

*Preferred*<sup>SM</sup>  
HOTELS & RESORTS



# Unparalleled

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Preferred Hotels & Resorts is a global collection of independent hotels, destination resorts, city center hotels, luxury residences, and unique hotel groups.

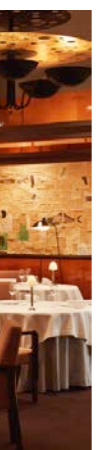


UEBERROTH FAMILY OWNED

250 PROFESSIONALS

IN 30 GLOBAL OFFICES

INNOVATIVE BUSINESS SOLUTIONS  
FOR GLOBAL SALES, MARKETING  
SUPPORT, AND ADVANCED  
DISTRIBUTION SYSTEMS



*Preferred*<sup>SM</sup>  
HOTELS & RESORTS

*Preferred*<sup>SM</sup>  
HOTELS & RESORTS

THE COLLECTIONS:

LEGEND | LVX | LIFESTYLE |  CONNECT | *Preferred*<sup>SM</sup>  
RESIDENCES

ONE BRAND. FIVE DISTINCTIVE COLLECTIONS.  
AN ENDLESS NUMBER OF UNIQUE EXPERIENCES.







# THE PREFERRED ADVANTAGE

The right people in the right places increasing the power and reach of  
independent hotels and resorts.



GLOBAL SALES RESOURCES

STATE-OF-THE-ART DISTRIBUTION

PROVEN MARKETING STRATEGIES

INTEGRATED QUALITY ASSURANCE AND  
REPUTATION MANAGEMENT PROGRAM

STRATEGIC ALLIANCE PARTNERSHIPS



# GLOBAL SALES RESOURCES

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THE RIGHT PEOPLE IN THE RIGHT PLACES

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**Corporate Sales Team**  
**Extensive RFP Process**  
**Consortia Sales Team**  
**Groups & Meetings Sales Team**



A world map with a dark blue background and light blue landmasses. Numerous small, light blue dots are scattered across the map, representing office locations. The dots are concentrated in North America, Europe, and Asia, with a few in South America and Africa.

GLOBAL SALES RESOURCES | WORLDWIDE OFFICES

Experienced teams in strategically positioned sales offices.



# Global Sales Resources

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## CORPORATE SALES

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**Knowledgeable sales team ensures greater access and increased sales**

- Proprietary relationships with more than 300 managed corporate accounts worldwide
- Systems to maximize and manage RFPs with Lanyon™
- 24/7 access to online portal with sales information, resources, and client data





# Global Sales Resources

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## TRAVEL INDUSTRY SALES

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**Global travel management partnerships with chain-level power and influence**

- **Brand-level status**
- **Access to global offices**
- **GDS biasing**
- **Joint marketing opportunities**



# Global Sales Resources

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## GROUP SALES

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### Benefit from our skill and influence

- Dedicated Group Sales Directors across the globe
- Customized client events in key markets
- Significant presence at industry trade shows and events
- Collaborative sales philosophy means client data is shared

# STATE-OF-THE-ART DISTRIBUTION

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TAP INTO THE SYNERGIES OF TOTAL BRANDED CONNECTIVITY

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**Multi-channel distribution platform**  
**Single source of inventory availability**  
**Unrivaled dynamic booking engine**



# State-of-the-Art Distribution

## CONNECTIVITY

Enhance sales through multi-channel distribution and seamless connectivity via central distribution platform

TRAVEL AGENTS  
GLOBAL  
DISTRIBUTION  
SYSTEM



Sabre, Amadeus,  
Galileo, etc.

INTERNET AND  
ONLINE  
DISTRIBUTION  
SYSTEM



Orbitz, Travelweb,  
DER

DIRECT  
CONNECTION  
TO ONLINE/  
MERCHANTS



Expedia, Travelocity,  
Booking.com

INTERNET AND  
MOBILE BOOKING  
ENGINE



Brand Websites and  
Property Websites

VOICE  
RESERVATION  
SERVICES



VIP Desk and  
Call Gating Services



CRS

PMS INTERFACE

YOUR HOTEL



# State-of-the-Art Distribution

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## REVENUE MANAGEMENT

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**Experienced team dedicated to optimizing revenue**

- Regular business insight and reviews improve hotel revenue
- Expertise to optimize all distribution channels
- Ongoing rate and availability audits
- Real-time reporting and analysis



# State-of-the-Art Distribution

*i*TOOLS

Efficient and effective business solutions

*i* TOOLS



# PROVEN MARKETING STRATEGIES

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LEVERAGE THE POWER AND PRESTIGE OF  
PREFERRED HOTELS & RESORTS

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- Attract new customers through multi-channel promotions
- Increase traffic with focused programs and frequent traveler engagement
- Build awareness and generate sales as part of brand campaigns
- Stay connected through post-stay email marketing initiatives

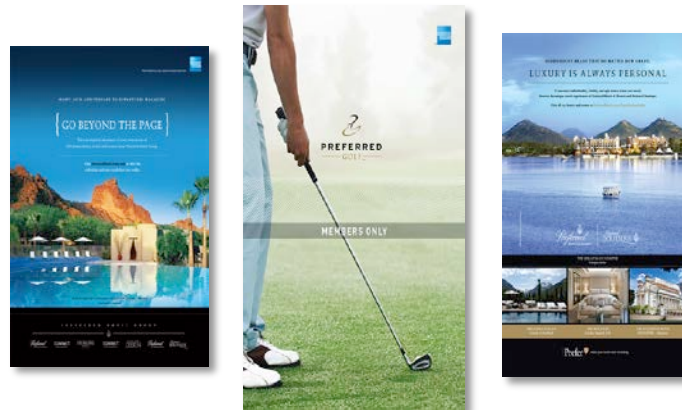


# Proven Marketing Strategies

## BRAND & NICHE MARKETING

Leverage the power and prestige of the Preferred brand

- Build individual recognition with luxury travelers through Preferred brand association
- 50+ Preferred member hotels and resorts were featured on the 2013 *Condé Nast* Gold List and *T+L* World's Best's list
- 45+ Five and Four-Star *Forbes* Award Winners in 2013
- Reach valuable niche markets through custom programs for Family, Golf, and Pride



# Proven Marketing Strategies

## COOPERATIVE MARKETING AND PROMOTIONS

- Increase promotion of popular rate plans through large scale co-op marketing opportunities
- Boost market penetration with campaigns focused on key feeder audiences
- Engage with motivated consumers and travel influencers on social media networks
- Build interest with participation in online contests and sweepstakes
- Deliver exclusive private sale rates to a wide variety of leisure and business travelers through our consumer and agent databases



# THE POWER OF LOYALTY

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POINTS BASED LOYALTY PROGRAM

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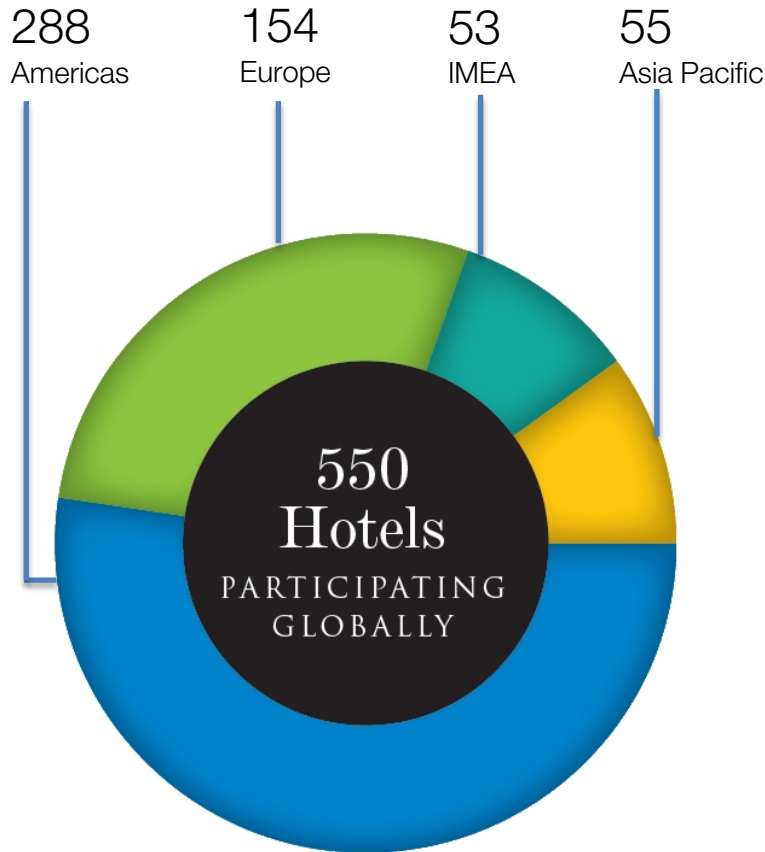
Launched in August 2013, **iPrefer** has quickly grown to  
to become the world's largest points based  
Independent hotel loyalty program.







## 1.2 million members and counting

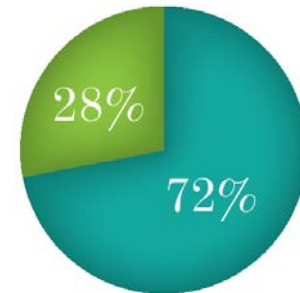


US\$31M member  
stay revenue in 2014

- 28% of revenue came from enrollments that originated at hotel.
- 72% of revenue came from enrollments that originated at another hotel.



**US\$820**  
2014  
average  
stay value



### OTA vs. iPrefer

iPrefer bookings reduce costs and increase profitability  
vs. OTA bookings



18% Commission  
(OTA)



2.5% Commission  
(iPrefer)

# INTEGRATED QUALITY ASSURANCE

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REAL-TIME REVIEWS AND REGULAR  
INSPECTIONS

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Our reputation management and quality assurance  
tool expands the breadth and scope of the award-winning  
Preferred Global Standards of Excellence™.

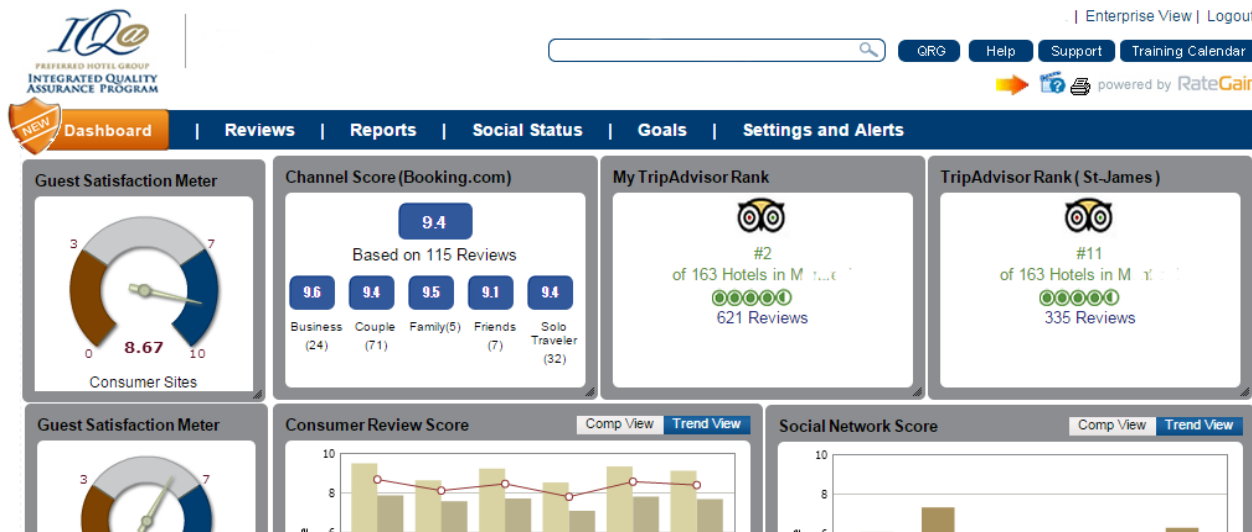


# Integrated Quality Assurance

## PROPRIETARY REPUTATION MANAGEMENT TOOL

Maintain quality by monitoring guest feedback

- Quantifies social commentary and relates it to global standards in specific categories of service.
- Scores from site inspection and online comments are analyzed and correlated to create a 360° view of customer satisfaction.
- Provides real-time ratings against self-selected competitive set.
- Secure online access lets you react and respond to online comments immediately.



# STRATEGIC PARTNERSHIPS

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LEVERAGE OUR NETWORK TO STRENGTHEN YOUR BOTTOM LINE

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Discover the purchasing power of more than  
150,000 rooms. Strategic partnerships  
allow member hotels to contract high quality core  
products and services at favorable rates.



# Strategic Alliance Partnerships

## ALLIANCE PARTNERS

Access a select network of industry brands at an extraordinary value

- Over 30 Alliance Partners offer independent hotels and resorts high-volume purchasing power
- Efficient solutions that simplify sourcing and provide comprehensive value-added benefits
- Major savings on products and services your hotel needs

Digital Alchemy



QualityTrack



ORACLE | micros



ACTIVE INTERNATIONAL



Cuisinart  
PRIVATE COLLECTION COFFEE



hyperdisk  
marketing

IDEAS  
A SAS COMPANY

THE WALL STREET JOURNAL



leonardo



PRECOR

onTargetjobs  
Hcareers

Sabre Hospitality Solutions

CHIC  
OUTLET  
SHOPPING

NAVIS



miles  
marketing destinations

freshends  
Tasteful Linens

standardtextile

BCV

KIWI COLLECTION







# Airline Partnerships

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## FREQUENT FLYER MILES

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- Offer miles to increases market share
- Encourage initial and repeat business with the state-of-the-art frequent-flyer processing system
- Reach millions of guests through marketing opportunities with 16 global airline partners



# GIFTS

INITIATIVES FOR A BETTER TOMORROW

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Annual Pineapple Awards recognize outstanding efforts among our member hotels in Philanthropy, Sustainability, Education, and Community Service.

Hotels with environmental practices are designated in the directory with a green icon.

Benevolence Partnerships with:



Since its inception, Clean The World has collected and distributed more than 12 million bars of soap to developing countries worldwide.

IT'S A BIG WORLD.  
WHAT DO YOU *PREFER*?