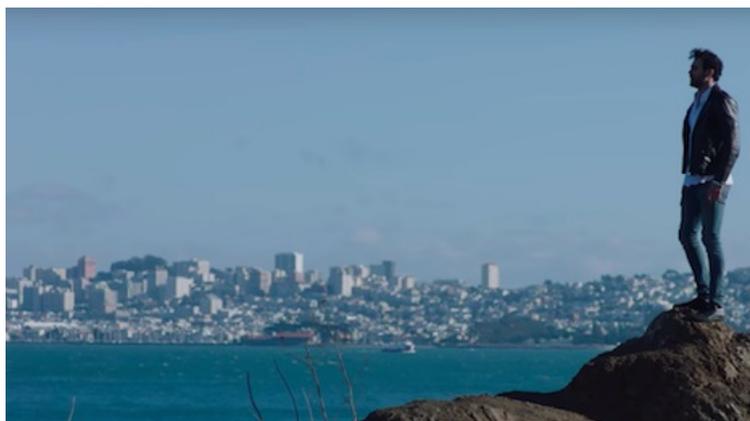


TRAVEL AND HOSPITALITY

## Preferred Hotels & Resorts celebrates 50 years with Golden Anniversary campaign

January 30, 2018



*Preferred Hotels & Resorts' latest campaign looks back on 50 years of existence. Image credit: Preferred Hotels & Resorts*

By DANNY PARISI

Hospitality network Preferred Hotel Group is celebrating its 50th anniversary with a year-long campaign designed to draw attention to some of its independent properties.

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Preferred Hotel Group's "Golden Anniversary" campaign includes a series of videos, images and a plethora of incentives to get customers interested in the many hotels that the hospitality network represents. Through its year-long effort, Preferred Hotels is banking on this milestone as an entry point for new customers to begin using its referral service.

### Golden Anniversary

Preferred Hotels & Resorts was started 50 years ago as the Preferred Hotel Association by a group of 12 North American hoteliers as a referral service, allowing them to pool their resources and help customers find the perfect hotel for their needs.

Now, 50 years later, Preferred Hotels is celebrating the five decades it has spent in business with a number of new projects and initiatives aimed at celebrating loyal customers and luring in new ones.



*Preferred Hotels & Resorts' new campaign celebrates 50 years. Image credit: Preferred Hotels & Resorts*

The centerpiece of the Golden Anniversary is a dynamic video series called Inspiring Travel for 50 Years.

Over the next year, every month Preferred Hotels will release up to two episodes in this series. Each video highlights the perspectives of different guests at various Preferred Hotels properties as they talk about their experiences.

The group is also drumming up traffic from new customers with a number of incentives such as 50,000 bonus rewards points for Preferred Hotels' loyalty program to new customers and sweetening deals on stays at a large number of locations.

Preferred Hotels is also hosting a dedicated microsite about the campaign that will feature images and content created by customers who post to social media with a sponsored hashtag.

50 years later

Preferred Hotels & Resorts has been working to upgrade its digital capabilities in an attempt to capture the attention of tech-savvy modern consumers.

Last year, Preferred Hotel and Resorts launched a new mobile application to streamline the hotel booking process for its loyalty customers.

The app puts the company's digital loyalty program, iPrefer, into a simple mobile package. This development was a response to a growing desire among travelers to manage both their loyalty programs and travel information through their mobile devices ([see story](#)).

Preferred Hotels' emphasis on independent and boutique hotels puts them in a good spot right now, as these sorts of experiences are becoming more popular among consumers.

*Preferred Hotels & Resorts / Golden Anniversary*

In 2016, Airbnb disrupted the hospitality industry to the tune of \$1 billion, according to an iModerate report.

The report found that Airbnb clients skew young and budget-conscious, with a taste for adventure and a craving for local culture, compared to hotel clients who see the hotel itself as a destination. Boutique labels are an effective way to acquire Airbnb users, but consumers often choose based on what they want from the trip ([see story](#)).

Preferred Hotels' Golden Anniversary campaign seeks to bring together the multivariate elements of its business model to celebrate its 50 years and business and kick of the second half of its first century with a positive outlook for the future.

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