



# 2013 PREFERRED ALLIANCE PARTNERS

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P R E F E R R E D   H O T E L   G R O U P <sup>™</sup>



*Preferred*  
HOTELS & RESORTS

SUMMIT  
HOTELS & RESORTS

STERLING  
HOTELS

SUMMIT  
SERVICED RESIDENCES

STERLING  
DESIGN

*Preferred*  
RESIDENCES

*Preferred*  
BOUTIQUE

PREFERREDHOTELGROUP.COM

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## WELCOME



### INCREASED REVENUE OPPORTUNITIES, COST SAVINGS & IMPROVED GUEST EXPERIENCES

Preferred Hotel Group is delighted to present the Alliance Partner Program. This program is designed to bring you the very best suppliers, products, and services to enhance your property and guest experiences while saving you money. Take a few minutes to read the summary description of each of these quality companies and feel free to contact them for additional information by visiting [www.PreferredNet.net/buspart](http://www.PreferredNet.net/buspart).

### CONTACTS

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*Manager, Global Partnerships*

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### ACTIVE INTERNATIONAL



#### CORPORATE TRADE PARTNER PROVIDING REVENUE GENERATING OPPORTUNITIES

*Available Globally*

The global leader in corporate trade, Active places more than \$1 billion in sales annually for the world's leading hotels.

Active brings travelers and corporate meetings business from its more than 600 corporate clients. Take advantage of Active's revenue-generating opportunities. Simply purchase from a selection of expenditure items such as:

- Televisions: Samsung brand TVs
- Retail Marketing: Branded materials such as plaques, signage, direct mail and catalogs
- Media: TV, print, out-of-home and digital

Contact:

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### ADJUSTERS INTERNATIONAL



#### INSURED PROPERTY CLAIMS

*North America Only*

Adjusters International represents the policyholder, assessing and documenting property losses and preparing and assisting in the settlement of property claims. As part of our partnership, they are pleased to offer a complimentary property coverage policy review.

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+1 800 382 2468, ext. 2155

## AMERICAN EXPRESS



### CREDIT CARD SERVICES

*Available Globally*

American Express® is a proud partner of Preferred Hotel Group. Together our two companies have launched successful programs such as Stay More and Preferred Golf™ that have grown our mutual luxury, leisure, and meetings and events business. Through participation in the award-winning Membership Rewards Program, American Express® is driving even more high-spending cardmembers to your hotels every day.

- Member hotels receive a transaction rate discount.
- Member hotels can also benefit from a three-day payment plan.

Please go to [www.PreferredHotelGroup.com/amex](http://www.PreferredHotelGroup.com/amex) for all the ways that our companies are working together.

## CHIC OUTLET SHOPPING®



### LUXURY OUTLET SHOPPING

*Available in Select Cities*

The Collection of *Chic Outlet Shopping®* Villages is defined by leading luxury brands, charming “village” settings, superior service, a calendar of events, and year-round savings of up to 60% or more off the RRP.

- Nine Villages located less than an hour from Europe’s favorite gateway cities.
- Suzhou Village™ in Suzhou near Shanghai, China, opens in 2014.
- Services include multilingual hosts, personal shoppers, VIP lounges, hands-free shopping and valet parking.
- PHG rates on Shopping Packages, Chauffeur Service and the Shopping Express®.
- Local marketing support.

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## COCA-COLA



### BEVERAGES

*USA Only*

Expand your beverage program and save with additional discounts on all of Coca-Cola’s products, including low-calorie soft drinks, juices, sports drinks, energy drinks, water, and vitamin water beverages. Benefits include:

- Discount pricing on fountain syrup
- Fixed price ceilings on bottle and can beverages through 2016
- Free fountain equipment

Contact:

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+1 847 600 2321

## DIGITAL ALCHEMY



### DIGITAL MARKETING, CRM & MOBILE SOLUTIONS

*Available Globally*

Digital Alchemy provides automated digital marketing services and delivers beautiful email communications to your guests. As a pioneer and leader in eCRM since 1999, Digital Alchemy creates digital marketing solutions that increase revenue and guarantee ROI for hotels, resorts, and spas.

- CRM suite at up to 40% discount
- eCampaign at up to 50% discount when combined with core CRM suite
- Mobile solutions with expandable options
- Related spa and B&B CRM services

Contact:

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+ 1 817 204 0840

## EVIAN



### PREMIUM FLAT AND SPARKING BOTTLED WATERS *USA and Canada*

Evian Natural Spring Water is the world's leading brand of premium bottled water, untouched by human hands until you open the bottle. Badoit Natural Sparkling Water has no added gas to what nature has provided. Its subtle carbonation and taste profile are preferred by chefs and consumers worldwide.

Program benefits include:

- Reduced best-in-class pricing
- Abundant sizes and formats (glass and plastic)
- Promotional opportunities and support available
- Carbon neutral partner

Contact:

**Paul M. Schwartz, Director of National Accounts - Evian**

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+1 773 899 0861

## GILCHRIST & SOAMES



### TOILETRIES & AMENITIES

*Available Globally*

Gilchrist & Soames is a sophisticated purveyor of fine English toiletries, providing innovative and luxurious in-room, retail, spa, public area, and locker room solutions along with VIP gift options.

Benefits include:

- Reduced pricing on unique, environmentally friendly retail and house collections ranging from classic to contemporary
- Creation of exclusively designed bespoke collections to enhance the positioning and unique sensibility of your individual hotel
- Impeccable customer service, flexible ordering options, same-day shipping, and no minimum orders.

Contact:

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## FRONT OF THE HOUSE, INC.



### DINNERWARE/BANQUET/TABLETOP SOLUTIONS

*Available Globally*

FOH, Inc® designs and manufactures trendsetting dinnerware, buffetware, and serveware that is commercial grade and easy on your bottom line.

- Savings from 5%-20%
- 72-hour order turnaround
- Exceptional quality, durability, and value

Contact:

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+1 305 467 0037

## HCAREERS



### STAFFING & RECRUITMENT

*Available Globally*

HCareers, the leader in hospitality Internet recruitment, has more jobs and job seekers than any other industry job board.

Discounts on HCareers services include:

#### Preferred Hotel Group Individual Job Postings Package

- Single job postings at a rate of US\$340
- Premium job posting at a rate of US\$375

#### 5 Premium Job Postings Package

- Rate of US\$1495

#### 10 Premium Job Postings Package

- Rate of US\$2495

Contact:

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+1 360 312 7829



## HYPERDISK MARKETING



### EMARKETING CONSULTING & STRATEGY SERVICES

*Available Globally*

HyperDisk Marketing is an international eMarketing agency that focuses on web marketing solutions, interactive development, and full-service consulting services. For nearly 20 years, HyperDisk has been creating compelling digital strategies that drive revenue, market share, and brand value. With clients from around the globe and in nearly every major U.S. market, HyperDisk has the ability to immediately impact your bottom line.

HyperDisk has strategic solutions that address website and mobile e-commerce, search engine marketing, social media, online campaigns, database marketing, and a full range of strategic consulting packages.

Contact:

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+ 1 949 442 9850, ext. 15

## KIWI COLLECTION



KIWI COLLECTION

### GLOBAL PARTNER FOR EXPOSURE, MARKETING AND SALES

*Available Globally*

Kiwi Collection offers the world's largest curated collection of luxury hotels and is a trusted influencer to travelers worldwide. Kiwi's partnership with Visa, which powers over 30 white-label Visa Luxury Hotel Collection websites, can provide PHG members with global audience access.

PHG members can gain even more exposure through the Enhanced Listing Exposure program with special PHG discounted pricing, including prioritized online listings, the Kiwi call center, special offers, banner advertising, SEO, and website links.

Contact:

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+1 781 354 7318

## IDEAS REVENUE SOLUTIONS



### REVENUE OPTIMIZATION

*Available Globally*

As pioneers in the revenue management and price optimization field, IDEaS Revenue Solutions is one of the most respected leaders in the hospitality industry. As a SAS® Company, the leaders in business analytics software and service, IDEaS applies the most advanced science available, develops individualized yet practical strategies, and most importantly, gets measurable results.

IDEaS delivers software, services and consulting to improve total revenue performance for the global hospitality industry.

Contact:

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+1 952 698 4320

## LAURENT-PERRIER



### ELEGANT CHAMPAGNES

*Available Globally*

Founded in 1812, Laurent-Perrier is the largest family-owned Champagne house and has been creating elegant Champagnes for over two hundred years. It is one of the world's foremost brands in Champagne.

Based in the heart of Champagne, in Tours-sur-Marne, France, their success is the result of respect for nature and wines, a passion for quality, and strong, lasting relationships among the people who drive the company. Laurent-Perrier exports to more than 120 countries and is available at luxury hotels, restaurants, and wine retailers throughout the world.

Contact:

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**International Key Accounts Director**

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+333 2658 9122

## LOGI-SERVE



### EMPLOYEE ASSESSMENT AND DEVELOPMENT

*Available Globally*

Enhance the quality of your workforce while improving guest satisfaction with a newly available employee-assessment and -development tool. Logi-Serve uses fresh advances in technology and human testing to predict service ability with exceptional precision.

Learn how your hotel can immediately utilize Logi-Serve to increase service quality and save money. Special discounted rates are available to Preferred Hotel Group members.

Contact:

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+ 1 800 698 0403 or + 1 248-881-0443

## LUXURY LINK AND FAMILYGETAWAY.COM



LUXURY LINK  
Travel Well. Travel Smart.



### ONLINE TRAVEL RESOURCE

*Available Globally*

Drive revenues, protect your rates, and showcase your property to the largest audience of affluent travel buyers on the web. Luxury Link and FamilyGetaway.com provide PHG member hotels with:

- A customized marketing plan that utilizes Luxury Link and/or Family Getaway web platforms
- An exclusive 40% off already low annual rates for Luxury Link and 60% off for FamilyGetaway.com
- Premium placement of your property on the Luxury Link or FamilyGetaway.com websites

Contact:

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+1 310 215 8060, ext. 116

## MAJESTIC INTERNATIONAL



### LUXURY BATHROBES & SLIPPERS

*Available Globally*

Specifically designed to meet the needs of luxury properties, Majestic International offers the finest bathrobe selection in the industry. With an array of classic designs, Majestic has a robe for any climate, from soft and supple waffle cotton to tailored microfiber and elegant Turkish terry velour collections.

- Special PHG Member discount
- Green/sustainable options
- In-house design capability for custom property-exclusive robes
- Stock robe modifications to add distinctive detailing

Contact:

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## MICROS



### INTERACTIVE MARKETING AND WEBSITE DESIGN

*Available Globally*

MICROS is the world's premier provider of enterprise-wide integrated information technology, digital marketing, and e-commerce solutions for the hospitality industry. A "one-stop-shop" for comprehensive property management tools and e-commerce strategies to increase the direct-to-supplier Internet channels.

- eCommerce Solutions include website design, search engine optimization, strategic content creation, paid advertising management, and online media buying
- Property management tools that include the most flexible and comprehensive solutions with multi-language and multi-currency support

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**Philip Pelzman,**

**Director of Sales & Marketing**

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## MILES



### FULL SERVICE MARKETING AGENCY

*North America Only*

By applying world-class destination marketing expertise to destination resorts and hotels, Miles is leading a cultural movement.

- Tell your property's story – sell experiences, not rooms.
- Connect technology and analytics to measure results.
- Increase bookings, revenue, and ROI.

Miles develops full-service, agency-of-record integrated marketing solutions: branding, online, mobile, email, and traditional media creative and advertising. They are a different kind of agency.

Contact:

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## ODWALLA



### PREMIUM JUICES

*USA Only*

Odwalla has over 35 delicious beverage and nourishing food-bar varieties. Odwalla offers positive branding with premium, natural, earth-friendly products and ideas for your hotel, including breakfast, meeting breaks, café, pool, gym, spa, and golf. Benefits include:

- Special national discount pricing
- Guaranteed sales (no spoilage)
- Free use of merchandising equipment

Contact:

**Bob Atwood, National Account Development Manager**

**Odwalla Foods**

ratwood@coca-cola.com

+1 847 600 2676

## NAVIS



### RESERVATION SALES SYSTEM

*North America Only*

The NAVIS Reservation Sales System helps resorts and hotels increase leisure revenue dramatically. Using innovative technologies and client-proven best practices, the NAVIS system increases conversion, optimizes your marketing, and captures more data about your reservations staff, callers, leads, and your business.

- Accurately measure the performance of your reservations staff
- Implement proven programs to increase conversion rates
- Accurately measure your online and offline marketing campaigns
- Reallocate your marketing spend to what works

Contact:

**Margaret Cascio, Director of Sales**

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+1 800 257 4602

## PRECOR



### FITNESS EQUIPMENT

*Available Globally*

Precor is a celebrated top-tier brand preferred by fitness-minded travelers and discerning guests at the world's finest hotels and resorts. They offer a comprehensive range of cardio, strength, entertainment equipment and service to provide an unsurpassed guest experience – one that can serve as a signature amenity for your property.

Precor offers special Preferred hospitality pricing for all Preferred Hotel Group Member hotels.

Contact:

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## PROTECT-A-BED



### LUXURY MATTRESS PROTECTION PRODUCTS

*Available Globally*

Protect-A-Bed offers hoteliers a complete line of protective bedding products. Protect-A-Bed products are soft, silky, and luxurious to the touch, while creating a dry, hygienic, and anti-allergy sleep zone.

#### Protect-A-Bed's Value Proposition

- PHG properties receive preferred discounted pricing on all Protect-A-Bed products
- Custom sizing is available for your property
- Extend the life of your mattress two to three years
- Minimize housekeeping labor, water, and chemical costs

Contact:

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+1 415 548 0123

## RT



### TELEVISION PROGRAMMING

*Available Globally*

RT is a global television news network based in Russia, with news bureaus in London, Washington, Berlin and Moscow, that broadcasts 24-hour news, documentaries and talk shows, to over 500 million people in over 100 countries. RT broadcasts in English, Spanish and Arabic. RT offers their service at no cost to Preferred Hotel Group member properties. Hotels can pick up RT via 20+ satellite frequencies and 200+ cable operators.

RT is available free of charge to all PHG hotels.

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+44 (0)20 8788 7293

## ROOM 360°



### GUESTROOM & BATHROOM AMENITIES

*Available Globally*

Room360° by FOH® is comprised of several all-encompassing collections and is produced from a unique mix of materials including porcelain, resin, stone, bamboo, metal, glass, palm wood, coconut wood, faux leather, rubber wood, and stainless steel. Items in the collections consist of amenity trays, serving trays, desk amenity trays, towel trays, waste baskets, soap dishes, soap trays, soap dispensers, toothbrush holders, tissue box covers, coffee amenity trays, and a variety of other containers designed to eliminate amenity clutter while adding streamlined style.

- Savings from 5%-20%

Contact:

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+1 305 219 6870

## SABRE HOSPITALITY SOLUTIONS



### HOTEL INTERNET MARKETING & GDS MEDIA

*Available Globally*

Sabre Hospitality has a far reaching, global perspective into the hospitality industry. Their eMarketing team has years of experience and has received over 100 website and digital marketing awards in the last two years alone. Sabre Hospitality provides:

- Web creative design and development
- SEM
- Digital Media Campaign Planning
- GDS Media

Strategically positioned around the world, they provide the highest level of consultative support on Internet marketing programs that drive more business directly to your property.

Contact:

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**Area Account Director- Europe**

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+31 (0) 6 1130 8892

## SERTA® INTERNATIONAL



### PROVIDER OF LUXURY MATTRESSES

*Available Globally*

Serta® is proud to be the manufacturer of the World's Best Mattress™. Their commitment to quality has made them a leader in the hospitality industry. They can work with your property directly or with your Design Firm. Take advantage of factory-direct Preferred Pricing on the exclusively designed "Preferred Hotel Sleepers."

- Innovative technology prevents sagging and rolling
- Revenue-sharing guest purchase programs
- Sustainable/green materials

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## SMARTV



### GUEST ENGAGEMENT PLATFORM

*Available Globally*

The SmarTV Company provides GuestSmarTV, a hospitality engagement platform that delivers rich entertainment content, connects guests to on-property services, and helps hotels market amenities like spas and restaurants via a hotel branded user interface on guestroom TVs, mobile apps, tablets, and digital signage.

- Enhanced entertainment experience, including international content
- Immediate access to guest services and amenities through multiple devices
- Generate revenue and offset technology costs through AdSmarTV advertising platform

Contact:

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+1 614 890 6168

## SIXT



### WORLDWIDE CAR RENTAL SERVICE

*Available Globally*

Sixt has provided service to business and leisure travelers for over 100 years, in 105 countries and over 4,000 locations. Sixt offers PHG members a discount of up to 15%. Book your Sixt rental car on the special business section online. Your business customer data will be instantly recognized upon login. Sixt is looking forward to extending the Preferred Partnership to your property through a local cooperation agreement, including:

- Special rates for hotel guests and employees
- Event and convention support
- Joint local marketing activities
- Sixt location on property

Contact:

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nora.hennrichs@sixt.com  
+49 (0) 89 74444 4104

## STANDARD TEXTILE



### INNOVATIVE TEXTILE AND DECORATIVE PRODUCTS

*Available Globally*

Standard Textile Hospitality Division offers a complete line of textile products designed to increase guest satisfaction and lower operating costs. They are revolutionizing the hospitality industry with patented products that combine luxurious comfort with unsurpassed durability and superior cost management.

- Discounted Preferred Hotel Group national pricing
- Access to the new Todd-Avery Lenahan collection
- Room Ready For You® Laundered with Tide® linen ready to use right out of the box.

Contact:

**North America**  
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## THE WALL STREET JOURNAL

### THE WALL STREET JOURNAL.

#### NEWSPAPERS & DIGITAL CONTENT

*Print in North America and Digital Worldwide*

*The Wall Street Journal* is the #1 newspaper in America, providing content solutions for all guest types – offering the print edition for purists and the WSJ.com online edition for technologically savvy guests.

- **Business Travelers:** Align your brand with the premier business news source.
- **Younger Travelers:** Internet-savvy guests can receive their news via laptop, smartphone, or tablet.
- **Leisure Travelers:** Vacationers look for news, too.

*The Wall Street Journal* provides a special rate of US\$0.45 per copy for our WSJ Print Edition.

Contact:

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## USFI



#### PRINT AND OPERATIONAL ITEMS, BRAND CONSISTENCY SOLUTIONS, AND GREEN INITIATIVES

*Available Globally*

For more than 28 years, USFI has provided operational items, print, inventory management, and distribution solutions for hotels and resorts globally.

- Find opportunities to reduce print/operational items expenses
- Brand consistency/uniformity solutions that enhances guest satisfaction
- Helping your property with green initiatives that are cost effective

Contact:

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Hospitality Division**

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+1 800 422 2898

## USA TODAY



#### NEWSPAPERS & ADVERTISING

*North America and Cancun Only*

By providing delivery of USA TODAY, the most preferred travelers' newspaper to your guests, you are eligible through the Preferred Hotel Group Corporate program to receive a discounted rate of US\$0.30 per copy along with complimentary advertising in USA TODAY newspaper and USA TODAY.com.

Contact:

**Pennie Landon, Director of Sales and Strategy**

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+1 703 854 5679

## VFM LEONARDO



#### THE FUTURE OF DIGITAL IS VISUAL STORYTELLING

*Available Globally*

VFM Leonardo is a leading technology and online media company for the global hospitality industry. Their Online Merchandising System, VBrochure, helps hotels tell compelling stories online with videos, photos and virtual tours. VNetwork gives hoteliers access to travelers whenever and wherever they're shopping.

- Tell your story on all of the major travel websites
- Leverage VFM Leonardo's social media, web marketing and mobile solutions

Share your hotel's unique story across all channels and devices travelers are using to book hotels.

Contact:

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THE WALL STREET JOURNAL

