

Preferred Hotel Group rebrands

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Preferred Hotel Group has rebranded as Preferred [Hotels & Resorts](#) today.

The collection of independent hotels has repositioned itself as one brand, Preferred [Hotels](#) & Resorts, with its 650 worldwide properties organised into five collections — Legend, LVX (pronounced "lux"), Lifestyle, Connect and Preferred Residences.



The Legend collection is "the ultimate portfolio of exceptional properties" and includes three London hotels; LVX properties, of which two are in London, are "renowned properties that feature the finest accommodations"; the Lifestyle collection features ten London properties; the Connect collection is "inspired by local culture"; and Preferred Residences contain "the very best features of a luxury [hotel](#) within the comforts of a residence setting".

To find out which Preferred properties are in each collection, visit preferredhotels.com. Hotels can be searched by collection, name, location and price.

Lindsey Ueberroth, Preferred president and CEO, said: "In a time when travellers are overwhelmed by the multitude of new hotel brands, we are going back to the foundation on which our company was built to provide clarity during the travel planning process.

"As one brand, Preferred Hotels & Resorts will more effectively serve today's travellers as the world's most trusted resource for authentic, and memorable independent hotel experiences."

preferredhotels.com

Graham Smith

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