

TRAVEL AND HOSPITALITY

Preferred Hotels highlights offerings through immersive theme week

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Preferred Hotels is celebrating Pineapple Week across numerous properties. Image credit: Preferred Hotels The Alford Inn

By SARAH RAMIREZ

Luxury hospitality group Preferred Hotels & Resorts is leveraging its heritage in a multichannel initiative to welcome more global travelers to its properties.

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Spanning social media, hotel programming and loyalty programs, Preferred Hotels will celebrate Pineapple Week from June 1 to June 9. As travelers seek more unique and immersive experiences, the hotel group is looking to bring more exciting offerings through the lens of its hospitality heritage.

"We were inspired to launch International Pineapple Week as a way to heighten consumer awareness of the Preferred Hotels & Resorts logo the pineapple and celebrate what it means for our associates and member hoteliers to be Proudly Preferred, and have a lot of fun while doing it," said Caroline Klein, executive vice president of corporate communications and public relations at [Preferred Hotels & Resorts](#).

"To us, there is no better symbol than the pineapple to embody what our brand represents memorable, authentic, and inspiring independent hotel experiences and International Pineapple Week allows us to amplify our 51-year legacy and create an immediate connection among travelers for what they can expect to experience every time they walk into one of our member hotels, all of which proudly display our pineapple logo outside their front door," she said.

Preferred Pineapple Week

Although Preferred Hotels was founded in 1968, it looked to a traditional marker of hospitality for its brand logo, a pineapple.

Historically, sailors or explorers visiting port cities could identify welcoming homes by those with pineapples hanging in their entrances.



The Preferred Hotels logo features a pineapple

Through Preferred Pineapple Week, Preferred Hotels is hoping to bring this spirit of hospitality to wider audiences who may be unfamiliar with its portfolio. The brand represents more than 750 distinctive hotels, resorts, residences and unique hotel groups across 85 countries.

Digital media is one way that the hospitality group will share its values about travel. A microsite shares history about the pineapple, as well as highlights from special programming at various Preferred Hotels properties.

More than 100 hotel bars are participating in the Preferred Pineapple Cocktail Series by crafting pineapple-flavored beverages for guests and locals alike. For example, New York's Park Lane Hotel will be serving pineapple mojitos and mixologists at Hotel Bernini Palace in Florence have created the "Traveler" cocktail with pineapple juice, sparkling dry wine and Galliano liqueur.

For another sweet touch, New York member hotels NoMo SoHo and Hotel Henri will host pop-ups from artisanal ice cream shop Malai. Free scoops of a specially-created flavor, Preferred Pineapple Pink Peppercorn, will be served on June 1.



Preferred Hotels in New York will serve scoops of pineapple pink peppercorn. Image credit: Preferred Hotels

Guests staying at hotels, including Hotel Monteleone in New Orleans and Grand Velas Riviera Maya, will receive special turndown service during Preferred Pineapple Week. This unique touch will include a luxurious silky eye mask and postcards sharing the story of the pineapple.

To further encourage travelers to learn more about the Preferred Hotels brand, consumers can receive 5,000 bonus "Pineapple Points" by booking reservations through March 2020 via either its brand or loyalty program Web sites.

New members are also eligible to receive the bonus points by enrolling in "I Prefer." Normally, rewards members receive 10 points for every dollar spent on bookings.

"International Pineapple Week marks the first time Preferred Hotels & Resorts has created a global brand initiative that will be manifested through simultaneous on-property, consumer-focused activations at more than 150 member hotels in key markets around the world," Ms. Klein said.

Hospitality pivots

Preferred Pineapple Week is the latest move from the hotel group to better connect with travelers.

With online and mobile booking becoming more prominent forces in travel, Preferred Hotels adapted its online brand presence by launching a new Web site late last year.

To better serve loyal customers and frequent online visitors, the new platform focuses on the chain's rewards program, I Prefer Hotel Rewards. Additionally, the new site is responsive for better use on mobile as well as desktop and has been designed to attract more users ([see story](#)).

Preferred Hotels & Resorts also celebrated its 50th anniversary in 2018 with a year-long campaign designed to draw attention to some of its independent properties.

The brand's "Golden Anniversary" campaign included 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 banked on this milestone as an entry point for new customers to begin using its referral service ([see story](#)).

"Each initiative is designed to be reflective of our brand promise of Believe in Travel,' while rewarding our loyal guests and developing wider awareness of the Preferred brand among global audiences that are seeking authentic, independent luxury hotel and travel experiences," Ms. Klein said.

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