



*Preferred*SM
HOTELS & RESORTS

Independent Hotel Week 2026

January 26 – January 30



Campaign Overview

CONCEPT

In celebration of Independent Hotel Day 2026, the Social Media team expanded the initiative into a week-long global campaign from January 26 to 30, centered on the theme inspired by The Luxury Travel Report, “Break Free From the Beige.” The campaign highlighted how Preferred Hotels and Resorts champions independent hospitality by elevating authentic stories of heritage, culture, and design.

Through curated storytelling across participating properties, the initiative reinforced the defining advantage of independent hotels: distinctive character, local identity, and experiences that stand apart from the beige.

STRATEGY

- Published daily campaign content across global brand social media channels
- Amplified participating hotel content through owned social distribution
- Engaged travel consumers, *I Prefer* members, hoteliers, associates, and the broader travel community
- Positioned Preferred Hotels & Resorts as a leading voice in independent luxury hospitality

Campaign Results Snapshot

Global Results - Organic Performance

- **42** total campaign posts across channels (Instagram, LinkedIn, Facebook, Weibo, WeChat, TikTok, Threads, Pinterest, Rednote)
- **66,000** impressions across posts and Stories
- **1,400** engagements across channels
- **5.6%** average post engagement rate

Global Results - Boosted Performance (LinkedIn):

- **3** boosted videos
- **333,000** impressions
- **385** engagements

Hotel Engagement & Community Participation

- **270+** engagements using campaign hashtags #IndependentHotelWeek and #BreakFreeFromTheBeige
- **100+** hotel posts shared across global channels

Content Snapshot

January 26 (Monday)
Introduced Independent Hotel Week:

Kicked off Independent Week with a video montage to set the tone for celebrations spotlighting the “Break Free From The Beige” movement.

January 27 (Tuesday)
Loyalty / *I Prefer* Hotel Rewards:

Launched videos promoting a limited-time *I Prefer* Hotel Rewards exclusive offer in honour of Independent Hotel Week.

January 28 (Wednesday)
Celebrating Independent Stories:

Featured two short-form videos spotlighting the unique experiences and perspectives at select member hotels.

January 29 (Thursday)
Independent Hotel Day (observed)

Marked the occasion with a special video tribute that showcased the richness and diversity of our global portfolio and four Collections including Legend, L.V.X., Lifestyle, and Preferred Residences.

February 2 (Monday)
Closing Celebrations:

Wrapped up Independent Hotel Week with a final moment of celebration and gratitude.

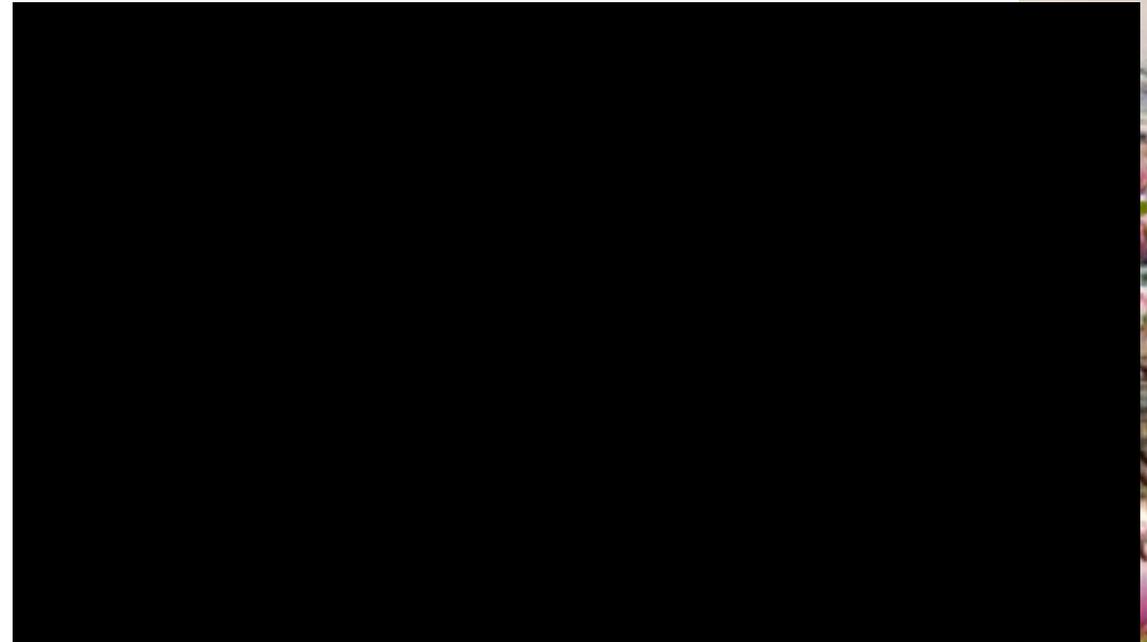
#IndependentHotelWeek
#BreakFreeFromTheBeige

TACTICS - LAUNCH DAY VIDEO – JANUARY 26

As part of the launch of this year’s theme, “Break Free from the Beige,” the team created a global tribute showcasing Preferred Hotels & Resorts properties that champion independent hospitality.

The launch video served as the first post of Independent Hotel Week, marking the official start of the campaign. The video was produced using footage from member properties, bringing the theme to life by highlighting the truly design-forward, immersive, and culturally rich stays that define our portfolio.

The team also invited hotel partners to join the celebration by sharing stories of breaking free from beige.



TACTICS – *I Prefer* Hotel Rewards Integration

To further celebrate the week, the team highlighted an *I Prefer* Hotel Rewards inclusion, showcasing the spring offer and bringing loyalty trends to the forefront. The post also encouraged engagement by inviting audiences to vote for the Members' Choice Awards.



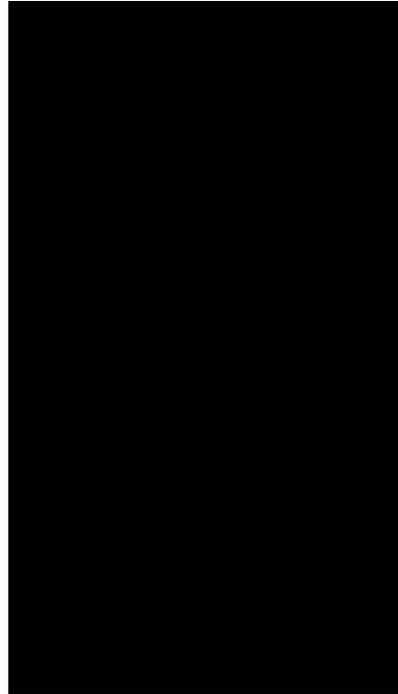
TACTICS – DAILY POSTS



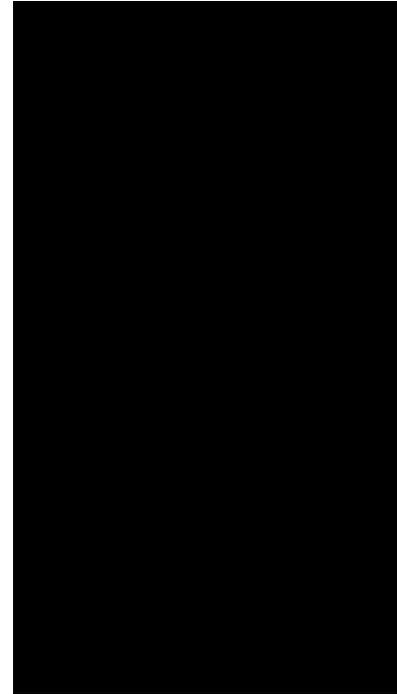
January 26



January 27



January 28

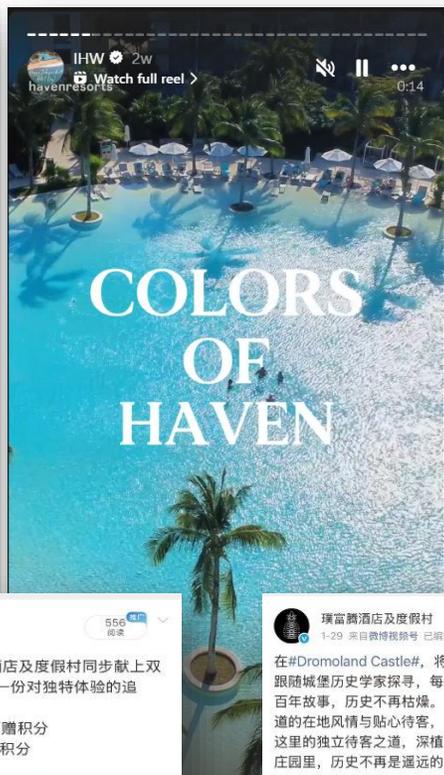


January 29



February 2

Content Snapshot



璞富腾酒店及度假村
1-28 来自微博视频号 556 浏览

为致敬独立旅行精神，璞富腾酒店及度假村同步献上双重 IPrefer 会员专属礼遇，让每一份对独特体验的追求，都能收获惊喜。

- ♥ 参与 IPrefer 会员之选，投票赠积分
- ♥ IPrefer 限时预订，获取双倍积分

🔗 网页链接
#IndependentHotelWeek##BelieveinTravel#

25次观看 00:30

转发 评论 赞

璞富腾酒店及度假村
1-29 来自微博视频号 已编辑 604 浏览

在#Dromoland Castle#，将中世纪梦境照进现实！跟随城堡历史学家探索，每块砖石、每道拱门都诉说着百年故事，历史不再枯燥。这里摒弃标准化服务，以地道的在地风情与贴心待客，打造独一份的旅居体验。这里的独立待客之道，深植于传承的土壤。这座爱尔兰庄园里，历史不再是遥远的追忆，而是为当代旅... 全文

友善评论，文明发言

转发 评论 赞

Break Free From
The Beige

打破酒店“米色化”趋势，和璞富腾酒店及度假村一起庆祝独立酒店周 Independent Hotel Week。邂逅...
18天前

数据分析 >
播放 710 次

119 6 92 0

Unforgettable
Stays

璞富腾酒店及度假村
四大精选系列，邀您共赴风格迥异的独立之旅
璞富腾全球四大精选系列 Legend, L.V.X, Lifestyle... 展开

说点什么...

10 5 1

璞富腾酒店及度假村
Dromoland Castle | 住进爱尔兰童话
在Dromoland Castle，将中世纪梦境照进现实！跟随... 展开

说点什么...

24 11 1

London Media Event (Independent Hotel Day)

Event Overview:

- **The wellness event was held on Independent Hotel Day** at The Newman Hotel, adding further significance and providing an opportunity to reinforce strengths of our independent global portfolio, what independence truly means, and to share key brand updates.
- **15 media and content creator attendees** from top-tier media outlets, such as Country Life, Business Traveller, Travel + Leisure, Living 360 and more. Leading creators in attendance included A_OnTheRoad, Anoushkalila, MyGreatEscapes, and TSChang.
- **Engaging activities included** a hotel tour of The Newman ahead of its official opening February 1, a sound bath experience held in the hotel's studio area, exclusive access to the spa, a healthy breakfast and networking in the hotel's penthouse suite.
- **Media gifts included** branded hardback travel journals and two sets of spa products provided by The Newman's spa partners.



Tactics: Hotel Engagement – LinkedIn

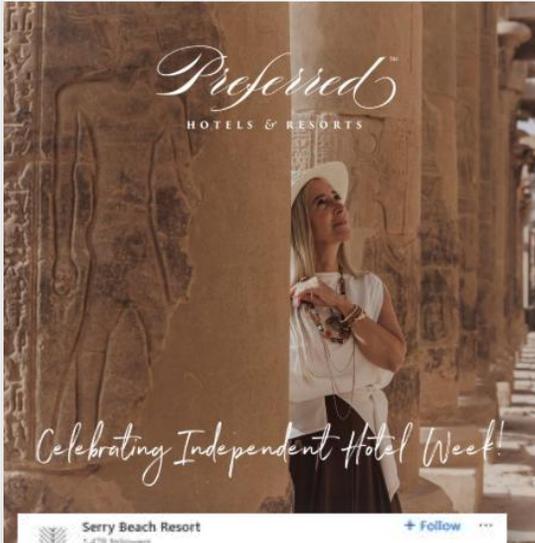
Encora Collection
893 followers
1w • 🌐

It's Independent Hotel Week. Inspired by the timeless spirit of ancient Egypt—where temples, stories, and artistry surround every journey.

Together with [Preferred Hotels & Resorts](#), we celebrate design, culture, and experiences rooted in authenticity.

Break free from the ordinary and discover a stay that leaves a lasting impression.

[#ProudlyPreferred](#) [#IndependentHotelWeek](#)



The Sense Experience Resort
395 followers
1w • 🌐

This week, we're celebrating Independent Hotel Week with [Preferred Hotels & Resorts](#), a global tribute to the stories, design, and character that make independent stays unforgettable.

Join us as we break free from the beige and spotlight the bold details that define our hotel's spirit. Unlock a luxury stay that stays with you.

[#ProudlyPreferred](#) [#IndependentHotelWeek](#) [#thesenseexperience](#) [#thepreferredlife](#) [#tuscany](#) [#maremma](#) [#fonticcia](#)

Aizhena Zhantuarov Silvia Ficanterri



Hotel Magnolia Chile
2,208 followers
1w • 🌐

No creemos en lo genérico. Creemos en el carácter, en la historia y en el lujo con identidad. En Hotel Magnolia, nos sumamos a Independent Hotel Week junto a [Preferred Hotels & Resorts](#) para celebrar la hospitalidad independiente que deja huella.

We don't believe in generic. We believe in character, history, and luxury with identity. At Hotel Magnolia, we're joining Independent Hotel Week alongside [Preferred Hotels & Resorts](#) to celebrate independent hospitality that leaves a lasting impression.

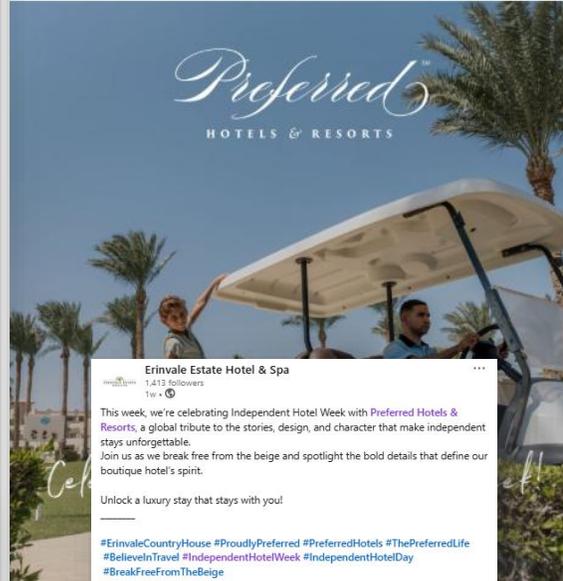
[#IndependentHotelWeek](#) [#BreakFreeFromTheBeige](#) [#ProudlyPreferred](#)

Show translation



Coral Sea Resorts
2,566 followers
1w • 🌐

This week, we're joining independent hotels around the world in celebrating with [Preferred Hotels & Resorts](#). ...more



Erinvale Estate Hotel & Spa
1,413 followers
1w • 🌐

This week, we're celebrating Independent Hotel Week with [Preferred Hotels & Resorts](#), a global tribute to the stories, design, and character that make independent stays unforgettable. Join us as we break free from the beige and spotlight the bold details that define our boutique hotel's spirit.

Unlock a luxury stay that stays with you!

[#ErinvaleCountryHouse](#) [#ProudlyPreferred](#) [#PreferredHotels](#) [#ThePreferredLife](#) [#BelieveInTravel](#) [#IndependentHotelWeek](#) [#IndependentHotelDay](#) [#BreakFreeFromTheBeige](#)

[@hotel@erinvale.co.za](#)
+27 21 847 1160



The Social House Nairobi
13,550 followers
1w • 🌐

67% of luxury travellers agree: modern hotels have sacrificed soul for standardization.

Today, The Social House joins [Preferred Hotels & Resorts](#) to kick off Independent Hotel Week 2026. Our mission? To [#BreakFreeFromTheBeige](#).

We believe luxury shouldn't be designed for mass appeal. From our bold interiors and vibrant restaurants to our character-filled bedrooms, we're showcasing the "unmistakable character" that defines independent hospitality.

It's time to choose stays that inspire, surprise, and delight.

[#IndependentHotelWeek](#) [#BreakFreeFromTheBeige](#) [#ProudlyPreferred](#) [#ThePreferredLife](#) [#BelieveInTravel](#)

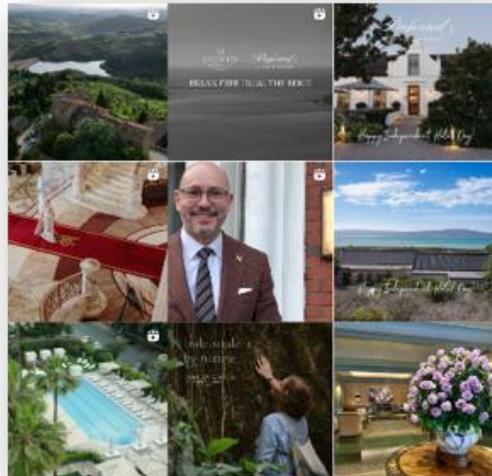
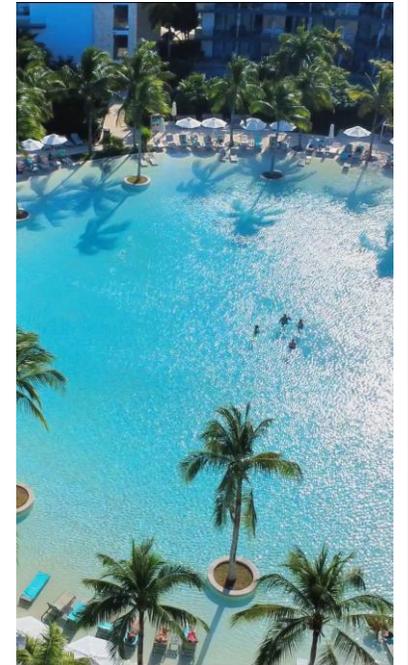


Amrit Wellness Resort
297 followers
Visit website
1w • 🌐

This Independent Hotel Week, we're shining a light on the creativity, character, and craftsmanship that shape our guest experience. In partnership with [Preferred Hotels & Resorts](#), we invite you to break free from the beige and explore a stay filled with personality and purpose. Unlock luxury that tells a story.

[#ProudlyPreferred](#) [#IndependentHotelWeek](#) [#AmritOceanResort](#) [#AmritLife](#) [#ThisIsAmrit](#) [#AmritExperience](#)

Tactics: Hotel Engagement – Instagram



Tactics: Associate Engagement – LinkedIn

Michelle Woodley • 2nd
President at Preferred Travel Group
1w • 6

This Independent Hotel Week, I'm proud to celebrate the remarkable community of independent hotels that bring personality, creativity, and heart to every stay. ...more



Philipp Wegmann • 2nd
Global Luxury Hospitality Leader | Strategy, Growth & Business Development |...
1w • 6

This week, Preferred Hotels & Resorts is celebrating Independent Hotel Week, a global moment honoring the stories, design, and character that define #IndependentHospitality.

Together, we're embracing what it means to Break Free from the Beige, championing individuality, creativity, and the details that make each of our more than 600 member properties truly distinctive.

Findings from our Luxury Travel Report (download it here: <https://lnkd.in/eau4TKYU>) clearly show that travelers will dramatically alter itineraries and increase spending for experiences that break through the algorithm.

- 6 in 10 luxury travelers report, "Luxury hotels feel beige lately (everything feels the same, the same design aesthetic, same food, same amenities)."
- 62% of luxury travelers agree, "Luxury hotels feel beige lately."
- 83% of luxury travelers agree, "I can immediately tell when a hotel is designed for mass appeal rather than true luxury."
- 67% of luxury travelers agree, "Modern luxury hotels have sacrificed soul for standardization."
- 72% of luxury travelers "won't pay for luxury accommodations that look the same as everything else out there today."
- 80% of luxury travelers agree, "I would consider traveling to a different city altogether to stay at a property that excites me"

#ProudlyPreferred
#IndependentHotelWeek
#BreakFreeFromTheBeige
#ThePreferredLife



Brenda Collin FIH • 2nd
Executive Vice President Europe Preferred Travel Group, Trustee at Institute of ...
1w • 6

It's Independent Hotel Week, and we're celebrating the bold, the vibrant, and the beautifully unconventional. At Preferred Hotels & Resorts, we're proud to champion the design, culture, and authentic experiences that set independent hospitality apart. By continuing to break free from the beige, we help unlock luxury stays that leave a lasting impression.

I was thrilled to be the very first guest at The Newman London for their soft opening last week. A very special member of our prestigious Legend Collection, this hotel is simply fabulous! Official opening 1st Feb 2026. Congratulations **Oliver Milne-Watson MIH IS, Paul Brackley FIH MI, Nicole Johnson**

#ProudlyPreferred
#IndependentHotelWeek
#BreakFreeFromTheBeige



CS Ramachandran (Ram) • 1st
Author | VP - Revenue Optimization @ Preferred Hotels & Resorts || Weeken...
Visit my store
1w • 6

Together with my team at Preferred Hotels & Resorts, I am proud to celebrate Independent Hotel Day.

Today, we recognize more than 600+ exceptional properties across our global portfolio - hotels that create unforgettable guest experiences every single day, each deeply connected to its local culture, character, and sense of place. To me, independence is about more than standing apart. It's about staying authentic, leading with purpose, and never settling for sameness.

Working at Preferred Hotels & Resorts has given me a deep appreciation for the power of independent hospitality. Every hotel we represent tells its own story, whether it's a chic urban retreat in the heart of a dynamic city or a peaceful mountain escape rooted in nature. Independence means authenticity. It means experiences that feel personal, distinctive, and impossible to replicate and continuing to break free from the beige. What does traveling independently mean to you?

#ProudlyPreferred #IndependentHotelDay #BreakFreeFromTheBeige
#ThePreferredLife



Marie-Louise Seguinat • 3rd+
Manager Group Sales Preferred Hotels & Resorts | ADHC
1w • 6

Together with Preferred Hotels & Resorts, I'm proud to celebrate Independent Hotel Day!

Today, we honor the 600+ exceptional properties in our global portfolio that create unforgettable experiences every day, each deeply rooted in their region's unique culture, character, and sense of place.

#PreferredHotels #ThePreferredLife #BelieveInTravel #IndependentHotelWeek
#IndependentHotelDay



Sarah Foote • 2nd
Director, Loyalty Operations & Training
1w • 6

Independent Hotel Week is here and I'm proud to celebrate the heritage, culture, and local stories that make independent hospitality unforgettable.

At Preferred Hotels & Resorts, we're championing travel that helps guests break free from the beige with deeper connections, a stronger sense of place, and moments that linger long after checkout.

And when you pair that independent spirit with I Prefer Hotel Rewards, the experience becomes even more personal: meaningful recognition, thoughtful rewards, and the kind of above-and-beyond moments that go far beyond what a brand alone can offer.

#ProudlyPreferred #IndependentHotelWeek #BreakFreeFromTheBeige
#ThePreferredLife #preferhotelrewards



Ruben Almiron • 2nd
Loyalty Service Manager @ Preferred Travel Group | Loyalty Exp...
1w • 6

When your hotel stays blend in and all hotels look and feel the same, you're in the beige. Nothing that mesmerizes you and nothing memorable. Just blah.

Independent Hotel Week is here, and we're proud to celebrate the heritage, culture, and local stories that define independent hospitality.

At Preferred Hotels & Resorts, we're championing travel experiences that break free from the beige, inviting deeper connection and a stronger sense of place.

It's an honor to support a brand and global community that believes luxury should immerse, inspire, and linger long after checkout.

#ProudlyPreferred #IndependentHotelWeek #BreakFreeFromTheBeige
#ThePreferredLife





Thank you!

The continued success of Independent Hotel Day year after year is a direct result of hotelier, associate, and industry partner engagement and valuable contributions.

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

Questions? Feedback?

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