



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

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

# 5-Minute Guide

## A Global Presence

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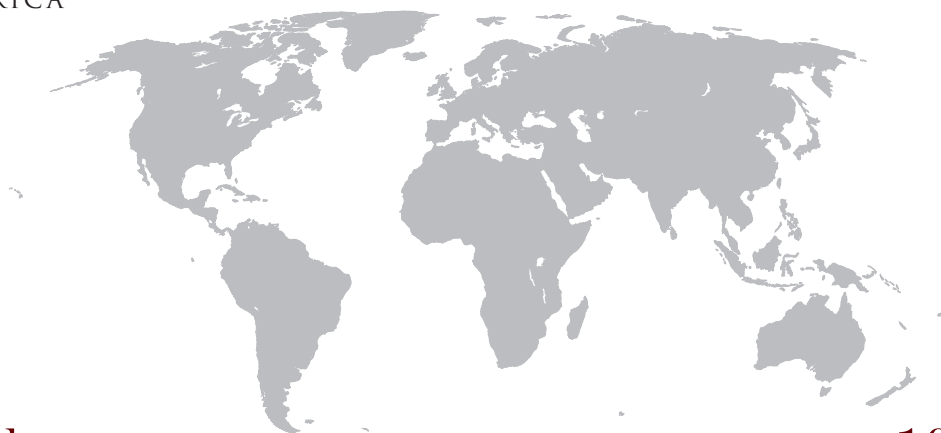
700 HOTELS GLOBALLY

**275 Hotels**

NORTH AMERICA

**185 Hotels**

EUROPE



**50 Hotels**

CENTRAL &  
SOUTH AMERICA

**190 Hotels**

ASIA, MIDDLE EAST,  
& AFRICA

# The Collections

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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



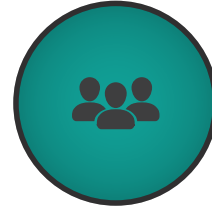
# What We Do

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## COMPREHENSIVE DISTRIBUTION PLATFORM

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



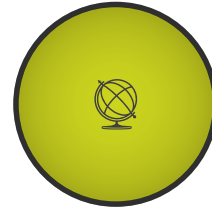
## GLOBAL SALES TEAM

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



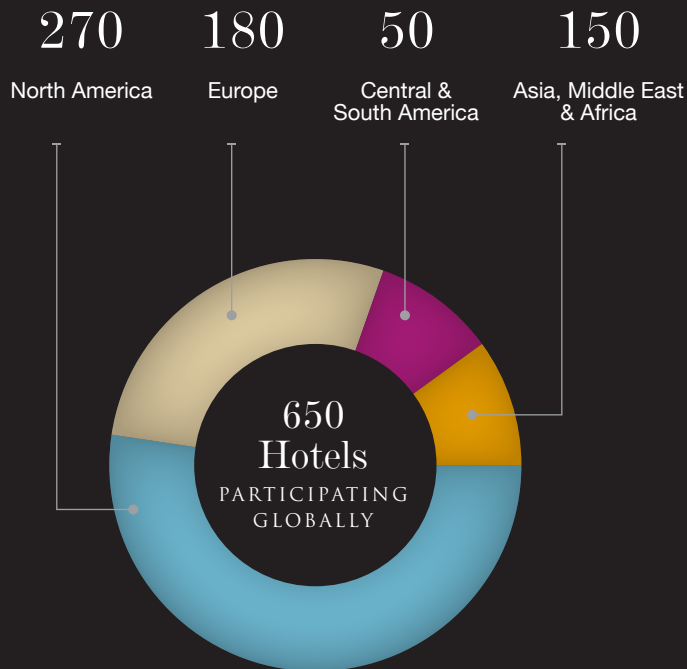
## GLOBAL LOYALTY

*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

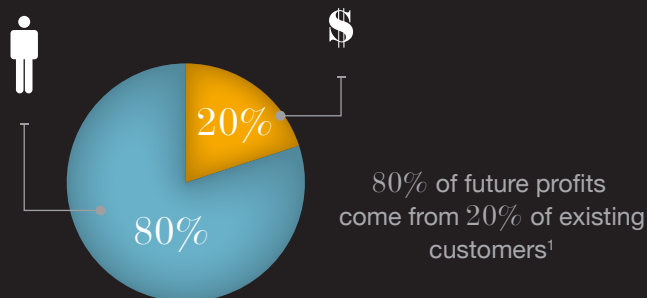
Member stay revenue in 2017

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)

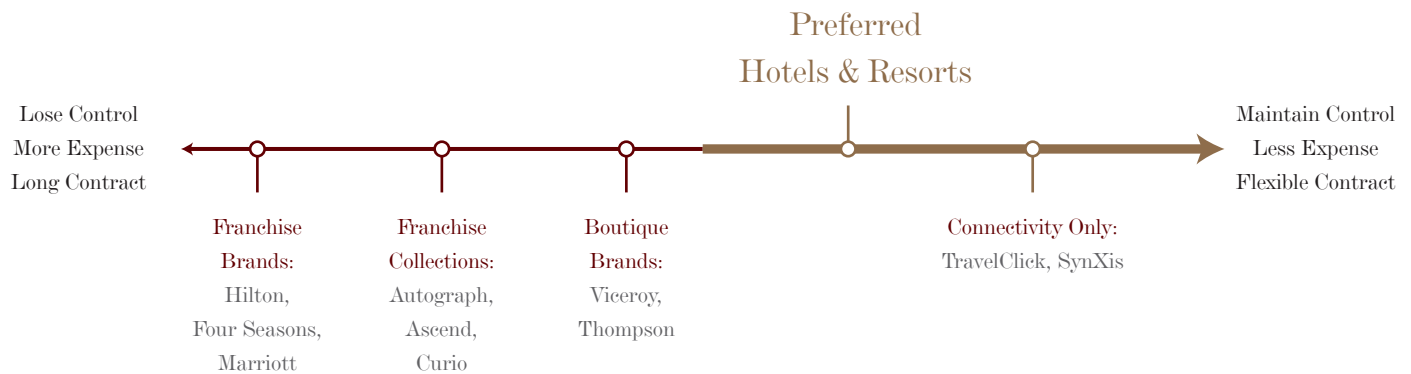


2.5% Commission (*I Prefer*)



\*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

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**US\$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

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**Need more info?**

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

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**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!”

**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.”

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**Or Email:**

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