

globaltravelerusa.com | \$3.50

February 2014



Globility

# Global Traveler

THE SOURCE FOR LUXURY BUSINESS TRAVELERS



# Lindsey Ueberroth | President, Preferred Hotel Group



**Name:** Lindsey Ueberroth

**Title:** President

**Company, city:** Preferred Hotel Group; Newport Beach, Calif.

**Number of employees:** 210

**Recent project:** Launch of our iPrefer Loyalty Program

**First job:** I worked at Anderson Consulting as a change management analyst.

**Little-known fact about you:** When I was 12, my mother sent me to survival camp in South Africa and Super Camp in Russia.

## YOUR BUSINESS

**Essential business philosophy:** Listen closely and don't be afraid to ask questions.

**Best way to keep a competitive edge:** Pay attention to successful companies and trends outside of your industry. I find the greatest inspirations and innovations come from a company, product or idea that may have nothing to do with our core business. It's the times when we are able to translate those lessons or examples to something relevant within our company that we set ourselves apart from the competition.

**Yardstick of success:** As a family business, my best yardstick of success is that my family works together, we love what we are doing every day, and we still enjoy each other's company.

## AS A TRAVELER

**What is the most important item you take when traveling?** Sony noise-canceling headphones, a pashmina to stay warm, Eminence lip balm and a good book. (A real paperback, not the e-version. I love the feel of paper in my hands.)

**How do you spend your time on board?** Usually, I spend one-third of my time working, one-third on entertainment (reading or watching a movie) and the rest of the time sleeping.

**What is your favorite restaurant in the world?** Impossible question to answer. There are far too many restaurants I have enjoyed, and sometimes the experience or ambience makes the restaurant more memorable than the meal.

**What is your favorite destination in the world?** India. People have strong opinions both ways on this destination, but it is one that leaves an imprint on your soul like no other place in the world.

## ABOUT YOUR BRAND

**Tell us about the new iPrefer program.** iPrefer is the first global points-based loyalty program available to guests staying at independent hotels around the world. The program rewards the loyal traveler with points, status and special offers, and a flexible and transparent redemption process. And it is free to join.

**Golf is a favorite interest of our readers; why will the Preferred Golf program appeal to them?** Preferred Golf is a collection of the world's most exclusive and sought-after golf courses. For golf enthusiasts, membership to Preferred Golf offers priority access and free rounds when they stay at any of our member properties. The newest and most exciting benefit is access to the Preferred Golf Fantasy Challenge, the world's first international fantasy golf experience, which gives members the opportunity to win exceptional golf getaways, including one grand prize, around-the-world trip of a lifetime.

**Preferred Hotel Group is a family-owned company. How does that translate to the hospitality experience?** My family has always been in the hospitality business, so it is in our blood. The key to great hospitality is making someone feel at home. As a family, travel is an extension of who we are. We enjoy spending a lot of time on the road visiting and creating close-knit ties with our clients and associates in global offices. This has caused Preferred Hotel Group to naturally evolve into one big extended family, with a shared dedication to delivering excellent hospitality during every interaction.