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Preferred Hotels & Resorts celebrates 50 years

Hotel Management Magazine

Half a century after 12 North American hoteliers established the Preferred Hotels Association as a referral organization, the Preferred brand is celebrating its 50-year anniversary of curating independent hotels. Over the past five decades, the company has evolved to become Preferred Hotels & Resorts, the world's largest independent hotel brand with more than 650 member hotels, resorts and residences across 85 countries.

To commemorate this milestone, Preferred Hotels & Resorts launched a year-long Golden Anniversary campaign that invites travelers to explore its portfolio of independent hotels through a series of consumer-driven initiatives. Among the celebratory activities are a video series; a new social media campaign, #PreferredCelebrates50; a Golden Anniversary package; a bonus points booking incentive; and a dedicated Golden Anniversary microsite that will serve as the hub of all related activity throughout the year.