PreferredWellbeing and the campaign tagline “Where Travel Restores”
- Once the campaign video has been created, share anchored by hero video storytelling that brings Preferred Wellbeing experiences to life





Social Media Roadmap Continued

Ongoing Storytelling

- Sustain engagement through ongoing storytelling aligned to key wellness trends, with recurring content themes such as “Restorative Escapes” and “Wellness Journeys by Preferred”
- Extend narratives across both B2C and B2B platforms, including LinkedIn, with a focus on thought leadership, industry insights, and executive storytelling
- Support with paid amplification, including boosted social content in priority markets (US, UK, and Europe) and retargeting to *I Prefer* members and high-intent audiences

Social Media Roadmap Continued

Content Creator Strategy

Approach:

- Partner with wellness experts and creators who authentically reflect the campaign across travel, mindfulness, sustainability, fitness, and culinary wellness, prioritizing credibility and long-term alignment over one-off promotion

Execution:

- Collaborate with creators reactively and proactively to produce immersive, high-quality video and social content that showcases Preferred Wellbeing properties and experiences
- Host creators at key hotels to generate in-destination storytelling, with the opportunity to expand into a curated wellbeing FAM trip in 2027

Amplification:

- Leverage a mix of organic and paid partnerships to extend reach and engagement, ensuring content feels authentic while delivering measurable impact across priority markets

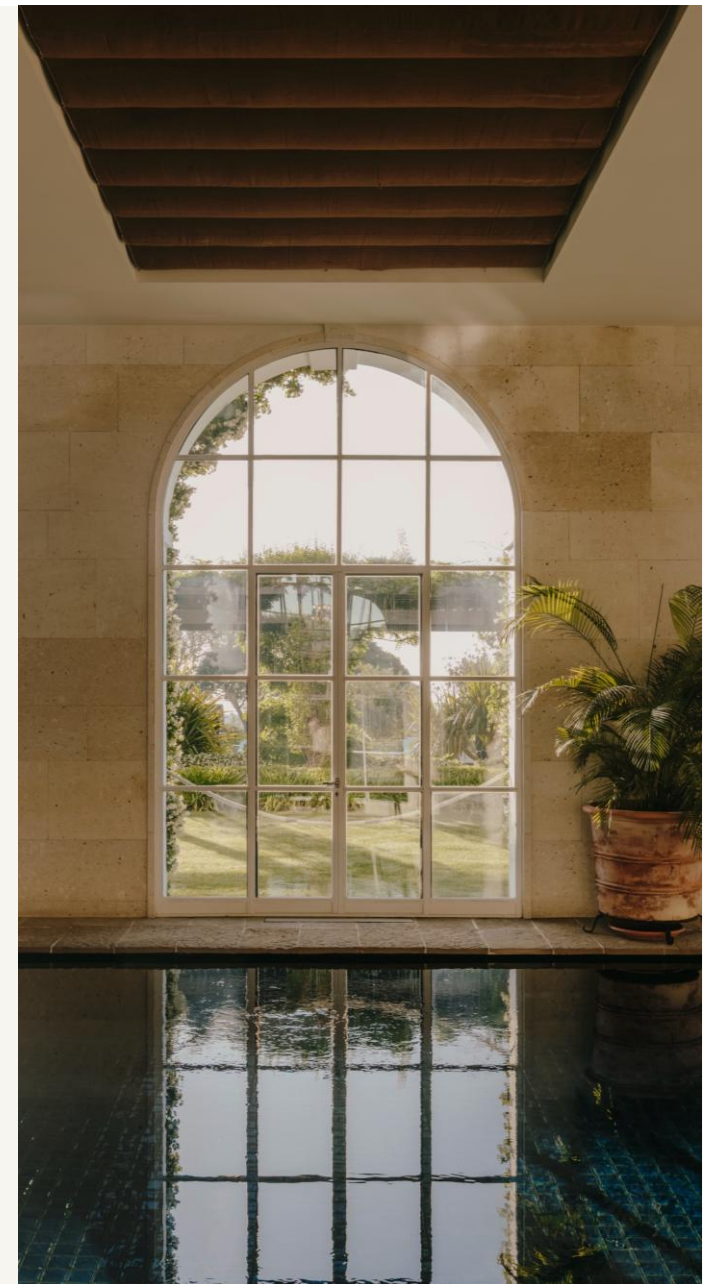




Key Dates & Trends

Key Wellbeing Dates

- World Sleep Day – March 12
- International Wellness Day – April 15
- International Day of Yoga – June 21
- World Wellbeing Week – June 24-30
- Global Wellness Day – June 13
- National Wellness Month – August
 - **Full hotel engagement and campaign spotlight to be rolled out**
- Emotional Wellness Month – October





Key Wellbeing Trends - 2026

- Longevity-Focused Wellness
- Fusion of Ancient Rituals & Modern Techniques
- Hydrotherapy as a Core Experience
- Personalized, Multi-Day Wellness Journeys
- Nature as a Healing Modality
- Multi-Sensory Wellness Design
- Sleep Studies & Restorative Rituals
- Emotional Wellbeing & Human Connection
- Culinary Wellness & Nourished Living
- Women's Wellbeing Across Life Stages



Hotel Engagement

Hotel Engagement Strategy

Launch Moment

Officially unveiled the program at the Global Conference to drive awareness, alignment, and early momentum across the hotel network and encourage additional participation

Hotel Enablement

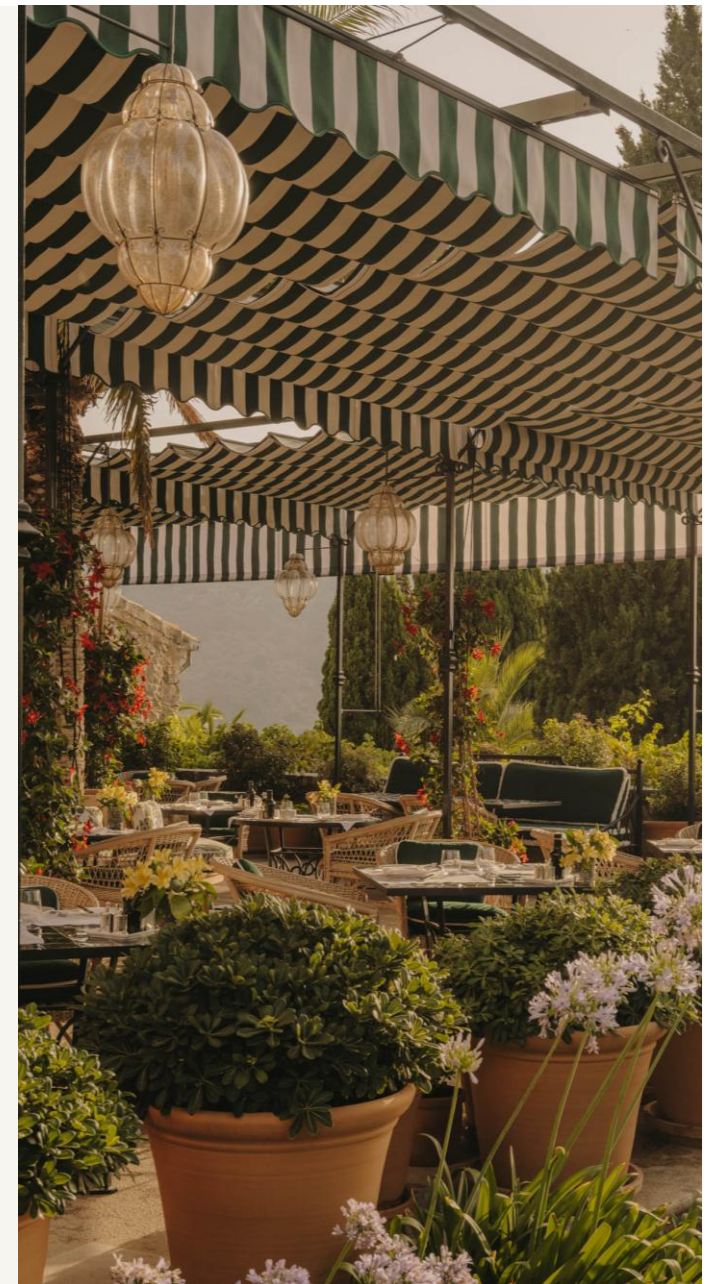
Equip participating properties with a comprehensive PR and social media toolkit, including press release materials, ready-to-use captions, and branded visual assets to ensure consistent and impactful storytelling across channels (to be shared following the Global Conference in May)

Ongoing Engagement

Maintain regular communication and support through newsletters, webinars, and continuous content opportunities to keep member hotels actively engaged and aligned with the campaign

Performance & Optimization

Deliver an initial three-month campaign recap to participating hotels, highlighting key results, learnings, and opportunities to refine and strengthen ongoing efforts





PREFERRED
— WELLBEING —
SM

*Feel Better. Live Better
with Preferred Wellbeing*

