



## BRAND LICENSE APPLICATION

Thank you for your interest in Preferred Hotels & Resorts. Please complete this membership application in its entirety. Please fill it in as completely as possible. Once received, we will contact you as soon as possible to discuss your application.

### I. CONTACT DETAILS

Name: \_\_\_\_\_  
Telephone (office): \_\_\_\_\_ Telephone (cell): \_\_\_\_\_  
Email Address: \_\_\_\_\_  
Address Line 1: \_\_\_\_\_  
Address Line 2: \_\_\_\_\_  
City: \_\_\_\_\_  
State: \_\_\_\_\_ Postal/Zip Code: \_\_\_\_\_  
Country: \_\_\_\_\_ Contact Role: \_\_\_\_\_

### II. HOTEL DETAILS

Hotel Name: \_\_\_\_\_  
Hotel Website: \_\_\_\_\_  
Hotel Telephone: \_\_\_\_\_  
Hotel Address Line 1: \_\_\_\_\_  
Hotel Address Line 2: \_\_\_\_\_  
City: \_\_\_\_\_  
State: \_\_\_\_\_ Postal/Zip Code: \_\_\_\_\_  
Country: \_\_\_\_\_ Contact Role: \_\_\_\_\_  
When was property built? \_\_\_\_\_ Current GDS provider: \_\_\_\_\_  
Current booking engine provider: \_\_\_\_\_  
Contract end dates and notice periods: \_\_\_\_\_  
Level of revenue management expertise on property: \_\_\_\_\_  
Is the hotel in operation? Yes / No (If No, complete all relevant information) \_\_\_\_\_  
Opening year/Anticipated opening date: \_\_\_\_\_  
Official/Expected rating: \_\_\_\_\_  
Rating body (e.g., Michelin, government, AAA, etc.): \_\_\_\_\_  
Last renovation: \_\_\_\_\_  
Amount invested per key: \_\_\_\_\_  
Hotel Type: \_\_\_\_\_ Beach Resort \_\_\_\_\_  
City Center \_\_\_\_\_ Country House \_\_\_\_\_  
Other (explain): \_\_\_\_\_  
Total number of keys (including suites): \_\_\_\_\_ Number of suites: \_\_\_\_\_  
Total annual American Express card volume: \_\_\_\_\_ Current American Express card discount rate: \_\_\_\_\_  
Nearby attractions: \_\_\_\_\_  
Nearest airport: \_\_\_\_\_ Airport code: \_\_\_\_\_ Distance (km): \_\_\_\_\_

**III. NEW DEVELOPMENT**

Total estimated cost of development: \_\_\_\_\_

Is there a residential component (i.e., will you be selling part/all of the hotel to private individuals)? Yes / No

If Yes, how will the residential units be sold to the public? \_\_\_\_\_

Are entitlements, approvals, planning and zoning permissions in place? Yes / No

Is full financing (including construction loan) secured for the development? Yes / No Please explain.

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Is there an existing structure? Will it be razed or renovated? Please explain.

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**IV. HOTEL FACILITIES**

Hotel physical description (fully describe physical structure and appearance, architectural format, landscape, adjoining structures, etc.  
Attach current photos or other marketing collateral.

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Hotel Unique Selling points:

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Hotel Challenges:

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**Restaurants**

Name / Style / Covers

RESTAURANT 1 \_\_\_\_\_

RESTAURANT 2 \_\_\_\_\_

RESTAURANT 3 \_\_\_\_\_

RESTAURANT 4 \_\_\_\_\_

RESTAURANT 5 \_\_\_\_\_

**Spa**

Is the Spa outsourced? Yes / No

If Yes, operators name: \_\_\_\_\_

**Golf**

On-site? Yes / No \_\_\_\_\_

Number of Holes: \_\_\_\_\_

Course Rating: \_\_\_\_\_

**Conference and Banqueting**

Number of rooms (please identify): \_\_\_\_\_

Meeting: \_\_\_\_\_ Breakout: \_\_\_\_\_

Total: \_\_\_\_\_

Size of largest room: Total Sq. Ft. \_\_\_\_\_



**V. HOTEL BUSINESS MIX**

	Last Year	This Year (projected)	Next Year (projected)
Average Daily Rate			
Occupancy			
Average Length of Stay			
Percentage of revenue via voice channels			
Percentage of revenue via GDS/electronic channels			
Percentage of revenue via hotel website			
Percentage of revenue via opaque channels (i.e., Expedia, etc.)			

Business Mix	Current	Desired
Leisure		
Negotiated Corporate		
Transient Corporate		
Meetings & Group		
Tour Operators		

**KEY GEOGRAPHIC FEEDER MARKETS**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

**COMPETITOR HOTELS**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

**Person Completing this Application:**

Name: \_\_\_\_\_

Title: \_\_\_\_\_ Date: \_\_\_\_\_

Submit to: the Regional Director