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NEW IDENTITY FOR PREFERRED HOTEL GROUP

Renamed Preferred Hotels & Resorts, the voluntary chain is repositioning its supply to go from being a multi-brand model to being an infrastructure with a single brand.



HÔTEL DU COLLECTIONNEUR ARC DE TRIOMPHE, NOW MEMBER LVX OF PREFERRED HOTELS & RESORTS



From now on Preferred Hotel Group will answer to the name Preferred Hotels & Resorts. The new identity of the voluntary chain goes hand in hand with the repositioning of the network around a single brand to replace the former multi-brand model. Thus the former historic segmentation is going down into history: Summit Hotels & Resorts, Sterling Hotels, Preferred Boutique and Preferred Hotels. By keeping the most renowned and

widespread brand, the goal is to focus the strategy on the customer: *"In keeping with the evolution of customer expectations and sector trends our new brand structure generates greater clarity around Preferred Hotels & Resorts within the market,"* explains Lindsey Ueberroth, CEO Preferred Hotels & Resorts.

The umbrella brand Preferred Hotels & Resorts will thus be produced in five collections:

- **Legend** which includes so-called exceptional properties that combine royal accommodations, personalized quality service, renowned F&B and an exceptional spa.
- **LVX** which concerns renowned properties with personalized service, a F&B offer, entertainment and an exceptional spa.
- **Lifestyle** for international hotels that are said to be premium and combine style and culture and offer local cuisine.
- **Connect** for an international portfolio of hotels that put people together with their friends and family, their commercial partners and interesting neighborhoods.
- **Preferred Residences** for luxurious, fully equipped apartments accompanied by a range of services worthy of luxury hotels. ***The chain recently positioned itself on this market .***

Each collection is defined according to a number of criteria broken down into 10 categories, that apply to all the addresses in the chain, or 650 properties (130,000 rooms), including 260 in North America, 15 in the Caribbean, 50 in Latin America, 65 in the Middle East and Africa, 185 in Europe (30 in France) and 110 in Asia.

Thanks to its new brand organization, the voluntary chain owned by the Ueberroth family has set several goals to reach by 2018:

- grow its portfolio from 650 hotels in 85 countries to 1,000 hotels in 100 countries, particularly in North America and Europe where growth -frozen by the crisis- is taking off again but also in Asia where the market is growing fast;
- be among the five best travel and accommodations brands worldwide;
- and bring the number of members in its loyalty program iPrefer to 4 million.