



**SHOW YOUR PRIDE WITH NEW PREFERRED PRIDE COLLECTION
FROM PREFERRED HOTEL GROUP™**

Celebrate Pride at Over 100 “Gay Welcoming” Members Around the World

CHICAGO – June 16, 2011 – Gay and lesbian travelers are now spoiled for choice as nearly 100 [Preferred Hotel Group™](#) members around the world have joined together to create [Preferred Pride](#), a distinctive group of independently owned and operated hotels that understand and cater to the specific needs of the LGBT traveler. Whether traveling for business or pleasure, Preferred Pride offers consumers the extra level of reassurance many LGBT travelers seek when making their travel decisions. In addition to being “Gay Welcoming,” Preferred Pride members stand for equality in their employment policies and services and are active supporters of the LGBT community.

To be eligible for [Preferred Pride](#), hotels must be either [TAG Approved®](#) (Community Marketing’s Travel Alternative Group) or belong to [IGLTA®](#) (International Gay & Lesbian Travel Association). Both organizations are universally recognized to set the standards for LGBT travel.

“Preferred Pride is more than just another LGBT seal of approval; the program was created to unite Preferred’s diverse community of independent hoteliers around the world who are committed to the LGBT community,” said Rick Stiffler, Preferred Hotel Group executive director, leisure sales. “It is a global initiative that enables hoteliers to learn about and better understand the needs and preferences of the LGBT traveler.”

As part of the Preferred Pride program, diversity training is offered to hotels to provide insight in best practices in serving the LGBT community from check-in to check-out. Participating hotels may choose to assign an internal ambassador who has completed the training and will champion the activity within the hotel. Training suggestion examples include providing bathrobes, slippers, and toiletries befitting same sex couples; having a knowledgeable concierge who can provide a list of the area’s best attractions, dining and nightlife; or simply including publications within the hotel that acknowledge the specific guest’s interests. In addition, training will provide the hotels with ideas on how they can take a more active role in their local LGBT community through activities, sponsorship and support.

The launch of Preferred Pride reflects [Preferred Hotel Group's](#) own equality policy to ensure that married, single, and partnered employees and associates around the world receive the same benefit opportunities like health provision and pensions.

Traveling to celebrate Pride? Visit www.PreferredPride.com to view the collection and tailored offers that include everything under the rainbow. From Romantic Wedding Night packages in Vermont to an hour-long river-cruise along the Seine, and from personal shopper appointments in London to rejuvenating spa experiences in Italy, visit www.PreferredPride.com for exceptional rates, spa and restaurant discounts, and much more.



About Preferred Hotel Group™

With a global reach of more than 850 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 that provides members with exclusive offers and rewards, as well as [Preferred Golf™](#), a membership-based program that grants access to 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](#).

For high-resolution imagery of our properties, please visit the Preferred Hotel Group Image Library at www.PreferredHotelGroupImages.com

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