



Third Night

MEDIA KIT

Any hotel can impress for one night. The third night is what we write about.

An independent editorial guide to the world's extraordinary hotels

Third Night writes long-form, researched guides to hotels: history, architecture, rooms, restaurants, and the practical detail that actually plans a trip. Every guide is written in the third person and does not claim a first-hand stay unless the article says so explicitly.

The publication exists because hotel media has a structural problem: most of it is either advertising dressed as editorial, or an anonymous ranking with no visible standard behind it. Neither tells a reader why a property is actually worth the airfare, or who it is really for.

So Third Night does one thing with discipline. Every guide is researched against the same four criteria, fact-checked against primary sources, and written to be genuinely useful for planning a trip, not just admiring one. No property pays for inclusion, and none ever will.

THE ARCHIVE, TODAY

50

hotel guides published

5

destinations covered

5

curated collections

Built for both human readers and AI discovery

A commissioned Editorial Feature is a different tier from the free archive: the same editorial standard, with more first-hand material behind it. Every component below is a capability on offer, described honestly as what it is rather than dressed up as more.

Editorial Feature

The core asset: a long-form guide researched to the same four criteria as the archive, covering architecture, rooms, restaurants, spa, and the surrounding destination. Built to stay useful for years, not a single campaign moment.

Executive Interviews

A conversation with the general manager, chef, architect, designer, or spa director, thirty to sixty minutes, worked into the guide as first-hand context.

Editorial Photography

Photography sourced for the piece, from a creator visit through to a commissioned photographer depending on the project. Never described as more than it is.

Editorial Short Film

A thirty-to-ninety-second piece built for the guide itself, not a social clip repurposed as an afterthought.

Are you part of the answer?

Travellers increasingly ask an AI before they ask a search engine: best honeymoon hotels in the Maldives, quiet luxury hotels in London, the best family resort in Sri Lanka. Often they read the generated answer and never click through to a website at all. The question is no longer just whether a property ranks on Google, it's whether it's part of that answer.

AI Visibility Audit

A review of how a property currently appears across ChatGPT, Claude, Gemini, Perplexity, and Copilot: whether it's mentioned, how accurate the answer is, and what's missing, with recommendations attached. An analysis and a methodology, not a guaranteed score.

AI Content Optimisation

We apply an AI-first editorial methodology: content structured so it can be accurately understood and cited by AI search tools, not just indexed by a traditional crawler.

Quarterly AI Visibility Report

For ongoing partnerships, a recurring check-in on how a property's presence in AI-generated answers is changing over time. A tracking service, not a one-off number.

We report findings and recommendations, not invented percentages. Any score or metric we eventually publish will be one we can explain and reproduce.

The full commission, at a glance

Every item below is available as part of a commissioned Editorial Feature. What's actually used depends on the project; none of it is a standing claim about what's already been done.

- Editorial Feature — the long-form researched guide itself
- Executive Interviews — GM, chef, architect, designer, spa director, owner
- Editorial Photography — matched to the project, creator visit to full production
- Editorial Films — a short, cinematic 30 to 90 second piece
- AI Visibility Review — how the property appears in AI-generated answers today
- AI Discoverability Assessment — recommendations for how content can be better understood by AI systems
- Destination Campaigns — multi-property editorial series, for groups or tourism boards
- Creator Amplification — optional, secondary to the editorial coverage

The four criteria for inclusion

Every property considered for the archive is measured against the same four questions, applied identically from a tea-country bungalow to a private island. There is no numeric score: a hotel earning a place here has cleared an editorial bar, not a formula.

01 Design & architecture

A point of view carried through from the gate to the last door handle, not a decorative style applied over a standard floor plan.

02 Sense of place

The property could not be picked up and set down somewhere else. It answers to its landscape, climate, and local craft.

03 Service reputation

Consistency reported across seasons and sources, guest accounts, industry press, trade recognition, not one glowing write-up from a launch week.

04 Guest experience

What the stay actually delivers: kitchen, spa, excursions, the ordinary hour between activities, not just the photographs.

How facts are checked

Facts (opening dates, ownership, room counts, restaurant names, architects) are researched against primary sources: the property's own materials, its parent group, published trade and travel press, and, where available, guest and industry reporting.

Pricing is given as an indicative “from” rate rather than a fixed figure, since rates move with season and currency; readers are directed to confirm the current rate with the property before booking.

Photography is sourced and credited honestly. Where a specific image of a named property cannot be verified, the caption says so rather than implying it depicts a room or view that it does not.

Independence

No property pays for inclusion, for a favourable mention, or for removal of an unflattering detail. If a guide is ever informed by a hosted press stay, that is disclosed at the top of the article, not buried in a footer.

Hotels change hands, restaurants close, prices move. Factual corrections are verified and applied, with a visible update date on the guide. Opinions and editorial judgment are not corrections and are not altered on request.

Where the archive goes

Sri Lanka is live now, ten guides across the south coast, hill country, and dry zone. The Maldives, the Philippines, France, and the United Kingdom are in active research and publish destination by destination as each clears the same editorial bar.

Sri Lanka

LIVE NOW

South coast, hill country, dry zone, and heritage fort city.

Maldives

IN ACTIVE RESEARCH

Single-resort atolls across the archipelago.

Philippines

IN ACTIVE RESEARCH

Palawan's karst lagoons, Siargao, Boracay, and Coron.

France

IN ACTIVE RESEARCH

Paris's Right Bank palace hotels and the Riviera and Provence.

United Kingdom

IN ACTIVE RESEARCH

London's grand hotels and the British country house tradition.

From the archive

Two opening passages from published guides, unedited, to show the actual writing standard rather than describe it.

I Cape Weligama

SRI LANKA

The first thing the eye does at Cape Weligama is refuse to find the edge. The pool runs in a long, curved line along the top of the headland, sixty metres of still water pinned between terracotta rooftops and open ocean, and from most angles it is genuinely difficult to tell where the infinity edge stops and the Indian Ocean begins.

I Claridge's

UNITED KINGDOM

On the corner of Brook Street and Davies Street in Mayfair, a revolving door turns beneath a striped green awning and deposits arrivals into one of the most photographed lobbies in the world. Black and white marble runs out toward a mirrored Art Deco stairwell; overhead, a chandelier of curling glass by Dale Chihuly throws light across a room that has hosted exiled kings, film stars between takes, and a century of London's most consequential lunches.

Three ways to work with us

Every path below still runs through the same editorial standard. None of them is a way to purchase coverage.

01 Hosted Editorial Research

A property hosts the editorial team to research a guide in person. No publication is guaranteed, and no positive review is guaranteed. Editorial independence stays absolute.

02 Creator Amplification

Where appropriate, Third Night can coordinate independent travel creators around a property or destination. Creator work is a separate track from editorial coverage.

03 Destination Features

Multi-property projects: a tourism board's region, a hotel group's collection, or an editorial itinerary spanning several properties. Each property is still measured individually.

What a hosted stay buys, and what it never can

Accepting research access from a property is normal and disclosed. What follows is fixed, regardless of who is hosting or how the relationship started.

- ✓ **A hosted stay cannot purchase coverage.**
Research access gets a property researched. It does not get it published.
- ✓ **Hotels cannot buy a positive review.**
There is no tier, package, or fee that changes what the writing says.
- ✓ **Hotels may correct factual mistakes.**
Wrong opening dates, room counts, or chef names get fixed. Opinions do not.
- ✓ **Hotels do not approve editorial opinions.**
No property sees a guide before it publishes, and none edits the judgment in it.
- ✓ **Creator campaigns never influence editorial judgement.**
Coordinating a creator visit is a separate track from whether a guide gets written.

The process

Every guide is researched against primary sources before a word is written. If a property offers research access and it is accepted, that arrangement is disclosed at the top of the resulting guide.

Publication timelines depend on the destination schedule on the previous page. A guide does not get published simply because a property has requested one; the destination has to be active in research, and the property has to clear the four criteria.

01 A factual press kit

Opening date, ownership and group, room count and categories, restaurant and chef details, and high-resolution imagery with usage rights for editorial use.

02 A media contact

One point of contact for fact-checking during writing and for corrections after publication.

03 Nothing else

No fee, no guarantee of inclusion, no advance look at the copy. If the property clears the standard, it is included on its own merits.

Introduce a property

Email with the property name, location, and press kit, or a link to one. Every serious inquiry receives a reply within 48 hours. Sending an enquiry does not commit either side to anything.

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www.thethirdnight.com/work-with-me

Full editorial policy: www.thethirdnight.com/our-approach