



PREFERRED HOTEL GROUP™ RAISES THE BAR ON FAMILY TRAVEL WITH ‘PREFERRED FAMILY’

*New comprehensive family program ensures exceptional
travel experiences for the whole family*

CHICAGO – May 3, 2011 – Just in time for summer travel planning, [Preferred Hotel Group™](#) is proud to introduce [“Preferred Family.”](#) a certified collection of hotels and resorts that go beyond family-friendly. Preferred Family enables parents to evaluate a hotel – based on specific age groups, services and offerings – and match it against their families own needs and interests, from planning a beachside getaway to exploring a new city.

The new Preferred Family program uniquely qualifies hotels based on a list of comprehensive criteria, which includes offerings for children up to 17 years old. To be eligible for the family certification program, hotels must meet exclusive criteria in each of the five specific age categories based on hotel amenities, facilities, programs, services, and entertainment. From tots to teens, Preferred Family is divided into the following age groups:

- 0-2-years old: Infants and Toddlers
- 3-4-years old: Preschoolers;
- 5-8-years old: School-Age Children;
- 9-12-years old: Pre-Teens; and
- 13-17-years old: Teens.

“Family travel is growing worldwide, and not just to destinations one would typically associate with a family holiday,” said Lindsey Ueberroth, president of Preferred Hotel Group. “Today’s families are traveling to every corner of the world, from city centers to resorts and even exotic destinations. Motivated by a sense of togetherness and a desire for personal enrichment, parents are pursuing travel experiences that are adventurous, educational, and fun for the whole family. Preferred Family cuts through the ordinary, cookie-cutter family offerings and provides the necessary tools to choose a hotel or resort that will exceed “family-friendly” expectations, promising experiences that will become everlasting memories.”



To date, over 50 hotels worldwide have been certified, ranging from classic family resorts to luxurious city hotels, with more being added daily. Each is guaranteed to meet the specific needs of a traveling family with confidence by ensuring convenience, comfort, adventure, dining, and of course, enjoyment for all ages. A range of Preferred Family destinations and offerings for certified hotels are included below.

MOUNTAIN GETAWAYS

[The Broadmoor](#), located in the majestic Colorado Rockies, provides an oasis of indoor and outdoor activities such as world-renowned golf, fly-fishing, rock-climbing, horseback riding, and hot air ballooning. There is even a movie theatre, and a dedicated children's program "The Bee Bunch" where guests, 3 to 12 years old, can enjoy a day at camp filled with activities, crafts, games, and recreation. As one of the world's premier family resorts, The Broadmoor provides the entire family with a suitcase full of unforgettable memories.

BEACH RETREATS

Families who desire a beach getaway need to look no further than [Dreams Tulum Resort & Spa](#), in Tulum, Mexico. Located on two miles of white sand beaches, this Unlimited-Luxury® resort offers three pools, an outdoor playground, a video arcade, and a destination full of eco-adventures just waiting to be discovered by the whole family. Young guests (ages 3 to 12 years old) can enjoy their days making memories and new friends at the Explorer's Club where they'll hunt for treasure, build sand castles, and try their hands on the climbing wall. After a full day of fun, the whole family can relax together under the stars with big screen movies on the beach.

EXPLORE THE CITY

At the juncture of Central Park, Columbus Circle, and Broadway, families are welcomed with open arms at [Trump International Hotel & Tower® New York](#). The perfect balance of luxury and family comforts, this hotel is the ideal location from which to explore New York City. Lincoln Center, Carnegie Hall, Central Park, Central Park Zoo, Museum of Natural History, FAO Schwarz, and the Children's Museum are all easily accessible right outside the hotel's front door. Even Donald Trump understands that guests of all ages have specific needs, which is why the Trump Hotel Collection created Trump® Kids for all seven of their hotels. Trump Kids offerings include kiddie cocktail menus, kids robes and slippers, "Trump Kids" amenities upon check-in, and "Trump Kids" business cards printed with each child's name.



The Preferred Family certification program is being communicated via Preferred Hotel Group's new global advertising campaign, *My Preferred World*. To learn more about Preferred Family and to see a complete list of certified properties, please visit www.preferredfamily.com

About Preferred Hotel Group™

With more than 800 best-in-class hotels and resorts in 70 countries, Preferred Hotel Group™ represents six distinctive brands: [Preferred Hotels® & Resorts](#), [Preferred Boutique™](#), [Summit Hotels & Resorts™](#), [Sterling Hotels™](#), [Historic Hotels of America®](#) and [Preferred Residences™](#), a membership-based exchange program for luxury shared ownership resorts. Preferred Hotel Group also offers [I Prefer™](#), a complimentary global guest benefit program, and [Preferred Golf™](#), a membership-based program that grants access to over 100 of the world's most renowned golf resorts. For more information, visit us on the web at www.PreferredHotelGroup.com and follow us on Facebook and Twitter @iPrefer

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