



— INDEPENDENT —  
ACCOMMODATION DAY  
— 24<sup>TH</sup> MARCH —

## Celebrating Independent Accommodation Day: A Curated Guide for Proudly Independent Property Managers, Hoteliers and Hosts

Every March 24, Independent Accommodation Day honours the individuality, creativity, and dedication behind independently owned places to stay.

From boutique hotels and inns to vacation rentals, cottages and campsites - independent hospitality brings character to travel. It's personalised, attentive and proudly unique.

Independent Accommodation Day is your annual opportunity to take the spotlight and show the world what sets you apart from big-name accommodation brands.

Whether you wish to go all out or keep things simple, this guide offers a range of curated ideas to help you mark the day in style. In honour of your independence, how you choose to celebrate is entirely up to you - but here's some inspiration to get you started.

The eviivo Team

### 01 Create an Experience Guests Will Remember

---

- Introduce a one-day offer or limited package designed especially for 24 March
- Add a thoughtful in-room touch - a local delicacy, handwritten note, or curated recommendation
- Offer a small but memorable one-day enhancement, such as late checkout or a welcome drink
- Design a "Stay Independent" experience that reflects your personality
- Invite guests to share what they love about independent hospitality

### 02 Tell the Story Only You Can Tell

---

- Share why you chose to remain independent on your social media channels or website
- Highlight a favourite space, detail, or view that defines your property
- Post a "then and now" image that reflects your journey
- Share some guest feedback that perfectly captures your spirit
- Introduce the people behind the experience in a short, informal video or post

### 03 Celebrate the Power of Local

---

- Spotlight a local producer, café, artisan, or tour provider you collaborate with
- Create a joint offer with another independent business
- Curate a mini "Independent Trail" of recommended local highlights
- Publicly thank your team - independence is rarely a solo effort
- Host a small tasting, gathering, or open-house moment

## 04 Give Back with Intention

---

- Donate a portion of March 24 bookings to a local cause
- Support a charity aligned with your values (e.g. heritage, environment, children, community)
- Run a small prize draw in support of a meaningful initiative
- Make a sustainability pledge or plant a tree per booking
- Match a guest contribution as a gesture of shared goodwill

## 05 Mark the Day, Simply

---

- [Download](#) the Independent Accommodation Day badges and banners to display on your website
- Add a refined homepage banner or short message to your site
- Mention the day in guest communications for the week leading up to March 24
- Update your email signature with a note of pride
- Share a celebratory social post using **#happyIADay** and tag **@eviivo**

## Celebrate Your Way

---

Independent hospitality is defined by spirit,  
not by scale.

Use the day to celebrate the details that  
larger brands simply can't replicate.  
The welcome that feels personal.  
The story that guests remember long after  
checkout.

On March 24, we celebrate the places -  
and the people -  
who choose independence.

So however you mark the day,  
do it with pride!

Tag **@eviivo** and use **#HappyIADay** and  
**#eviivocollective** so we can honor independent  
hospitality together.