



Press release
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Roscigno is new Preferred MENA regional head

Preferred Hotels & Resorts appoints Claudio Roscigno as regional director for Middle East & North Africa; international hotelier to lead Preferred's regional market expansion

Preferred Hotels & Resorts, the world's largest global provider of sales, marketing and distribution services to independent luxury hotels, has announced the appointment of international hotelier Claudio Roscigno to the position of regional director, Middle East & North Africa, based out of the brand's new regional headquarters in Dubai.

With over 15 years of industry experience and an international pedigree that includes senior executive roles with Rosewood Hotels, Four Seasons Hotels and InterContinental Hotels & Resorts, Roscigno has developed front office and F&B operations and experienced new hotel openings across three continents. In addition, he has held responsibility for various regional sales office set-ups and headed-up specific task force management projects.

"Claudio's well-rounded industry expertise and regional exposure in Beirut and Doha will add a new dimension to our business as we grow our Dubai-based team and MENA portfolio. The Middle East & North Africa region is pivotal in our growth strategy, which is already on its own fast-track growth trajectory, with a total of 91 hotels from 14 countries joining our portfolio in 2015," said Saurabh Rai, executive vice president, Preferred Hotels & Resorts.

Globally in 2015, Preferred Hotels & Resorts generated more than US\$ 1 billion in revenues for its member hotels, a 15% improvement over the same reporting period in 2014. This momentum has been a driving factor behind the dramatic enhancement of the brand's portfolio and presence in MENA over the past year, with Preferred Hotels & Resorts finalising several high-profile partnerships – both individual properties and global brands alike – in the past 12 months.

Among its new, prominent partners in the region include the Nassima Royal Hotel in Dubai, previously known as the Radisson Royal; Murwab Hotel Group, the recently launched standalone hotel operating division by Qatar's Katara Hospitality group; Palazzo Versace, Dubai, which will celebrate its grand opening later this year; and Paramount Hotels & Resorts, with its first hotel opening in early 2017.

“I am looking forward to maximising the opportunities and overcoming the challenges that an exciting and demanding role like this will afford. The MENA region is one of the fastest-growing luxury hotel markets in the world today and my front office, sales and marketing experience will stand me in good stead, as Preferred Hotels & Resorts continues to expand its regional footprint,” said Roscigno.

On top of ensuring optimal revenue generation and exposure for existing Preferred Hotels & Resorts properties in the region, in his new role, Claudio will be targeting Riyadh and Jeddah in Saudi Arabia; Manama, Bahrain; Abu Dhabi, UAE; Cairo, Egypt and Beirut, Lebanon as part of the development plan.

For more information on Preferred Hotels & Resorts, its member hotels, programs, products, and services, visit www.PreferredHotels.com.

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Photo caption 1: Claudio Roscigno, the new regional director, Middle East & North Africa, Preferred Hotels & Resorts will be based out of the group’s new regional headquarters in Dubai.

About Preferred Hotels & Resorts

Preferred Hotels & Resorts is the world’s largest independent hotel brand, representing more than 650 distinctive hotels, resorts, residences, and unique hotel groups across 85 countries. Through its five global collections, Preferred Hotels & Resorts connects discerning travellers to the singular luxury hospitality experience that meets their life and style preferences for each occasion. Every property within the portfolio maintains the high quality standards and unparalleled service levels required by the Preferred Hotels & Resorts Integrated Quality Assurance Program. The iPrefer™ guest loyalty program, Preferred Residences™, Preferred Family™, Preferred Pride™, and Preferred Golf™ offer valuable benefits for travellers seeking a unique experience. For more information, visit PreferredHotels.com.

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