



CAMPAIGN STATUS REPORT

Corporate Communications
PR | Social Media

May 15 through August 22, 2025



2 0 2 5

The Luxury Travel Report

BY PREFERRED HOTELS & RESORTS



Harris Insights & Analytics LLC, A Stagwell Company

STRATEGIC APPROACH

2025 LUXURY TRAVEL REPORT

The Luxury Travel Report 2025, developed in partnership with The Harris Poll, was strategically designed to position Preferred Hotels & Resorts as an authority on the luxury travel market, sparking meaningful engagement through proprietary insights and fresh content.

To maximize the impact of the report's findings, a multi-month strategic communications campaign was developed with four core objectives → → →

This report summarizes results achieved in the first three months, beginning with the launch on May 15 through August 22, 2025. Additionally, upcoming initiatives and opportunities for August+ have been summarized.

Build authority as a leading voice on the state of the luxury travel market and loyalty programs

1

Leverage proprietary insights to **engage and influence** current and prospective member properties

2

Produce high-value, newsworthy content that fuels press coverage, social engagement, and speaking opportunities

3

Equip Associates with a compelling narrative and ready-to-use tools that **amplify development efforts**

4

THE REPORT

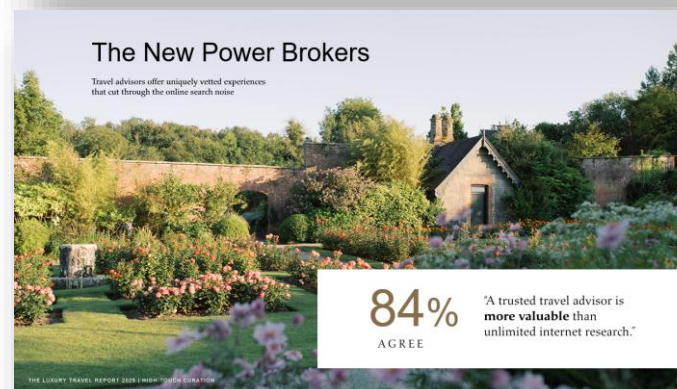
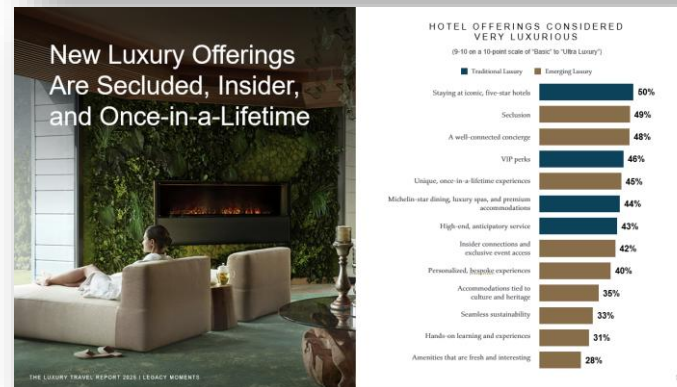
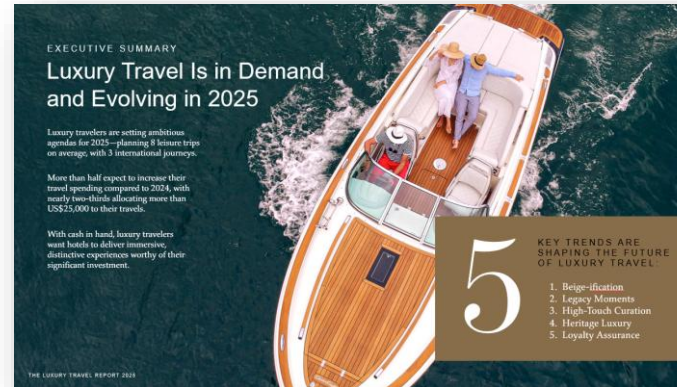
2025 LUXURY TRAVEL REPORT

At the heart of our campaign is the flagship Luxury Travel Report by Preferred Hotels & Resorts – rooted in the **State of Luxury Travel** and **Five Key Trends** shaping the future of luxury travel and elevated by our Brand Creative team through sophisticated design and powerful imagery.

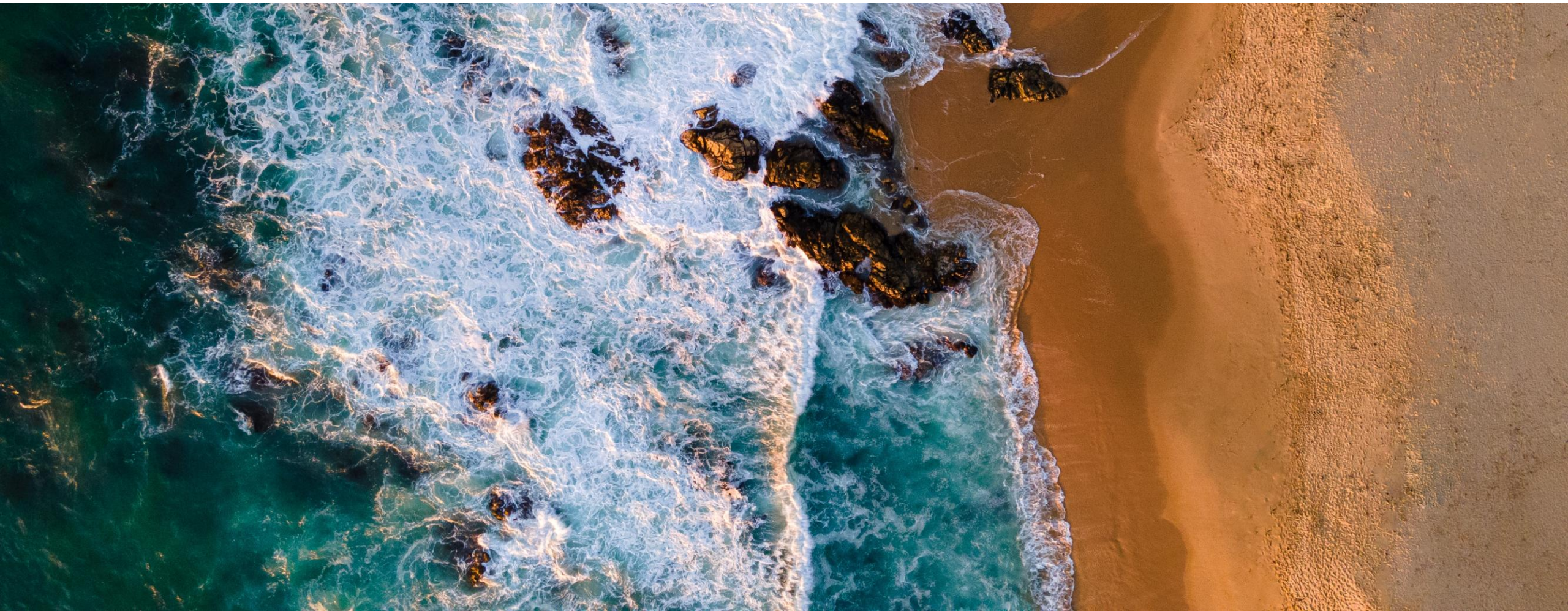
The report can be found on a **dedicated webpage**, offering an online home for the report and a measurable hub for engagement.

www.preferredhotels.com/theluxurytravelreport

- **Visits:** 5,051 total visitors and 6,164 page views
 - 48 average visitors per day
 - 58 average page views per day
- **Flipsnack (report-specific) impressions:** 3,784
- **Average time spent reviewing report:** 12:05 min
- **Report downloads:** 478



MEDIA RELATIONS



MEDIA RELATIONS RESULTS SUMMARY

2025 LUXURY TRAVEL REPORT

EARNED MEDIA

- **478M+** total impressions
- **\$6.2M** advertising equivalency value
- **521 earned editorial placements** across **24 countries**
- Secured ***USA Today* exclusive** announcing the news



Luxury travelers will take 8 leisure trips on average in 2025, report says

While [economic uncertainty](#) and [anxiety around international travel](#) may put some vacation plans on pause this year, a new report found demand for upscale trips is strong.

Preferred Hotels & Resorts released its first Luxury Travel Report on Wednesday – developed in partnership with The Harris Poll – which found the average luxury traveler has eight leisure trips planned in the next 12 months. The hotel brand surveyed 503 affluent U.S. adults between late February and early March, defined as those with household income of at least \$250,000; a minimum of \$1 million in total assets, and those who typically spend \$10,000 or more on leisure travel annually. Respondents also had a leisure trip planned within the following year.

“The Luxury Travel Report by Preferred Hotels & Resorts reveals that today’s affluent travelers are investing not just money but meaning into their journeys,” the brand said in a news release. “Luxury travelers seek immersive, curated experiences that feel personal and enduring – avoiding generic, mass-produced offerings in favor of authenticity and emotional connection.”

Luxury travelers plan to spend more on travel

Over half of respondents – 55% – plan to spend more on leisure travel in 2025 than they did last year. The survey found 29% expect those costs to



Thu May 15 2025

Top Stories



How luxury travelers are adapting to economic pressures

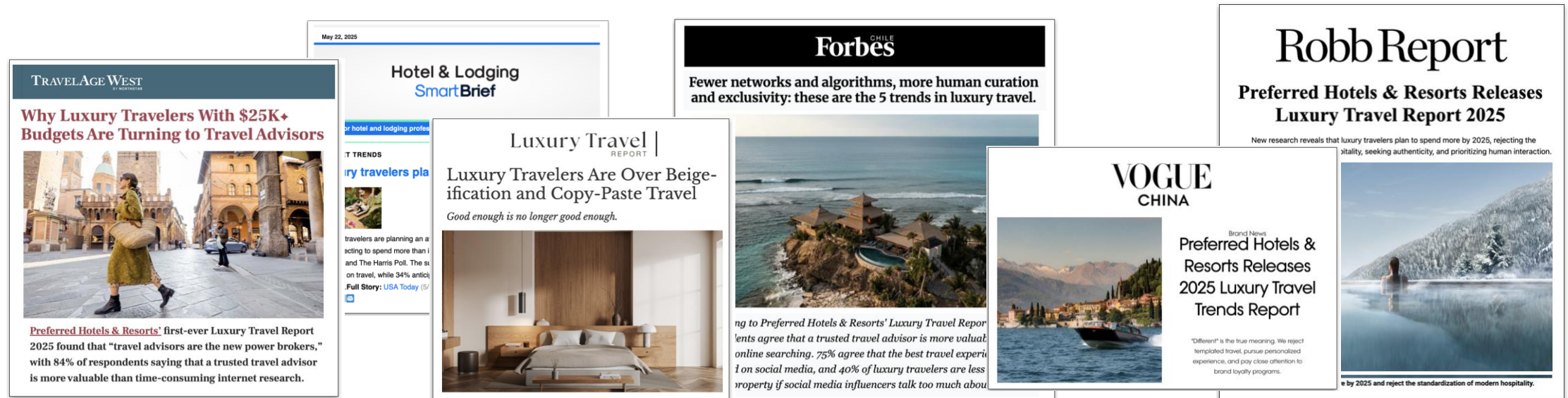
Preferred Hotels & Resorts' Luxury Travel Report surveyed affluent U.S. adults on their upcoming travel plans.

[READ MORE](#)

LAUNCH STRATEGY + EDITORIAL APPROACH

2025 LUXURY TRAVEL REPORT

- Secured **exclusive story** with **USA Today** announcing the **Luxury Travel Report** to an audience of **70M+ UMVs** with dedicated digital feature published in the travel section and syndicated across Gannett network. The article was also included within *USA Today's* Travel e-newsletter, capturing an additional audience of **2M+ subscribers** – as well as shared with the outlet's **10.5M+ followers** via Facebook post.
- Captured headlines saturating **top-tier consumer and trade publications** with coverage unveiling the **Luxury Travel Report** – and continued the momentum with multi-phase pitch strategy, leveraging Luxury Travel Report data to **maximize exposure** through ongoing outreach and continuous story placements spanning a variety of **newsworthy angles, trend-based hooks, and storylines**.



GLOBAL EDITORIAL HIGHLIGHTS

2025 LUXURY TRAVEL REPORT

In May 2025, Preferred Hotels & Resorts' in-house PR team launched a **tiered, multi-phased media strategy** securing **521 editorial placements** to date, resulting in **478M+ impressions** and an **advertising equivalency value of \$6.2M**.

View listing of all press coverage secured to date, including details and links to articles via Dropbox [HERE](#). Please also find a selection of global press highlights on the following pages, along with corresponding links to each publicity clip.



USA Today
(United States)

["Luxury Travelers Will Take 8 Leisure Trips on Average in 2025, Report Says"](#)

Robb Report
EN ESPAÑOL

**Robb Report
en Español**
(Latin America/Spain)

["New Luxury Travelers Are Looking For Something Authentic and Unique"](#)

Esquire

Esquire
(Philippines)

["Luxury Travelers Are Tired of 'Instagram-Ready' Destinations, Study Says"](#)



INDEPENDENT

Independent
(U.K.)

["Instagram Is 'Ruining Luxury Travel': Rich Tourists Blame Social Media For The 'Beige-ification' Of Hotels"](#)



GQ
(South Africa)

["Exploring The 2025 Luxury Travel Report: Insights On Affluent Travel Trends"](#)

GLOBAL EDITORIAL HIGHLIGHTS

2025 LUXURY TRAVEL REPORT

The logo for Hotelier, featuring the word "HOTELIER" in bold, red, uppercase letters.

**Hotelier Middle
East
(UAE)**

["Has Luxury Lost
Its Impact"](#)

The logo for TravelAge West, featuring the words "TRAVELAGE" and "WEST" in a serif font, with "TRAVELAGE" on top and "WEST" below it.

**TravelAge West
(United States)**

["Why Luxury
Travelers With
\\$25k Budgets Are
Turning to Travel
Advisors"](#)



**C&IT
(U.K.)**

["High Earners Are
Bored Of "Beige
Hotels", Study
Says"](#)



**TTG India
(India)**

["Preferred Hotels
& Resorts Unveils
Key Trends In
Luxury Travel"](#)



**Nikkei Compass
(Japan)**

["Preferred Hotels
and Resorts
Releases Luxury
Report"](#)

GLOBAL EDITORIAL HIGHLIGHTS

2025 LUXURY TRAVEL REPORT

The logo for GlobeTrender, featuring the word "GLOBETRENDER" in a sans-serif font with a registered trademark symbol. The text is centered within a white rectangular box with a thin blue border.

GlobeTrender
(U.K.)

["Report Finds
Majority Of
Luxury Hotels
Have Lost Their
Soul"](#)

The logo for Pax News, featuring the word "pax" in a stylized blue font and "NEWS" in a smaller blue font to the right. The text is centered within a white rectangular box with a thin blue border.

Pax News
(Canada)

["What Do Luxury
Travelers Want?
Preferred Releases
First Luxury
Travel Report"](#)

The logo for Travel Weekly Asia, featuring the words "TRAVEL WEEKLY ASIA" in a bold, sans-serif font. "TRAVEL" and "WEEKLY" are in red, and "ASIA" is in blue. A small blue bird icon is to the right of "ASIA". Below the main text, it says "BY NORTHSTAR" in a smaller font. The text is centered within a white rectangular box with a thin blue border.

**Travel Weekly
Asia**
(Singapore)

["What are The
Preferred Choices
of Luxury
Travellers Now?"](#)

The logo for Hotel Bank, featuring the text "ホテル特化型メディア" (Hotel Specialized Media) in small Japanese characters above "HotelBank". "HotelBank" is in a large, sans-serif font. Below it, "ホテルバンク" (Hotel Bank) is written in smaller Japanese characters. The text is centered within a white rectangular box with a thin blue border.

Hotel Bank
(Japan)

["Preferred Hotels &
Resorts Releases
New Study: Affluent
Travelers Turn Away
from Cookie-Cutter
Luxury"](#)

The logo for CAAC Magazine, featuring the Chinese characters "中國民航" (China Civil Aviation) in a large, stylized font. Below it, "CAAC INFLIGHT MAGAZINE" is written in a smaller, sans-serif font. The text is centered within a white rectangular box with a thin blue border.

CAAC Magazine
(China)

["The Luxury
Travel Report
2025 Is Unveiled
By Preferred
Hotels & Resorts"](#)

GLOBAL EDITORIAL HIGHLIGHTS

2025 LUXURY TRAVEL REPORT



The Ethicalist
(UAE)

["2025 Luxury Travel Report: The End of Beige, The Rise of Bespoke"](#)



Asia Sustainable Travel
(Philippines)

["Is ILTM Asia Pacific Ready to End 'Beige-ification' and Advance Sustainability?"](#)



Hotel Business
(United States)

["Survey: Luxury Travelers Resist the 'Sameness' of Travel"](#)



National Geographic Traveler
(China)

["Preferred Hotels & Resorts Unveils Luxury Travel Report 2025"](#)



Seu Dinheiro
(Brazil)

["No Social Media or ChatGPT, Luxury Travelers Seek Authentic and Personalized Itineraries, Study Says"](#)

GLOBAL EDITORIAL HIGHLIGHTS

2025 LUXURY TRAVEL REPORT



DINERO
EN IMAGEN

Dinero en Imagen
(Mexico)

"This Is How the Wealthy Travel in 2025: Up to 8 Trips and \$25,000 a Year"



観光経済新聞
kankokeizai.com

Kanko Keizai
(Japan)

"Affluent Travelers Tire of Uniform Trips, Seek Unique Experiences and Personalization"



Forbes CHILE

Forbes
(Chile)

"Less Algorithms, More Human Curation and Exclusivity: These Are the 5 Trends in Luxury Travel"



Travel Weekly
(Australia)

"Interview: Preferred Travel Group's Cheryl Williams shares her thoughts"



VOGUE
CHINA

Vogue
(China)

"Preferred Hotels & Resorts Highlights Top Luxury Travel Trends For 2025"

THOUGHT LEADERSHIP

2025 LUXURY TRAVEL REPORT

- **9 executive interviews secured** resulting in **thought leadership placements** published in key consumer and trade media outlets, including *Business Post*, *Travel Weekly Australia*, *Robb Report en Español*, *The Modern Hotelier*, and *Event FAQs*.
- Further established Preferred Hotels & Resorts as a **voice of authority** in luxury travel, reaching **60,000+ industry professionals** across **19 countries** with published articles impacting key development markets – including Australia, China, India, Japan, South Africa, Singapore, UAE, Italy, UK, U.S., Mexico, and Spain.
- Saturated trade publications with **trend-based articles** and **dedicated story placements** highlighting key findings from the Luxury Travel Report, including *TravelAge West*, *Hotel Business*, *Travel Weekly Asia*, and *Luxury Travel Advisor*.



THOUGHT LEADERSHIP HIGHLIGHTS

2025 LUXURY TRAVEL REPORT

Business Post

Luxury travellers seek uniqueness and it's great news for Ireland

Those weary of 'beige' hotels will warm to Irish resorts steeped in story, writes **Brenda Collin**



In an age when luxury travel risks becoming indistinguishable from one city to the next, a quiet rebellion is underway: one that favours soul over sameness, storytelling over standardisation.

Overshadowed by beige interiors, algorithm-led itineraries and carbon copy experiences, today's travellers are turning away from the cookie-cutter in search of something more meaningful.

According to the new Luxury Travel Report by Preferred Hotels & Resorts, nearly 70 per cent of luxury travellers believe modern hotels have lost their soul to sameness. This growing disenchantment with mass-produced travel reflects a broader cultural shift away from "dupe culture" and towards the rare, the real and the emotionally resonant.

The hospitality industry is taking note. This so-called "curation" isn't just uninspiring coming commercially; it's unattractive. Today's traveller is looking for more than escapism; they're seeking emotional connection. This is especially true for Gen Z and millennials who prioritise authenticity over a checked-off travel list as a checklist for discovery.

For these generations of travellers, it's not about going somewhere. It's about feeling something, experiencing moments that can't be replicated, and returning changed in some subtle, essential way.

This sense of disillusionment is being amplified by social media, with many guests believing that hotel design has become too focused on being "Instagram-ready", with the platform itself being blamed for fueling a copy-and-paste effect in luxury travel.

The backlash is clear. Nearly three-quarters of travellers say that they won't pay for accommodations that look and feel like everything else, but instead will dramatically alter itineraries and increase spending for experiences that break through the monotony.

For Ireland in particular, the future is promising. The country's rich cultural heritage, deep storytelling traditions and distinctive regional character offer strong narrative or a surprising detail that broke the mould. In an era when affluent travellers are planning more trips and spending more, they're not looking to accumulate nights—they're investing in meaning.

For Ireland in particular, the future is promising. The country's rich cultural heritage, deep storytelling traditions and distinctive regional character offer



Castlemartyr Hotel & Resort in Cork is steeped in history.



The Fitzwilliam, Dublin offers a stylish city escape.



Castlemartyr Hotel & Resort in Cork is steeped in history.

Robb Report

EN ESPAÑOL

New luxury travelers are looking for something authentic and unique, not the most viral and Instagrammable.

The "culture of deception" on social media has led to more and more people arriving on vacation with inflated expectations that are never met.





"Independent, Inspired, and In-Demand": Seema Roy of Preferred Hotels & Resorts on Redefining Luxury and Expanding Global Footprints




Seema Roy
Area Managing Director for
South Asia, Middle East & Africa

tw

HOTELS

INTERVIEW: PREFERRED TRAVEL GROUP'S CHERYL WILLIAMS SHARES HER THOUGHTS



— Preferred Travel Group chief revenue officer, Cheryl Williams.

Travel Weekly recently had the chance to ask Preferred Hotels & Resorts chief revenue officer, Cheryl Williams, a few questions about luxury accommodation and Aussie travel trends at the recent International Luxury Travel Market Asia Pacific 2025.

LUXURY TRAVEL ADVISOR

THE DOSSIER

Editor's Note: In its first "Luxury Travel Report," Preferred Hotels & Resorts found that luxury travelers are planning an average of eight leisure trips this year—including three international journeys—and over half expect to spend more on travel.

TOP NEWS

MAY 20, 2025



Luxury Travelers Crave Unique, Authentic Experiences: Preferred Hotels

Preferred Hotels' "Luxury Travel Report" affirms that the desire for travel remains robust, with an average of eight leisure trips planned for this year.

LUXURY TRAVEL ADVISOR

Luxury Travelers Crave Unique, Authentic Experiences: Preferred Hotels



In its first "Luxury Travel Report," a luxury consumer trends analysis by Harris Poll. The findings affirm that the desire for travel remains robust, with an average of eight leisure trips planned for this year.

SOCIAL MEDIA



SOCIAL MEDIA RESULTS SUMMARY

2025 LUXURY TRAVEL REPORT

TOTAL SOCIAL MEDIA

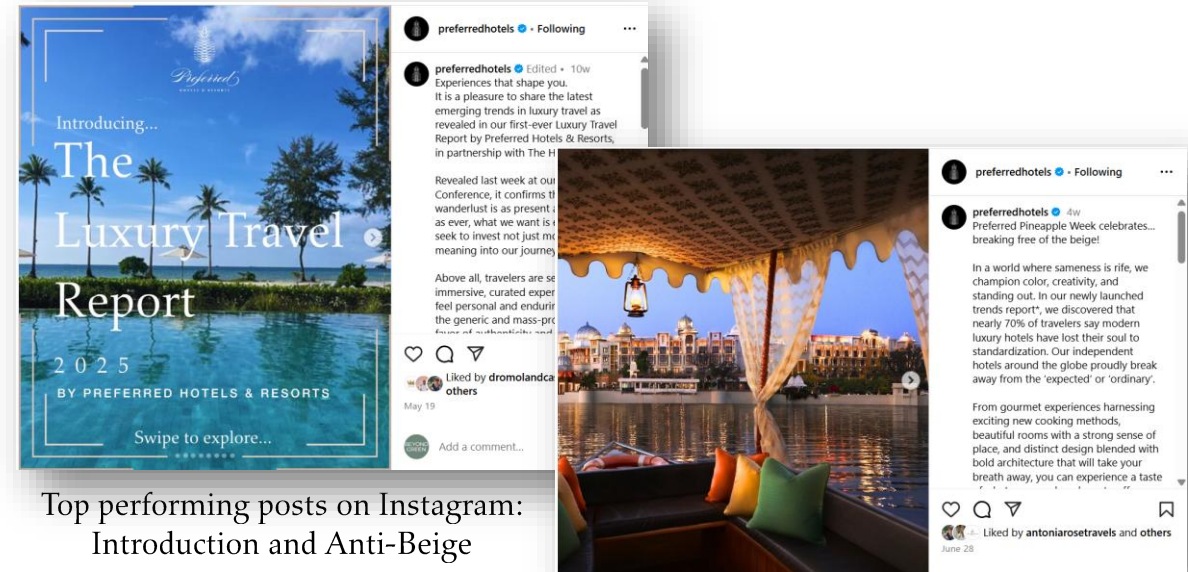
- **32** posts across Instagram, Facebook, X and LinkedIn
- **514,014** Impressions
- **5,452** Interactions
- **2.66%** Engagement Rate (Engagements per impression)

B2B

- Total Posts: 16 across Instagram, LinkedIn, and Facebook
- Total Organic Post Impressions: 24,657
- Average Engagement Rate: 3.56%
- Interactions: 3,342
- **Total Boosted Post Impressions: 302,777**

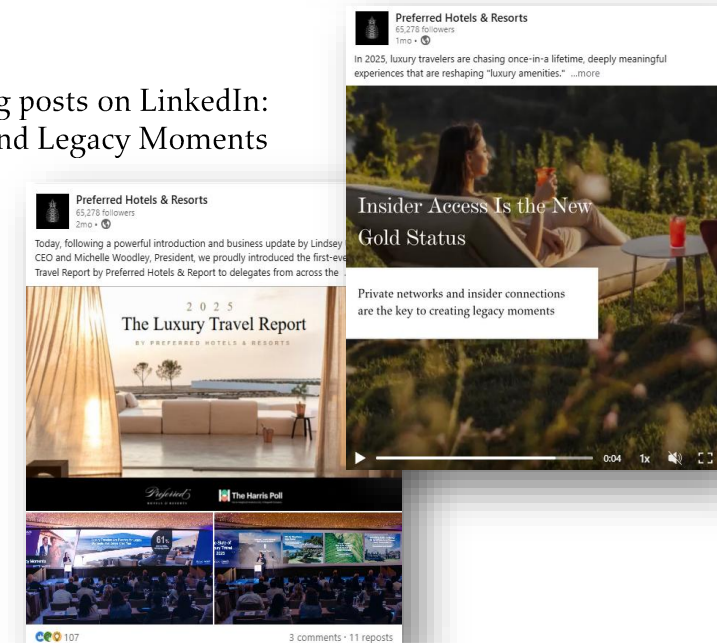
B2C

- Total Posts: 16 across Instagram, Facebook and X
- Total Post Impressions: 157,220 (inc. boosted)
- Average Engagement Rate: 1.76% (ex. Stories)
- Interactions: 2,110
- **Total Impressions inc. stories: 186,580**



Top performing posts on Instagram:
Introduction and Anti-Beige

Top performing posts on LinkedIn:
Introduction and Legacy Moments



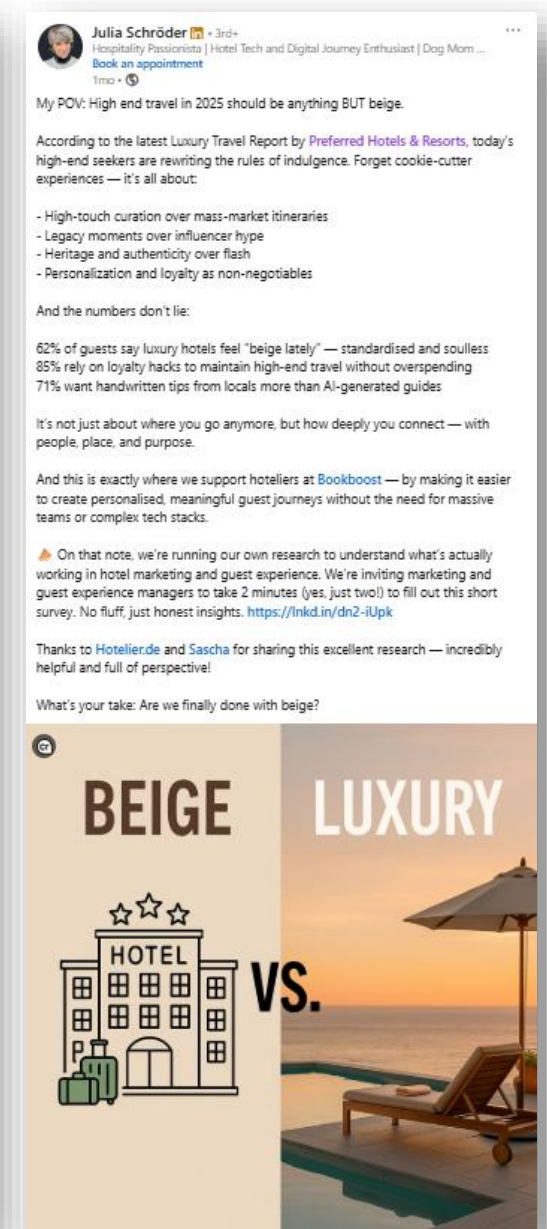
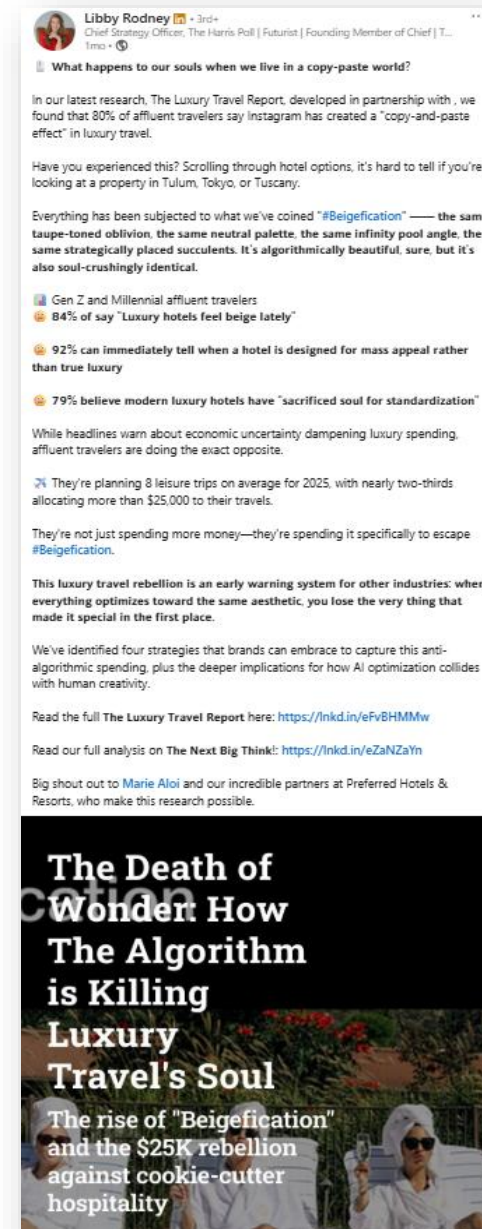
2025 LUXURY TRAVEL REPORT

Engagements: The combined total of interactions with the post, including likes, comments, shares, and clicks.

Total Clicks: The number of times users clicked on the post, including clicks on links, images, or profile elements. This reflects the level of active interest in the content.

Engagement Rate: The percentage of impressions that resulted in an engagement.

Click-Through Rate (CTR): The percentage of impressions that resulted in a click on the link.



ADDITIONAL BRAND SOCIAL MEDIA POSTS

2025 LUXURY TRAVEL REPORT

Preferred Hotels & Resorts LinkedIn: **7 posts**

Preferred Travel Group LinkedIn: **2 posts**

Beyond Green LinkedIn: **2 posts**

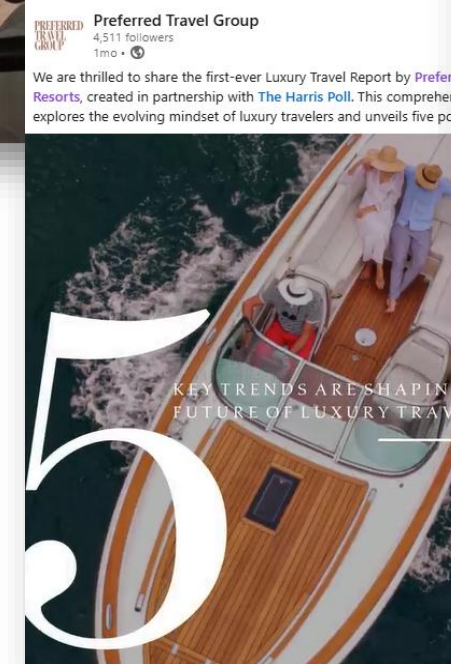
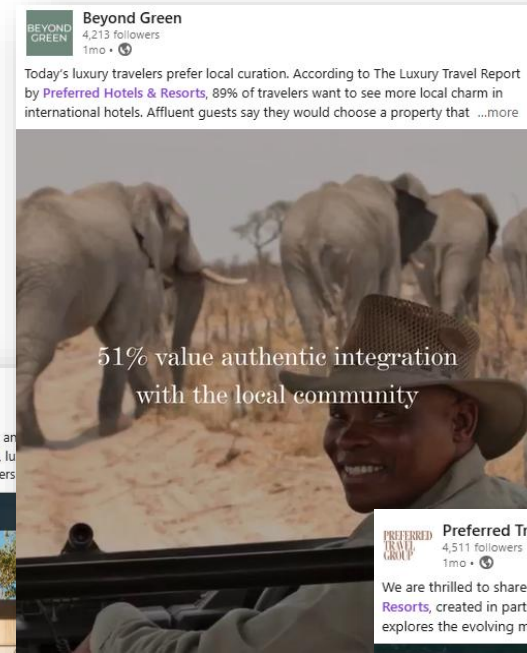
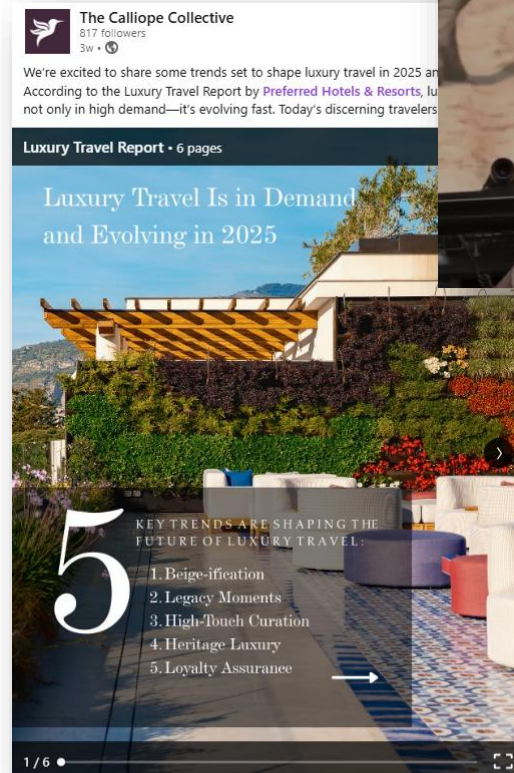
PTG Consulting (LinkedIn & Instagram): **2 posts**

Calliope Collective (LinkedIn, Instagram, and Facebook): **3 posts**

Total Impressions: 23,478

Average Engagement Rate: 5.75%

Engagements: 836



PHR SOCIAL MEDIA POSTS

2025 LUXURY TRAVEL REPORT



Preferred Hotels & Resorts

65,278 followers

2mo • 🌐

Today, following a powerful introduction and business update by Lindsey Ueberroth, CEO and Michelle Woodley, President, we proudly introduced the first-ever Luxury Travel Report by Preferred Hotels & Resorts to delegates from across the ...more

2025

The Luxury Travel Report

BY PREFERRED HOTELS & RESORTS

👁️ 107

3 comments • 11 reposts

Preferred Hotels & Resorts

65,278 followers

1mo • 🌐

Following the launch of The Luxury Travel Report by Preferred Hotels & Resorts in partnership with The Harris Poll, we're excited to continue exploring trends set to shape luxury travel in the weeks ahead. ...more

Luxury Travel Report by Preferred Hotels & Resorts • 50 pages

The Luxury Travel Report

BY PREFERRED HOTELS & RESORTS

Preferred Hotels & Resorts

65,278 followers

1mo • 🌐

Is "Beige-ification" the Luxury Travel Industry's Biggest Threat?

While travel demand remains strong in 2025, luxury travelers are facing a ...more

Beige-ification

The Travel Industry's Biggest Threat

Preferred Hotels & Resorts

65,278 followers

1mo • 🌐

In 2025, luxury travelers are chasing once-in-a-lifetime, deeply meaningful experiences that are reshaping "luxury amenities." ...more

Insider Access Is the New Gold Status

Private networks and insider connections are the key to creating legacy moments

Key Metrics

Total Posts: 7
Total Impressions: 17,141
Average Engagement Rate: 3.45%
Interactions: 2,527



Preferred Hotels & Resorts

65,278 followers

3w • 🌐

Today marks the kickoff of Preferred Pineapple Week 2025 — our week-long celebration of hospitality at its finest. ...more

High-Touch Curation

The New Signals of Luxury

Preferred Hotels & Resorts

65,278 followers

1w • 🌐

Loyalty Assurance: Loyalty Programs Are Lifelines to High Quality Travel

In a world shaped by rising costs and evolving expectations, loyalty ...more

75%

of luxury travelers have adapted their travel habits in response to rising costs and economic uncertainty

85%

of luxury travelers have "luxury hacks" that help them maintain a high-end travel experience without overspending

Preferred Hotels & Resorts

65,278 followers

2w • 🌐

Heritage Luxury: The New Frontier of Travel

Today's luxury travelers are seeking more than just aesthetics—they're ...more

Significance Reigns Supreme

Luxury travelers seek substance and authenticity over fads

PROPERTY	AMENITIES	DINING
<div>74%</div> <div>seek deep historical significance</div> <div>88% Gen X/Boomers</div>	<div>63%</div> <div>prefer historic preservation with modern conveniences</div> <div>71% Gen X/Boomers</div>	<div>59%</div> <div>crave authentic recipes prepared with local ingredients</div> <div>65% Gen X/Boomers</div>
<div>26%</div> <div>prefer Instagram-worthy and trendy</div> <div>48% Gen Z/Millennial</div>	<div>37%</div> <div>want a high-tech, fully loaded suite</div> <div>48% Gen Z/Millennial</div>	<div>41%</div> <div>desire globally inspired fine dining</div> <div>49% Gen Z/Millennial</div>

LUXURY TRAVEL REPORT BOOSTED POSTS


2025 LUXURY TRAVEL REPORT

To maximize the visibility and impact of the Luxury Travel Report findings, organic LinkedIn posts continue to be boosted using a promotion strategy designed to amplify content reach beyond existing followers. Unlike targeted paid campaigns, boosting promotes existing posts to a broader, less segmented audience. This approach enhances awareness while elevating visibility and strengthening thought leadership positioning.

Boosted post: PDF Branded Slides

CTA: Download

- **Total Impressions:** 302,777
- **Engagements:** 5,959
- **Total Clicks:** 2,686
- **Engagement Rate:** 2.0%
- **CTR:** 0.89%



Preferred Hotels & Resorts
65,278 followers
Promoted

Following the launch of The Luxury Travel Report by [Preferred Hotels & Resorts](#) in partnership with [The Harris Poll](#), we're excited to continue exploring trends set to shape luxury travel in the weeks ahead.

Luxury travel is in demand and evolving rapidly, entering a bold new era defined by higher expectations, increased spending, and a desire for more meaningful, immersive experiences.

Today's luxury travelers are setting ambitious plans, planning to take an average of 8 leisure trips over the next year, including 3 international journeys. Over half expect to increase their travel spend compared to 2024, with nearly two-thirds planning to invest more than USD \$25,000 in travel.

This in-depth report examines traveler preferences and expectations, and identifies five key trends transforming the luxury travel landscape:


1. Beige-ification – The travel industry's biggest threat
2. Legacy Moments – The new currency of luxury
3. High Touch Curation – The new signals of luxury
4. Heritage Luxury – The new frontier of luxury
5. Loyalty Assurance – Loyalty programs as lifelines to high quality travel

We see this as an opportunity to share and collaborate with our global community to create innovative, personalized experiences that meet and exceed guest expectations.



Stay tuned as we explore each of these five trends in detail.

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

Luxury Travel Report by Preferred Hotels & Resorts • 50 pages



The Luxury Travel Report
BY PREFERRED HOTELS & RESORTS



[Download Document](#)

B2C SOCIAL MEDIA: PREFERRED PINEAPPLE WEEK DEEP DIVES

2025 LUXURY TRAVEL REPORT

Key Metrics

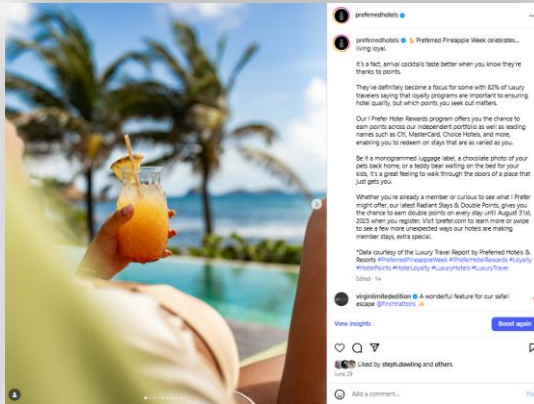
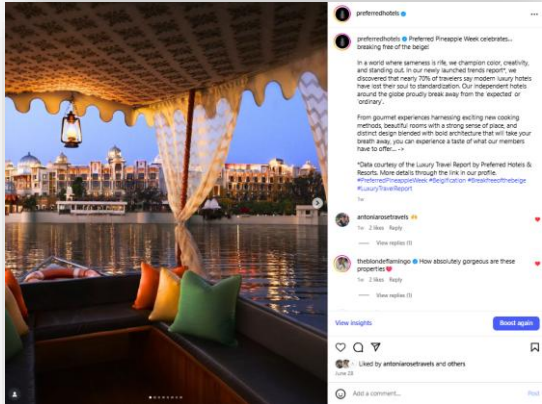
Total Posts: 16 across Instagram, Facebook and X

Total Post Impressions: 157,220 (inc. boosted)

Average Engagement Rate: 1.76% (ex. Stories)

Interactions: 2,110

Total Impressions inc. Stories: 186,580



B2C SOCIAL MEDIA: CHINESE SOCIAL MEDIA PLATFORM SUPPORT

2025 LUXURY TRAVEL REPORT

根据璞富腾酒店及度假村《2025年奢华旅行趋势报告》，“米色化Beige-fication”正成痛点——旅行独特性在流失！但 Kinwani House by Aalia Collection 偏要逆潮而行。



张吉 等 2 个朋友♡

璞富腾酒店及度... 41 9 9 写留言

2025年值得关注的全球旅行新趋势

原创 张朴 张朴好时光

2025年02月26日 14:08 四川 4人

☆星标



璞富腾酒店及度假村 Legend 系列成员酒店：

Peter Island Resort 呈现避世静谧之美

扎根旅游行业 55 年的璞富腾旅行集团近日为我们筛选出了 2025 年全球旅行趋势。阅读这份 2025 年全球旅行趋势，并分享集团及旗下

张朴好时光 259 134 129 29



璞富腾酒店及度假村发布 2025《奢华旅行趋势报告》

璞富腾酒店及度假村联合 The Harris Poll 发布的《奢华旅行趋势报告》揭示，尽管全球经济

BANG Business 107 80 68 6

2025年奢华旅行趋势报告

璞富腾酒店及度假村

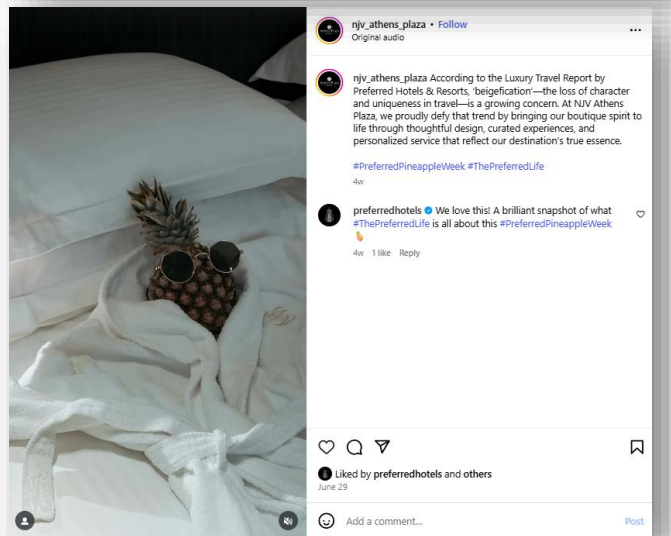
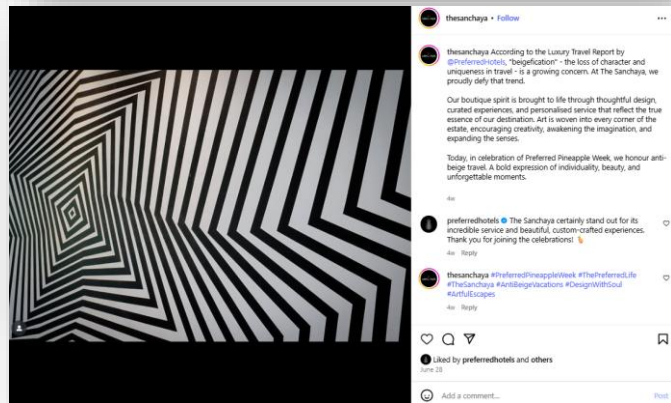
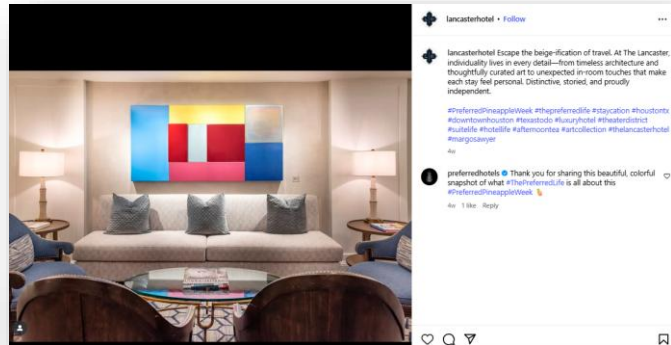
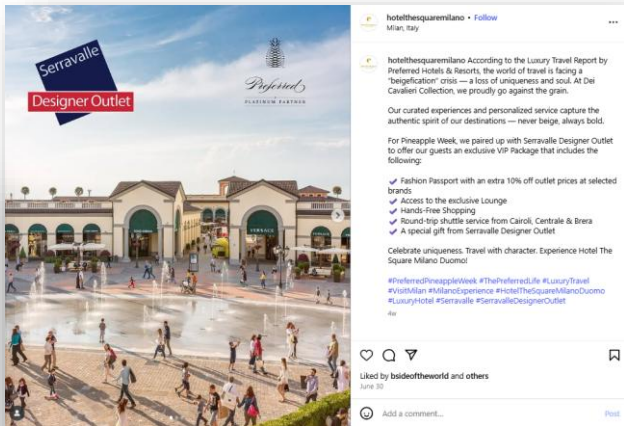
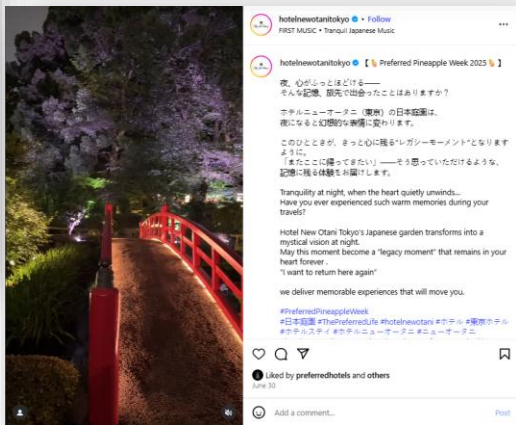
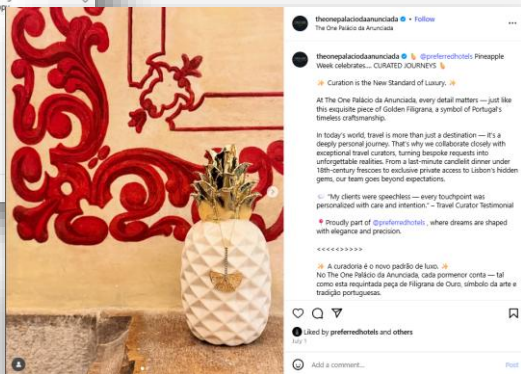
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BRAND SOCIAL MEDIA MENTIONS

2025 LUXURY TRAVEL REPORT



BRAND SOCIAL MEDIA MENTIONS

2025 LUXURY TRAVEL REPORT

Libby Rodney • 3rd+
Chief Strategy Officer, The Harris Poll | Futurist | Founding Member of Chief | T...
Tmo • 6

What happens to our souls when we live in a copy-paste world?

In our latest research, The Luxury Travel Report, developed in partnership with , we found that 80% of affluent travelers say Instagram has created a "copy-and-paste effect" in luxury travel.

Have you experienced this? Scrolling through hotel options, it's hard to tell if you're looking at a property in Tulum, Tokyo, or Tuscany.

Everything has been subjected to what we've coined **"#Beigeification"** — the same taupe-toned oblivion, the same neutral palette, the same infinity pool angle, the same strategically placed succulents. It's algorithmically beautiful, sure, but it's also soul-crushingly identical.

- Gen Z and Millennial affluent travelers
- 84% of say "Luxury hotels feel beige lately"
- 92% can immediately tell when a hotel is designed for mass appeal rather than true luxury
- 79% believe modern luxury hotels have "sacrificed soul for standardization"

While headlines warn about economic uncertainty dampening luxury spending, affluent travelers are doing the exact opposite.

They're planning 8 leisure trips on average for 2025, with nearly two-thirds allocating more than \$25,000 to their travels.

They're not just spending more money—they're spending it specifically to escape **#Beigeification**.

This luxury travel rebellion is an early warning system for other industries: when everything optimizes toward the same aesthetic, you lose the very thing that made it special in the first place.

We've identified four strategies that brands can embrace to capture this anti-algorithmic spending, plus the deeper implications for how AI optimization collides with human creativity.

Read the full The Luxury Travel Report here: <https://lnkd.in/eFvBHMMw>

Read our full analysis on The Next Big Think: <https://lnkd.in/eZaNZaYn>

Big shout out to **Marie Alot** and our incredible partners at Preferred Hotels & Resorts, who make this research possible.

The Death of Wonder How The Algorithm is Killing Luxury Travel's Soul

The rise of "Beigeification" and the \$25K rebellion against cookie-cutter hospitality

Libby Rodney • 3rd+
Chief Strategy Officer, The Harris Poll | Futurist | Founding Member of Chief | T...
Tmo • 6

#Beigeification - captures the copy and paste effect that is set to destroy the margins of the luxury industry. In our latest report with Preferred Hotels & Resorts, we uncovered this theme, the downside of not reacting to it, and what affluent travelers are looking for.

Check out the full report here: <https://lnkd.in/eFvBHMMw>

Additional red flags showcase the threats of beige-ification:

- 72% of affluent travelers say they won't pay for luxury accommodations that look the same as everything else out there today
- 83% of affluent travelers say they can immediately spot when a hotel is designed for mass appeal rather than true luxury

Big shout out to our partners Preferred Hotels & Resorts and Marie Alot for leading this work.

[#travel](#) [#luxury](#) [#affluent](#) [#consumer](#) [#insights](#) [#trends](#)

FAVORITE CONCEPTS THAT

TREND 1

Beige-ification

The Travel Industry's Biggest Threat

LUXURY HAS NEVER BEEN LOUDER....

YET IT NEVER FELT SO FORGETTABLE.

BEIGE VS. LUXURY

BEIGE

LUXURY

HOTEL

VS.

BEIGE

LUXURY

TW | Luxury Marketing
152 followers
Tmo • 6

LUXURY IS BORING - AND 72% OF THE CLIENTS KNOWS IT!

Research from Preferred Hotels & Resorts and The Harris Poll shows what many in the industry have quietly sensed: sameness is creeping in. According to the findings, 62% of affluent travelers say high-end experiences are starting to feel indistinct. And 72% won't pay for what blends in.

While the research centers on hospitality and travel, it signals something far more important—a wider emotional erosion across the luxury landscape. From fashion to private wealth, automotive to design, clients want more than just something that looks good.

- Visibility is no longer enough.
- Impressions don't equal intimacy.
- Brand equity is being rewritten by emotional relevance.

And yet, many luxury strategies still chase what's easy to count while overlooking what truly builds influence: trust, timing and feeling understood.

Read the full blog post on how experiential luxury must evolve in response here <https://lnkd.in/gpJhtAqP>

#QuestionForGroup: When was the last time a luxury brand truly surprised you—for the right reasons?

#Luxurymarketing #Experientialluxury #Brandintimacy #Clientengagement #HNWI #Luxuryleadership

LUXURY HAS NEVER BEEN LOUDER....

YET IT NEVER FELT SO FORGETTABLE.

Julia Schröder • 3rd+
Hospitality Passionista | Hotel Tech and Digital Journey Enthusiast | Dog Mom ...
Book an appointment
Tmo • 6

My POV: High end travel in 2025 should be anything BUT beige.

According to the latest Luxury Travel Report by Preferred Hotels & Resorts, today's high-end seekers are rewriting the rules of indulgence. Forget cookie-cutter experiences — it's all about:

- High-touch curation over mass-market itineraries
- Legacy moments over influencer hype
- Heritage and authenticity over flash
- Personalization and loyalty as non-negotiables

And the numbers don't lie:

62% of guests say luxury hotels feel "beige lately" — standardised and soulless

85% rely on loyalty hacks to maintain high-end travel without overspending

71% want handwritten tips from locals more than AI-generated guides

It's not just about where you go anymore, but how deeply you connect — with people, place, and purpose.

And this is exactly where we support hoteliers at Bookboost — by making it easier to create personalised, meaningful guest journeys without the need for massive teams or complex tech stacks.

On that note, we're running our own research to understand what's actually working in hotel marketing and guest experience. We're inviting marketing and guest experience managers to take 2 minutes (yes, just two!) to fill out this short survey. No fluff, just honest insights. <https://lnkd.in/dn2-iUpk>

Thanks to Hotelierde and Sascha for sharing this excellent research — incredibly helpful and full of perspective!

What's your take: Are we finally done with beige?

BEIGE VS. LUXURY

BEIGE

LUXURY

HOTEL

VS.

BEIGE

LUXURY

Raimund Notz • 2nd
Account Director Central & Eastern Europe Preferred Hotels & Resorts | HSM...
2w • Edited • 6

Welcome to the Future of Luxury Travel: Breaking the Beige

This week, we're diving into the five key trends shaping the future of luxury travel, as revealed in the 2025 Luxury Travel Report by Preferred Hotels & Resorts and The Harris Poll.

From soulful design to legacy-defining experiences, today's travelers are rewriting the rules of what luxury means—and what it should feel like.

Let's begin with the first trend: Beige-ification.

Luxury travelers are tired of the "copy-and-paste" aesthetic. 62% say luxury hotels feel beige—same design, same food, same vibe. In 2025, travelers are flipping itineraries and budgets to escape the algorithm and find **#authentic**, **#soulful** **#stays**.

True luxury? It's not trending. It's timeless.

#ThePreferredLife #BelieveInTravel #LuxuryTravel #AuthenticityMatters #Beigeification

Preferred HOTELS & RESORTS

2025

The Luxury Travel Report

BY PREFERRED HOTELS & RESORTS

Beige-ification


The Travel Industry's Biggest Threat

Preferred HOTELS & RESORTS

The Harris Poll

BRAND SOCIAL MEDIA MENTIONS

2025 LUXURY TRAVEL REPORT



UCSL United Certification Systems LTD
1,181 followers
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🌟 When luxury feels beige, sustainability brings the soul back?
"Luxury hotels feel beige lately – same design, same food, same amenities." That's not an opinion. That's 6 in 10 luxury travelers speaking.

According to the 2025 Luxury Travel Report by Preferred Hotels & Resorts:

- 62% say luxury properties feel too standardized
- 56% have experienced destination disillusionment – when nothing feels different
- 89% want to see more local charm in international hotels
- 34% of luxury travelers now seek impact-driven travel

And here's the shift:
Luxury travelers aren't just noticing sameness, they're actively rejecting the copy-paste experience and Instagram-driven "dupe culture".
They're willing to spend more, move their dates, even choose a new destination just to stay somewhere that feels genuine and true to place.

🌱 #Sustainability is part of the solution.


Not just in how a hotel operates, but in how it connects – to place, to people, to story. When done right, sustainability is what gives a property its soul.


Local heritage, environmental practices, and community partnerships are becoming deciding factors in booking. Authenticity, curation, and conservation aren't just values, they're competitive advantages.

🌟 In a sea of beige, the future belongs to those who stand for something real. Want to future-proof your property and stand out for the right reasons? Connect with UCSL United Certification Systems LTD.

Thank you Frosso Dimitrakopoulou for bringing attention to this report and the deeper shift it reveals. 🙌 Read the full report:

#SustainableLuxury #ResponsibleLuxury #UCSL #GSTCAccredited #GSTCCertification





The Liberty Trust
225 followers
3w • 🌐

The latest Luxury Travel Report from Preferred Hotels & Resorts highlights a growing concern in hospitality: "beigeification"—the loss of authenticity and character in travel experiences.


At The Liberty Trust, we proudly defy that trend. From our boutique interiors to personalized service, every detail is designed to reflect the true spirit of our Roanoke destination.


Discover the difference for yourself and book a stay by visiting <https://lnkd.in/eVbmHVJB>.

Enjoy exclusive perks and benefits by joining I Prefer Hotel Rewards — sign up at <https://lnkd.in/eEmrgjK>

#TheLibertyTrust #PreferredHotels #RoanokeVA #PreferredPineappleWeek

Savara Hospitality Vishal S. Kevin R. Stovall April Bogard Sarah Leffler Katie Hartmann Andrea Ruglio






The Harris Poll
23,991 followers
1mo • 🌐

We partnered with Preferred Hotels & Resorts on the Luxury Travel Report, a comprehensive luxury consumer trends study.


Today's luxury traveler isn't just spending more—they're seeking more. The research reveals a shift toward immersive, curated experiences that feel personal and enduring. Generic, mass-produced offerings are out; authenticity and connection are in.

The report identifies five emerging forces shaping the future of luxury travel—marking a new era defined by meaning, not just money.

Discover the trends: <https://lnkd.in/g8ARCCWr>



Preferred Hotels & Resorts Launches the Luxury Travel Report 2025
globenewswire.com




Alejandro Fuentes, MBA • 2nd
Regional Marketing Manager for Mexico & Latin America at Preferred Hotels ...
1mo • 🌐


Is "beige" travel over? 🌐 🌐 🌐

Luxury travelers are craving bold, authentic, and curated experiences. Our Luxury Travel Report 2025 by Preferred Hotels & Resorts, reveals what's driving their choices — and why loyalty programs still matter more than ever.

Read the full insights: <https://lnkd.in/gZZNZjtE>

#PreferredHotels #HospitalityMarketing #LuxuryTravel #TravelTrends #LuxuryLifestyle






John Gerzema • 3rd+
CEO @ The Harris Poll | NYT Bestselling Author, Pollster and Strategist.
1mo • 🌐


America This Week From The Harris Poll:

- Are price wars overtaking the culture wars? (Axios Harris Poll 100).
- Americans remain greatly concerned about tariffs (Bloomberg-Harris Poll).
- Americans say, get AI right the first time (Axios Harris Poll 100).
- The rise of #Beigeification, the danger of sameness in luxury travel. (Preferred Hotels & Resorts/Harris Poll).

Stagwell #AI #Luxurytravel #tariffs #economy #marketing #consumerism LinkedIn News Victoria Taylor Libby Rodney




America This Week:
From The Harris Poll
By John Gerzema




Luxury Travel Advisor
27,951 followers
2mo • Edited • 🌐

According to Preferred Hotels & Resorts' first "Luxury Travel Report," luxury travelers are planning an average of eight leisure trips this year—including three international journeys—and over half are expecting to spend more on travel than in 2024.

<https://lnkd.in/e3jf7dbY>




HOTELS & RESORTS

BRAND SOCIAL MEDIA MENTIONS


2025 LUXURY TRAVEL REPORT

Hotelier.de
10,333 followers
2mo • Edited •

Preferred Hotels & Resorts unveils Luxury Travel Report 2025
More info in the comments

Photo: Preferred Hotels & Resorts Al Habtoor Palace Budapest

Show original · Translation settings



with Lindsey Ueberroth and 2 others


Aspire
511 followers
1mo •

More than half of luxury travellers expect to increase their travel spend in 2025 compared to 2024, according to a new report by Preferred Hotels & Resorts.

The independent hotel brand's inaugural Luxury Travel Report found that affluent consumers expect to take eight leisure trips on average in 2025, with three international journeys planned.

In addition, nearly two-thirds of the 503 wealthy consumers surveyed are allocating more than \$25,000 to their travels this year.

Read the full story here: <https://lnkd.in/e8GAe6a6>




Luxury travellers expected to increase travel spend in 2025, report finds
aspiretravelclub.co.uk

TravelAge West
2,278 followers
1mo •

Preferred Hotels & Resorts' first-ever Luxury Travel Report found that "travel advisors are the new power brokers." The survey also found that demand for #luxury travel is high, and that affluent travelers are planning eight leisure trips this year on average. Learn more about why high-net-worth travelers are turning to travel agents below.

#traveladvisor #travelagent #travelindustry #travelagency #travelbusiness #luxurytravel <https://shorturl.at/0rjMf>



Why Luxury Travelers With \$25K+ Budgets Are Turning to Travel Advisors
travelagewest.com

Nicer
756 followers
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In today's travel landscape, discerning travelers are increasingly seeking the expertise of professional advisors. According to the Preferred Hotels & Resorts 2025 Luxury Travel Report, luxury travelers are prioritizing personalized, authentic experiences over standardized offerings.

At Nicer, we recognize that luxury travel carries various meanings. It's about curated experiences, peace of mind, and meaningful connections. Here's how we align with the evolving needs of today's travelers:

- Personalized Expertise**
Our advisors are not just well-traveled; they possess deep insights into destinations, cultures, and experiences. They leverage a vast network of trusted partners to craft journeys that resonate with your unique preferences.
- Prioritizing Safety and Security**
In an era where safety is paramount, our advisors provide an added layer of assurance. They stay abreast of global developments, ensuring your travel plans are both exciting and secure.
- Commitment to Sustainability**
With over 40% of luxury travelers willing to pay more for environmentally friendly practices, our advisors are dedicated to crafting sustainable itineraries that align with your values.
- Embracing Technology**
While AI offers new tools for personalization, it's the human touch that makes the difference. Our advisors combine technological advancements with genuine empathy to deliver unparalleled service.

VOEJA.US
751 followers
1mo •

Have you heard of Beige-ification?


Apparently it's the Travel Industry's Biggest Threat...

recently put out some incredibly insightful data related to current trends in the Luxury Travel Industry.

Find out more about beige-ification and top luxury trends with the link to "2025 - The Luxury Travel Report" below.

#LuxuryTravel #LuxuryTravelIndustry #LuxuryTravelAdvisors #LuxuryHotels #LuxuryResorts

<https://lnkd.in/gTSUYEJ8>



The 2025 Luxury Travel Report by Preferred Hotels & Resorts
flipsnack.com

GLOBAL EVENTS



GLOBAL BRAND MEDIA EVENTS

2025 LUXURY TRAVEL REPORT

Since its launch in May, The Luxury Travel Report messaging has been shared through presentations by brand executives at media co-op events in New York and London – reaching with a combined total of **70+ consumer and trade media**.

Media Co-Op Highlights Include:

- **Media Co-Op Event in NYC:** Attended by **20 hoteliers** representing Legend Collection and New Openings, as well as **38 media attendees** representing top-tier consumer and trade publications, including *Travel + Leisure*, *Forbes*, *Condé Nast Traveler*, *Forbes*, *The Points Guy*, *AFAR*, *Travel Weekly*, and *Elite Traveler*.
- **Media Co-Op Event in London:** Attended by **18 hoteliers** from Preferred Hotels & Resorts and Beyond Green brands, and **25 media attendees** representing top-tier publications such as *Condé Nast Traveller*, *National Geographic Traveller*, *Forbes*, and *The Independent*



GLOBAL CONFERENCES & MEDIA DESKSIDES

2025 LUXURY TRAVEL REPORT

The Luxury Travel Report has been showcased globally through high-profile press conferences, strategic one-on-one meetings at leading industry events, and ongoing media engagements in key markets including London, New York, Beijing, Singapore, and Madrid. Since its launch, the team has connected with over **100 media outlets worldwide**.

Conference & Meeting Highlights Include:

- **LE Miami (May):** Executed **16 media meetings** with top travel journalists, including *Travel + Leisure*, *Dossier*, *The Points Guy*, and *Conde Nast Traveler* -- with dedicated article published on *Esquire (Philippines)* directly resulting from media meeting.
- **ILTM Asia (July):** Hosted a press conference alongside a series of targeted one-on-one appointments with Cheryl Williams, attracting over 70 media representatives. Notable attendees included *TTG Asia*, *National Geographic Traveler China*, and *CNA Luxury*. Secured two exclusive interviews with Cheryl Williams and one with James Koh.
- **GBTA Convention, Denver (July):** Executed press conference and series of media meetings represented by Kimberly Wilson. The event welcomed 26 media attendees focused on corporate travel, including *The BTN Group*, *BTN Europe*, and *Business Travel Executive*.



GLOBAL CONFERENCES & MEDIA DESKSIDES

2025 LUXURY TRAVEL REPORT

Conference & Meeting Highlights (cont.)

- **Virtuoso Travel Week, Las Vegas (August):** Proactively secured 25+ media appointments with leading outlets at the luxury travel industry's "Fashion Week" in Las Vegas. The Luxury Travel Report was a focal point in conversations with top-tier journalists and was strategically integrated into discussions surrounding Virtuoso's trend report, ultimately driving additional coverage inclusion. This underscores the report's influence within broader industry narratives and reinforces the continued relevance and authority of our proprietary findings

CONNECTING TRAVEL

Virtuoso identifies 6 biggest shifts in luxury travel

As luxury trips become more personalised, with travellers prioritising enriching experiences alongside enhanced safety, the demand for professional guidance is climbing.

Virtuoso notes a 76% increase in consumers actively seeking out advisors through its platform, with three out of four clients naming safety and security as their main concern when planning travel.

For 65% of respondents, the leading benefit of working with a travel advisor is the extra layer of protection they provide, surpassing the value of upgrades, exclusive access or VIP perks.

This trend is echoed in external research. According to Preferred Hotels & Resorts' inaugural Luxury Travel Report, produced with The Harris Poll, 84% of those surveyed felt that a trusted travel advisor offered better support than relying on internet research alone.

ASSOCIATE ENGAGEMENT



ASSOCIATE BRIEFING AND TOOLKITS

2025 LUXURY TRAVEL REPORT

We activated Associates as ambassadors of The Luxury Travel Report 2025 through a company-wide webinar and a ready-to-use toolkit – featuring a custom email signature, key messages, social media posts with imagery, a presentation template and talking points – to help them confidently share the report with external audiences.

The Associates Toolkit will be updated on an ongoing basis, offering fresh perspective to be leveraged in conversation and via social media channels.

- **Associate Toolkit:** [Here](#)
- **Email Signatures:** [Here](#)
- **Presentation Materials:** [Here](#)

Social Media Images



LTR Email Signatures



HOTELIER ENGAGEMENT



HOTELIER COMMUNICATIONS

2025 LUXURY TRAVEL REPORT

Among The Luxury Travel Report's greatest opportunities is to deliver data-driven insights and storytelling opportunities that benefit our existing member hotels – beginning with the members-exclusive announcement on stage at Global Conference in Singapore.

- **Member-exclusive webinar:** More than 230 hoteliers registered for a detailed briefing on July 1, and a recording was shared via PreferredNet.
- **PreferredNet page:** Report-dedicated page received 255 views from after it launched on June 26 through August 13.
- **Newsletter stories:** Report was featured in May, June, and July newsletters with nearly 800 unique clicks. Stories featuring The Luxury Travel Report ranked as the #1 or #2 most-clicked topic for each edition.

@PREFERREDHOTELS

JULY 15, 2025

Monthly News and Opportunities Exclusively for
Preferred Hotels & Resorts Members



Member Opportunities

Leverage The Luxury Travel Report by Preferred Hotels & Resorts

- Developed in partnership with The Harris Poll, The Luxury Travel Report is a comprehensive luxury consumer trends study, deepening our understanding of the ever-evolving desires of luxury travelers
- On July 1, we hosted an exclusive webinar for member hotels to take a closer look at the strategy behind releasing our first-ever report of this kind, present a deeper look at the trends, and offer resources to help members maximize the insights and opportunities for their hotels
- [Explore the report and watch the webinar](#)

DEVELOPMENT



DEVELOPMENT

2025 LUXURY TRAVEL REPORT

The Luxury Travel Report is a powerful development tool, highlighting the investment in understanding decision-making among luxury travelers and strategic initiatives intended to elevate Preferred Hotels & Resorts and its member properties.

At a tactical level, the report provides a ready-made narrative, credible data, and unique perspective to share with prospective member hotels and PTG Consulting clients.

- **Proposal insights:** Trends outlined in the report have been integrated into development conversations with potential members and PTG Consulting prospects →→
- **Inbound interest:** Media coverage of the report has sparked inbound interest from at least one hotel group in Japan

Japan | U.S. Opportunity

Japan remains one of the most desired outbound destinations for U.S. travelers in recent years, reaching record highs in 2024.

(Source: Japan National Tourism Organization)

According to our recent Luxury Travel Report 2025, Japan ranks #4 on the list of most desired international destinations for affluent U.S. travelers.

(Source: The Luxury Travel Report 2025)

Cultural experiences

American travelers are seeking more authenticity and greater cultural immersion. The allure of Japan — its elevated hospitality, rich history and traditions, and distinct culinary experiences — will continue to resonate with U.S. luxury travelers.

The Anti-Beige Movement

Luxury travelers seek hotels with unique identity and are rejecting the "beige-ification" or sameness of hotels. According to The Luxury Travel Report 2025, affluent travelers seek more distinctive journeys reflected in the design, cultural integration, and curated experiences found in hotels.

Multi-generational travel

Demand remains high for multi-generational travel and legacy-building moments among U.S. travelers. Japan has appeal — and opportunity — as a the perfect destination for families, milestone celebrations, and small group travel.

LOOKING AHEAD



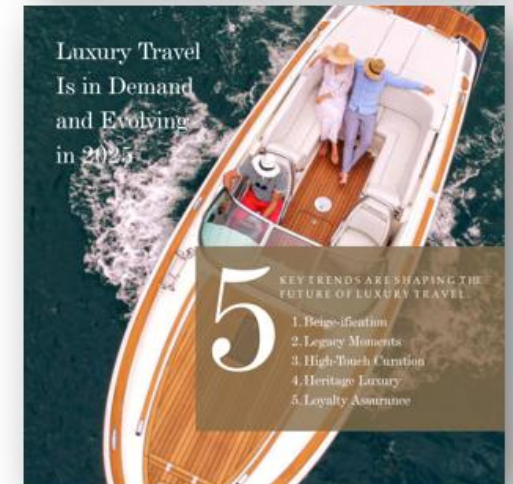
LOOKING AHEAD

2025 LUXURY TRAVEL REPORT

In the months ahead, The Luxury Travel Report will remain a centerpiece of our strategic communications efforts – earning visibility through curated webinars, strategic media outreach, high-profile industry events, and amplified social media campaigns.

Key Upcoming Highlights:

- **LTR Learning Series:** Member exclusive sessions focused on maximizing the report by role, starting with PR and marketing teams, have been designed to inspire deeper engagement and drive utilization of the report's insights (*Target Timing: Mid September*).
- **Beyond Green Member Webinar:** Focused on the report's sustainability highlights, this session will spotlight innovative practices and inspire action among members (*Target Timing: Late August / Early September*).
- **Targeted Media Campaigns:** Focused pitches and integration into upcoming global press releases, emphasizing themes such as Legacy moments, heritage travel, and multigenerational travel trends. (*Monthly*)
- **Hotelier & Associate Engagement:** Continued promotion of the comprehensive resource hub, encouraging hoteliers and associates to integrate report findings into communications, presentations, and client engagements.
- **Brand Event Showcases:** Strategic spotlights planned at events including the Munich Co-Op (October), brand events in Singapore and Beijing (October), and the PHR Mexico City Co-Op (December).
- **Conference Visibility:** The report will be highlighted at leading industry events including *Virtuoso Travel Week* (August), *IMM Lux* (October), *ILTM North America* (October), *Travel Classics West* (October), *Hospitality Japan* (October), *IMM Asia* (October), and *ILTM Cannes* (December).



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HOTELS & RESORTS