

Preferred Hotels Helps Travelers Preserve Precious Memories.

By Melanie Nayer ~ Weekly Exclusive - Views On The Latest Trends
Wednesday, 26th June 2013

Exclusive Feature: It's all about capturing those stolen moments; the ones that remind you why you were in that exact spot, at that exact time.

I remember after each trip I took, I would race to the camera store to hand over my role of 35mm film and wait for nearly a week so I could see how the photos turned out. I would sit on my bedroom floor and organize them into photo albums, recounting my favorite parts of the trip and eagerly awaiting the next one.

The art of photo taking has evolved tremendously over the past few decades. Aside from the ease and speed of SLS and DSLR camera, we now have an all-in-one device that does everything, including take photos: our phones. The instant gratification we get from snapping a photo and seeing it appear on our phones is unrivaled.



Think about it: how often do you take a picture of the sunset from your guest room, or the perfect dish you had at dinner, or your little one wrapped in a plush robe cuddled contently under the covers of the big king-sized bed? These are things that make you want to book another trip. These are the memories that stay with you.

Putting a modern, digital spin on the old adage "a picture is worth a thousand words," Preferred Hotel Group is partnering with Shutterfly, the online personalized photo site, to offer its Preferred Family members a complimentary photo book so they can memorialize their travel moments.

I love this promotion enough to write about it, not because it's another hotel partnership (which we've seen plenty of) but because it's one of the first promotions I've seen in a while that brings back one of the best, and most traditional travel mementos: the photo album. All you have to do is check into any of the 41 participating properties through December 2013, and you'll receive an invitation to create a complimentary 20-page photo book on Shutterfly (a \$30 value).

So why, given all the mobile technology we have at our fingertips, would two digital companies partner to create a non-digital offering? It's all about getting back to basics, and bringing back the romance in travel. Whether or not people actually buy the book remains to be seen, but the concept is worth a mention.

To celebrate the partnership, Shutterfly will host a Summer Sweeps via Shutterfly's Facebook page. Scheduled to launch in July, this campaign invites entrants to submit their personal photos that celebrate summer and travel for the chance to win a two-night stay at their choice of either Wequassett Resort and Golf Club in Massachusetts or one of the three Montage Hotels &

Resorts locations (Laguna Beach, California; Beverly Hills, California; Park City, Utah), plus a Shutterfly credit.

As a summer bonus, families who book via PreferredFamily.com for stays now through September 2, 2013, will receive one signature Preferred Family “Prefurry” teddy bear per child upon arrival, accompanied by a welcome letter from “Prefurry” that highlights the hotel’s child-friendly amenities and unique local attractions.

It will be hard not to capture these moments.

Melanie Nayer is a hotel reviewer and expert on luxury travel around the world. She has covered all aspects of hotels including corporate restructures, re-branding initiatives, historical aspects and the best of the best in luxury hotels around the world.

Melanie writes a weekly exclusive column for 4Hoteliers.com