

CHICAGO

Chicago Travel

WHERE TO GO NEXT

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The Hollywood Roosevelt, the latest to join the Preferred Hotels & Resorts collection.
PHOTO: COURTESY OF PREFERRED HOTELS & RESORTS

Use this New Search Tool to Find Great Boutique Hotels

Virgin Hotels Chicago, Soho House Chicago, and, coming in May, the Chicago Athletic Association—there's no missing Chicago's hot independent hotel streak. It's a trend happening worldwide and travelers are responding for good reason: why go with a vanilla, big-chain hotel when you can stay at a unique property that offers a more authentic and intimate travel experience?

Chicago-based Preferred Hotel Group has been paying attention. Rebranded in early March, the world's largest hotel brand became Preferred Hotels & Resorts, launching a new website and search tool that puts its 650 independent luxury hotels, resorts, and residences in 85 countries all under one umbrella.

Prior to the rebrand, Preferred had five different websites, one for each collection. That meant users needed to understand the differences between each collection in order to know where to search. Now the new single-brand site tosses all of Preferred's collections and properties together, allowing users to find every possible option in a given destination.

New brand and site aside, what has long made Preferred Hotels & Resorts a handy hotel search tool is this: it is essentially one big, vetted collection of luxurious independent hotels. Each has passed a two-part quality assurance program that includes on-site inspections and social media monitoring across dozens of channels.

The new search function builds upon this by offering inspiration to those who don't know exactly where they want to go, only that they want a great hotel. "The majority of hotel websites allow travelers to search only by identifying their destination," says Lindsey Ueberroth, President & CEO of Preferred Hotels & Resorts. "We understand that today's travelers may not always know exactly where they want to go, so we designed our new website as an inspirational tool that goes beyond basic searches or the traditional confines of hotel rankings, such as star ratings." Instead of searching only by destination, the Preferred tool lets you zero in on hotels and resorts that might just be a perfect fit for you based on filters like amenities, style, activities, and interests.