



Preferred

HOTELS & RESORTS

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

5 Minute Guide

A Global Presence

650 HOTELS GLOBALLY

280 Hotels

NORTH AMERICA

185 Hotels

EUROPE



70 Hotels

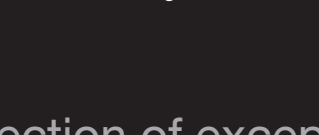
CENTRAL & SOUTH AMERICA

115 Hotels

ASIA, MIDDLE EAST, & AFRICA

The Collections

LEGEND™



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

LVX™



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

LIFESTYLE™



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



CONNECT™

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.



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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 60 sales people covering corporate, group, and leisure sectors in 30 strategic locations globally.



GLOBAL LOYALTY

iPrefer is the world's largest global points-based loyalty program for independent hotels



MARKETING

Innovative marketing programs that deliver visibility to, and business from, a broad range of travel consumers



COST-SAVING BENEFITS

From procurement services to OTA commissions, we help hotels increase bottom-line profits

iPrefer™

HOTEL REWARDS

305

Americas

170

Europe

60

IMEA

65

Asia/Pacific



600 Hotels PARTICIPATING GLOBALLY

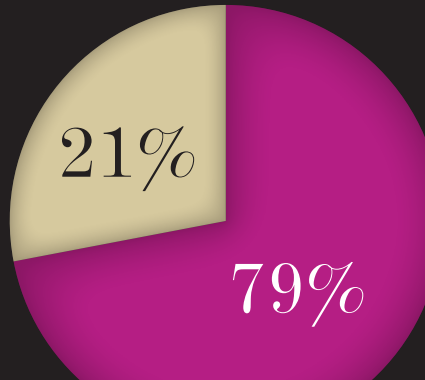
US\$77M MEMBER STAY REVENUE IN 2015

• 21% of revenue came from enrollments that originated at your hotel

• 79% of revenue came from enrollments that originated at another hotel

1.5 M members and counting

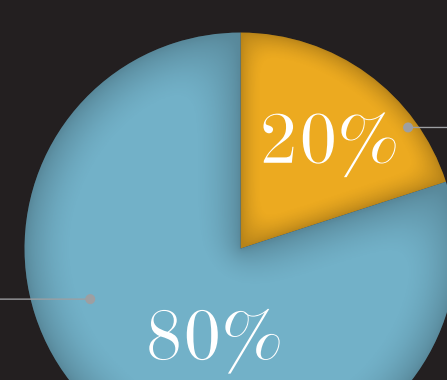
The world's largest global points-based loyalty program for independent hotels



US\$820 2014 average stay value

OTA vs. iPrefer

• iPrefer bookings reduce costs and increase profitability vs. OTA bookings*



80% of future profits come from 20% of existing customers¹



18% Commission (OTA)

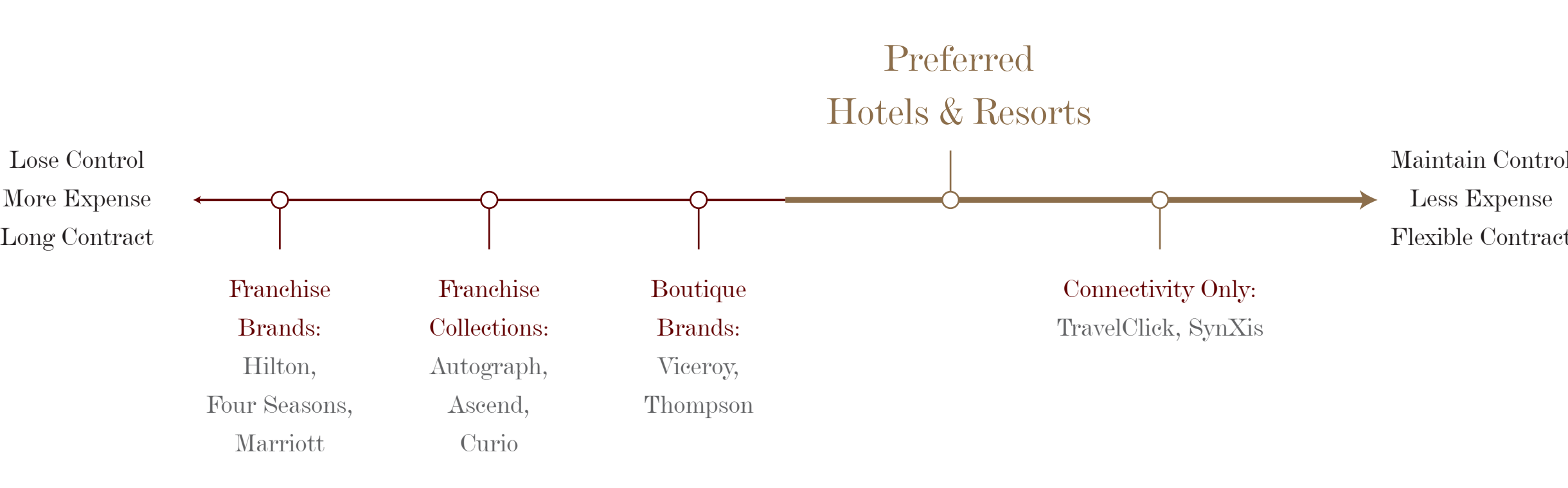


2.5% Commission (iPrefer)

¹: NcompassTrac "The Economics of Loyalty"

*hotel direct bookings

Flexibility



Lose Control
More Expense
Long Contract

Franchise Brands: Hilton, Four Seasons, Marriott

Franchise Collections: Ascend, Curio

Boutique Brands: Viceroy, Thompson

Preferred Hotels & Resorts

Connectivity Only: TravelClick, SynXis

Maintain Control
Less Expense
Flexible Contract

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 \$1 Billion in revenue generated in 2015 (Up 14% on 2014)

\$295.00 2015 average ADR across all brands

15 Properties "de-flogged" since 2013 adding significantly to their NOI

9.9% Occupancy increase and 32% RevPAR increase 2011 through 2015

114 New properties contracted in 2015

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.



Get in Touch

Need more info?

PreferredHotels.com/join

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."

Tom Goodwin

President, Fillmore 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!"

Or Email:

development@preferredhotels.com