



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

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

# 5-Minute Guide

## A Global Presence

---

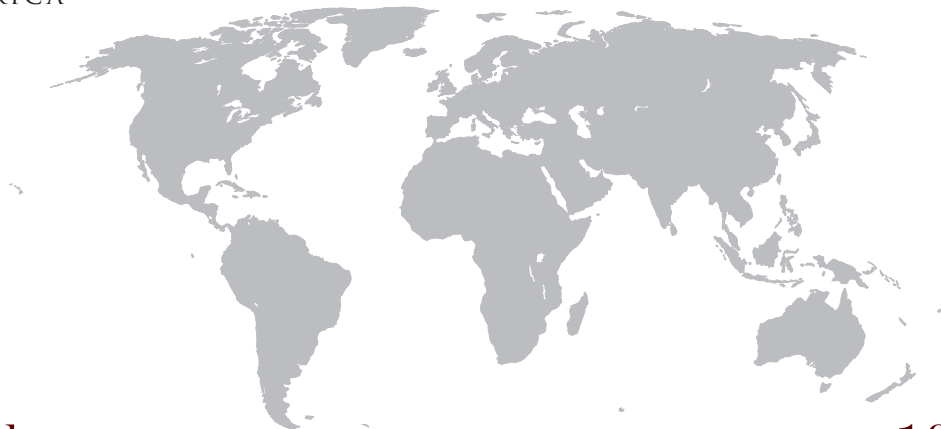
700 HOTELS GLOBALLY

**275 Hotels**

NORTH AMERICA

**185 Hotels**

EUROPE



**50 Hotels**

CENTRAL &  
SOUTH AMERICA

**190 Hotels**

ASIA, MIDDLE EAST,  
& AFRICA

# The Collections

---



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



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



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



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



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



LEGEND

| LVX

| LIFESTYLE

|  CONNECT



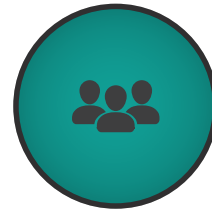
# What We Do

---



## COMPREHENSIVE DISTRIBUTION PLATFORM

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



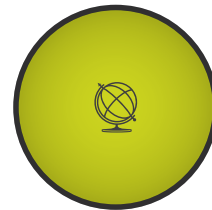
## GLOBAL SALES TEAM

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



## MARKETING

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



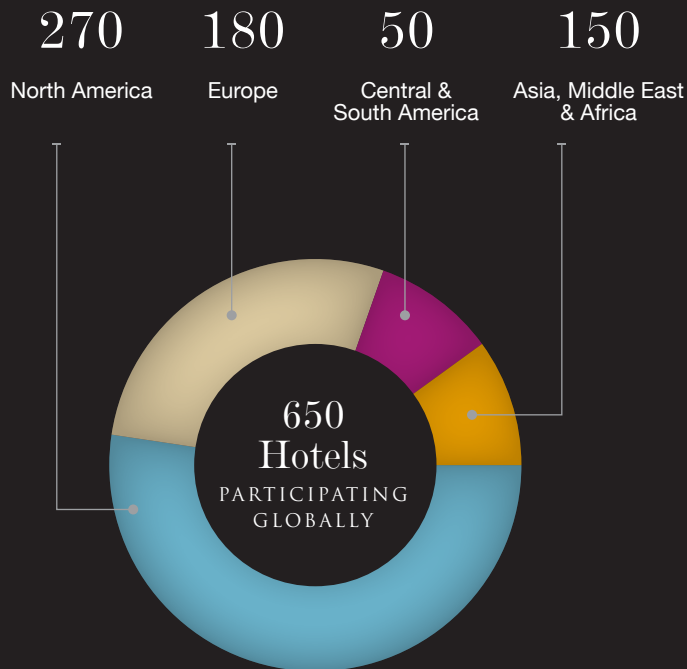
## GLOBAL LOYALTY

*I Prefer*<sup>SM</sup> Hotel Rewards is the  
world's largest global points-based  
loyalty program for independent hotels



## COST-SAVING BENEFITS

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



2.5M members and counting

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



US\$200M

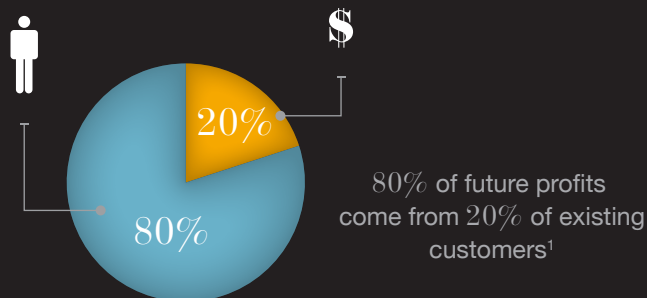
Member stay revenue in 2017

US\$761.00

2017 average stay value

### OTA vs. *I Prefer*

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



1: NcompassTrac 'The Economics of Loyalty'

18% Commission (OTA)

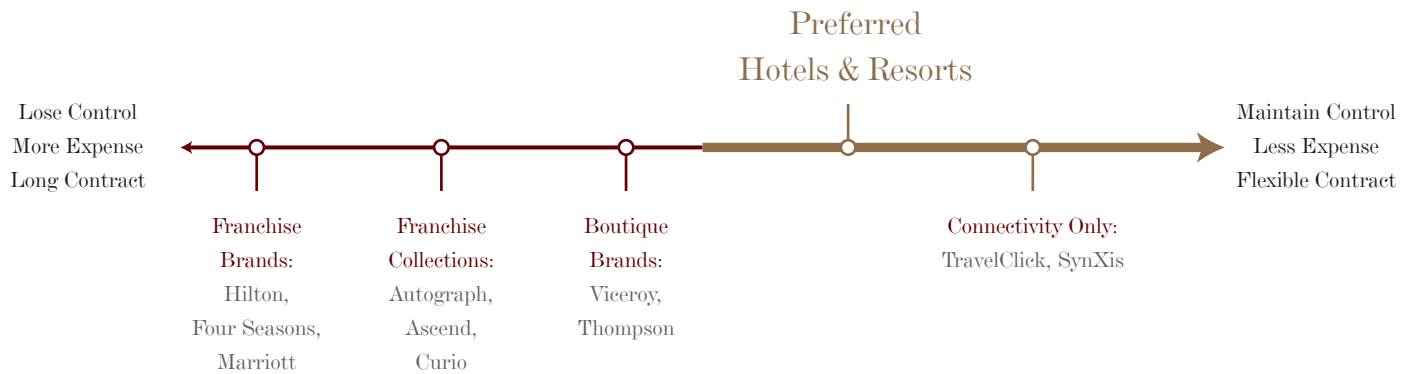


2.5% Commission (*I Prefer*)



\*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)

**9.9%**  
Occupancy increase  
and 32% RevPAR increase  
2012 through 2017

**25**  
Properties  
“de-flagged” since 2013,  
adding significantly  
to their NOI

**US\$301.00**  
2017 average ADR  
across all collections

**114**  
New properties  
contracted in 2017

# Independent Analysis

---

141.5%

RevPAR penetration

12%

ADR Premium vs. market

3.7% of GRR

Aggregate fees payable to PH&R

Analysis from Horwath HTL showed that Preferred's member hotels in Asia achieved a 16% increase in RevPAR penetration between 2009 and 2013.

*2014 Horwath HTL study of a cross-section of PH&R Hotels in Asia using STR data from 2009 to 2013.*



Horwath HTL™



## Get in Touch

---

Need more info?

[PreferredHotels.com/Join](http://PreferredHotels.com/Join)

=====  
**Patrick Fiat**

*General Manager, Royal Plaza on Scotts*

"Our partnership with PH&R has helped us to connect globally with MNCs and TMCs. Working closely with their responsive and dynamic team, we are able to extend our reach to the USA and Europe, helping us diversify our business."

**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."

=====  
**Or Email:**

[development@preferredhotels.com](mailto:development@preferredhotels.com)