



One brand. Five collections. An infinite number of unique experiences.

5-Minute Guide

A Global Presence

650 HOTELS GLOBALLY

280 Hotels
NORTH AMERICA

185 Hotels
EUROPE

70 Hotels
CENTRAL &
SOUTH AMERICA

115 Hotels
ASIA, MIDDLE EAST,
& AFRICA



The Collections

LEGEND™

Preferred
HOTELS & RESORTS

The ultimate collection of exceptional properties in the most remarkable destinations of the world.

LVX™

Preferred
HOTELS & RESORTS

An exceptional and elegant collection of renowned properties featuring the finest accommodations accompanied by attentive, engaging, and exclusive personal service.

LIFESTYLE™

Preferred
HOTELS & RESORTS

A brilliant life and style. A diverse collection of premier global properties offering engaging stays and memorable moments.

CONNECT™

PREFERRED HOTELS & RESORTS

These smart, well-appointed, eclectic, and welcoming hotels seamlessly combine value with comfort and convenience to relax one's busy, on-the-road life.

Preferred
RESIDENCES

The highest level of living with luxury. Distinctively designed, each refined residence is located in the world's most desired locations.

Preferred HOTELS & RESORTS | LEGEND | LVX | LIFESTYLE | CONNECT | Preferred RESIDENCES

What We Do



COMPREHENSIVE DISTRIBUTION PLATFORM

A state-of-the-art Central Reservations System drives "best in class" connectivity to our billion-dollar pipeline



GLOBAL SALES TEAM

More than 85 sales people covering corporate, group, and leisure sectors in 35 global offices, including new locations in South Korea and Johannesburg, and 2 upcoming offices in China



GLOBAL LOYALTY

I Prefer™ Hotel Rewards is the world's largest global points-based loyalty program for independent hotels



MARKETING

Innovative marketing programs that deliver visibility to, and business from, a broad range of travel consumers with a 8:1 ROI guarantee



COST-SAVING BENEFITS

From linens to toiletries, we help hotels increase bottom-line profits



310
Americas

175
Europe

50
IMEA

90
Asia/Pacific



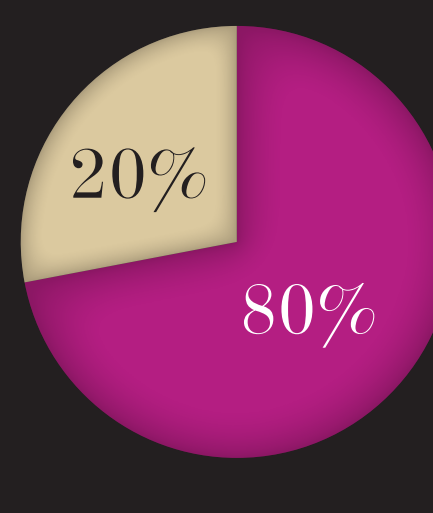
2M +
members and counting

The world's largest global points-based loyalty program for independent hotels

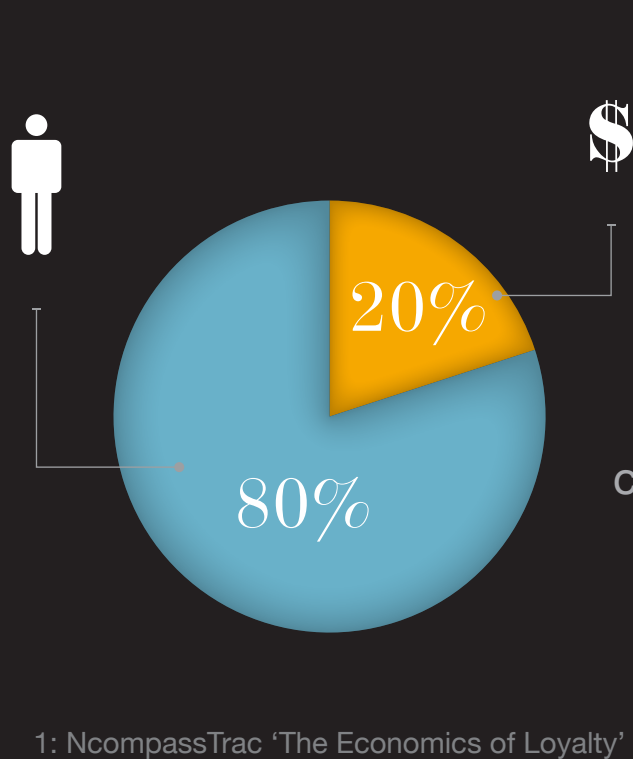
US\$197M MEMBER STAY REVENUE IN 2017

• 20% of revenue came from enrollments that originated at your hotel

• 80% of revenue came from enrollments that originated at another hotel



US\$761.00
2017 average stay value



80% of future profits come from 20% of existing customers¹

1: NocompassTrac "The Economics of Loyalty"

OTA vs. I Prefer

• I Prefer bookings reduce costs and increase profitability vs. OTA bookings*

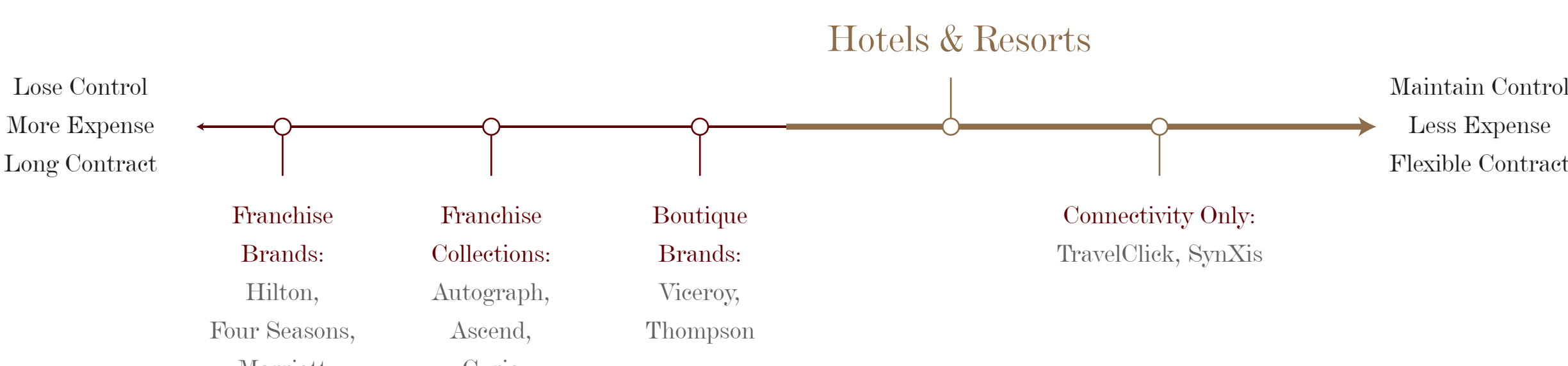
18%
Commission (OTA)

2.5%
Commission (I Prefer)



*hotel direct bookings

Flexibility



WE DO

- Issue flexible term contracts
- Allow hotels to keep their own customer data
- Constantly upgrade our systems
- Work with our hotels in partnership to ensure satisfaction, resulting in a 95% retention rate

WE DO NOT

- Oversaturate markets with hotels
- Require mandatory corporate advertising
- Require vendor purchases
- Make frequent brand modifications that involve cost for the hotel

Proven Results

More than US\$1.2 Billion in revenue generated in 2017 (Up 10% from 2016)

US\$301.00 2017 average ADR across all collections

25

Properties "de-flagged" since 2013, adding significantly to their NOI

9.9%

Occupancy increase and 32% RevPAR increase 2012 through 2017

114

New properties contracted in 2017

Independent Analysis

\$32

ADR Premium in 2016 in the Transient Segment

111.6%

RevPAR penetration in the Transient Segment

2.1% of GRR

Aggregate fees payable to PH&R

PH&R hotels finished 2017 with an overall RevPAR penetration of 101.2% and have been consistently performing above their competition (70% Franchise Branded Hotels) for the past four years.

2017 HVS evaluation of North American PH&R Hotels using STR data from 2012 to 2016



Get in Touch

Need more info?
PreferredHotels.com/join

Chris Green

SVP Operations, Chesapeake Hospitality

"We were 'Brand Guys,' but the results speak for themselves. Working with Preferred has altered our view of the industry and we have plans for further properties, avoiding the restrictive terms and fees set by franchise brands."

Tom Goodwin

President, Filmore Hospitality

"We have more people engaged in selling now and...we are getting traction. As an independent, we have to work harder, but the payoff is quite significant!"

Or Email:

development@preferredhotels.com