



PREFERRED HOTEL GROUP TAKES QUALITY ASSURANCE TO THE NEXT LEVEL

Welcome to IQA. The next generation in quality assurance for independent hotels. IQA expands the breadth and scope of the Preferred Global Standards of Excellence™ by combining the traditional site inspection with an exclusive social media element that provides real-time quality assessment scores. IQA is customized for Preferred Hotel Group member hotels, relates to Preferred’s brand benchmarks, and provides member hotels with continuous guest feedback. Plus, IQA has the added advantage of providing you with real-time ratings against your self-defined competitive set.



**ENHANCED IQA: DEEPER INSIGHT.
 GREATER CUSTOMIZATION.**

As a member of Preferred Hotel Group your annual Quality Assurance program includes the IQA Social Media Measurement tool. IQA is customized for Preferred Hotel Group member hotels, relates to Preferred brand standards, and provides you with continuous guest feedback. Plus IQA has real-time ratings against your self-defined competitive set.

Now, with Enhanced IQA you now have the opportunity to expand the customer insight provided by IQA by adding rankings and compiled reviews from OTA’s, Meta-Search web sites, and additional consumer sites. These additional sites are selected by you and added to your custom dashboard.

YOUR ANNUAL QUALITY ASSURANCE PROGRAM INCLUDES YOUR IQA SOCIAL MEDIA MEASUREMENT TOOL

- Secure Desktop Dashboard
- Compiled rankings, including scores from online channels from over 35 sources
- Quantified social commentary related to Preferred Global Standards
- Comparison against Preferred member hotel within your brand
- Comparison against up to five competitive hotels of your choice (includes 2 changes annually)
- Training and ongoing support

CUSTOMIZE YOUR SOCIAL MEDIA INSIGHT WITH ENHANCED IQA

Enhanced IQA \$900/yr

Select:

- Up to 5 OTA Web Sites
- Up to 2 Meta Search Web Sites
- Up to 6 Search Engines with 25 key words

Additional Competitive Set \$2200/yr

Select:

- Up to 5 Competitors
- Includes 2 changes per year

FOR ADDITIONAL INFORMATION PLEASE CONTACT YOUR REGIONAL DIRECTOR OR REVENUE ACCOUNT MANAGER. OR EMAIL AT IQA@PREFERREDHOTELGROUP.COM.

