

Preferred
HOTEL GROUP™



WHO WE ARE



- Ueberroth Family owned and managed
- Over 200 professionals in 30 global offices
- More than 700 hotels across six distinct brands
- Large, highly motivated customer base

Industry leader providing independent hotels and resorts worldwide with innovative business solutions that include global sales, marketing support, and advanced distribution systems.

WHO WE ARE

Preferred
HOTELS® & RESORTS

Preferred
BOUTIQUE™

SUMMIT™
HOTELS & RESORTS

STERLING
HOTELS®

STERLING
DESIGN

HISTORIC HOTELS
of AMERICA
NATIONAL TRUST FOR HISTORIC PRESERVATION®

Preferred
RESIDENCES®

Preferred
HOTEL GROUP™

A GLOBAL FAMILY

PEOPLE

PROPERTIES

POSSIBILITIES

WHO WE ARE



A collection of extraordinary independent hotels – from spectacular golf and spa resorts to elegant city center hotels.



- Sophisticated style
- Refined luxury and anticipatory service
- Distinctive character
- Highly differentiated

WHO WE ARE



From palaces to tent camps, stylish urban hotels to private islands, these inspired settings offer one-of-a-kind travel experiences.

Preferred
BOUTIQUE 

- Unique by design
- Genuine sense of place
- Personalized service
- Intimate surroundings

WHO WE ARE



A diverse collection of resorts and hotels that reflect a sense of style and graciousness that comes through local experts and authentic culture.



- Reflect a local sense of style
- Enriched by surroundings and cultural connection
- Inspired places
- Outstanding service for business and leisure travelers

WHO WE ARE



A smart collection for savvy travelers designed for guests who want more enjoyment and value every moment.



- Popular destinations
- Friendly feel and easy-going vibe
- Quality services
- Comfortable and connected

WHO WE ARE



STERLING DESIGN

- Progressive design sense and modern details
- High-tech lifestyle services
- One-of-a-kind amenities
- Hot destinations

A collection of hotels with hip style and upbeat character that set a new standard for dramatic design, distinct architecture, and bold interiors.

WHO WE ARE



Over 200 of America's most prominent historic lodging addresses, offering visitors a memorable travel experience.

HISTORIC HOTELS *of* AMERICA

NATIONAL TRUST FOR HISTORIC PRESERVATION®

- Distinguished architecture and ambiance
- Authentic experience
- At least 50 years old and recognized as historically significant
- Members of National Trust for Historic Preservation

WHO WE ARE



An elite membership and exchange program for luxury shared ownership resorts.



- Concierge services
- Luxury shared ownership
- Residential-style living
- Exceptional quality and service levels



THE PREFERRED ADVANTAGE

- Global Sales Resources
- State-of-the-Art Distribution
- Proven Marketing Strategies
- Integrated Quality Assurance and Reputation Management Program
- Strategic Alliance Partnerships

THE RIGHT PEOPLE IN
THE RIGHT PLACES
INCREASING THE POWER
AND REACH OF INDEPENDENT
HOTELS AND RESORTS.



GLOBAL SALES RESOURCES

- 55 dedicated, experienced industry sales leaders in worldwide sales offices
- Access and insight to managed accounts
- Brand presence at global tradeshow and events
- Strong relationships with key decision makers
 - corporate travel managers
 - leisure travel agents
 - meeting planners

EXTENSIVE EXPERIENCE
AND KEY RESOURCES IN
THE FIELD DELIVER
ACCESS AND RESULTS.

GLOBAL SALES RESOURCES | WORLDWIDE OFFICES

Experienced teams in strategically positioned sales offices



Knowledgeable sales team ensures greater access and increased sales

- Proprietary relationships with 270 managed corporate accounts worldwide
- Systems to maximize and manage RFPs with Lanyon™
- 24/7 access to online member portal with sales information, resources, and client data



Global travel management partnerships with chain-level power and influence

- Brand level status
- Access to global offices
- GDS biasing
- Joint marketing opportunities
- Dedicated sales programs and support



Benefit from our skill and influence

- Dedicated Group Sales Directors in 30 worldwide offices
- Customized Signature Events in key global markets
- Significant presence at industry trade shows and events
- Group segment specialists
- phgmeetings.com provides dynamic lead generation technology
- Collaborative sales philosophy means client data is shared



STATE-OF-THE-ART DISTRIBUTION

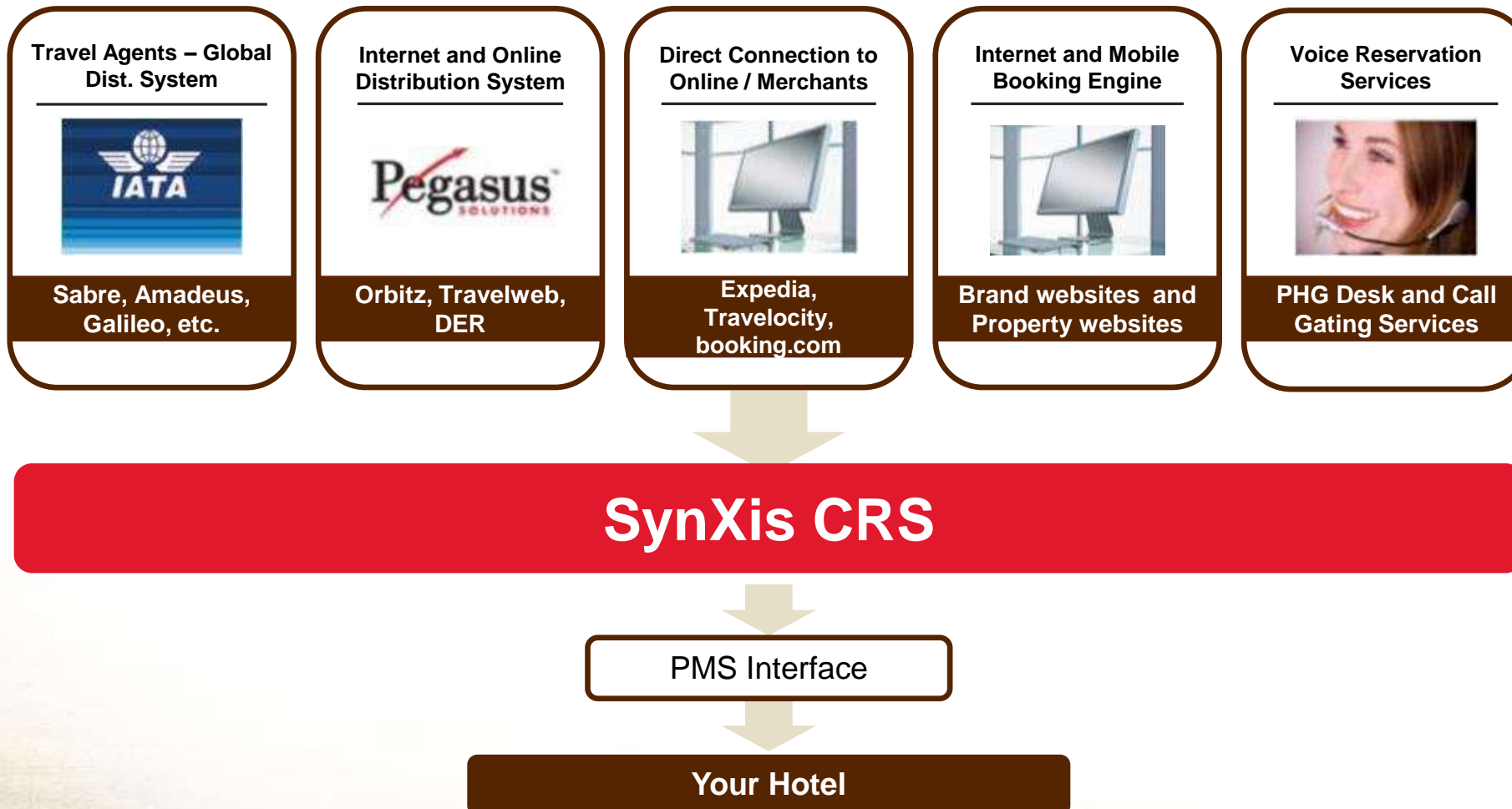
- Multi-channel distribution platform
- Single source of inventory availability
- Unrivalled dynamic booking engine
- Largest SynXis brand partner worldwide



TAP INTO THE SYNERGIES
OF TOTAL BRANDED
CONNECTIVITY

STATE-OF-THE-ART DISTRIBUTION | CONNECTIVITY

Enhance sales through multi-channel distribution and seamless connectivity via central distribution platform



Experienced team dedicated to optimizing revenue

- Regular business insight and reviews improve hotel revenue
- Optimize all distribution channels
- On-going rate and availability audits
- Real-time reporting and analysis



Efficient and effective business solutions





PROVEN MARKETING STRATEGIES

- Attract new customers through multi-channel promotions
- Increase traffic with focused programs and frequent traveler engagement
- Build awareness and generate sales as part of brand campaigns
- Stay connected through post-stay email marketing initiatives

A SIMPLE APPROACH

DRIVEN BY THE

CUSTOMER LIFECYCLE.

Leverage the power and prestige of the Preferred Hotel Group family of brands

ATTRACT

- Consumer and Trade Advertising
- Public Relations
- E-Commerce
- Niche markets and segments
- Targeted partner channels

ENGAGE

- Social Media
- **I Prefer** Guest Benefit Program
- Offers and Promotions
- Publications
- VIP Desk

CONVERT

- Offers and Promotions
- Online Experience
- Email Marketing

RETAIN

- After-sale and database marketing
- **I Prefer** Guest Benefit Program
- Frequent Flyer Program



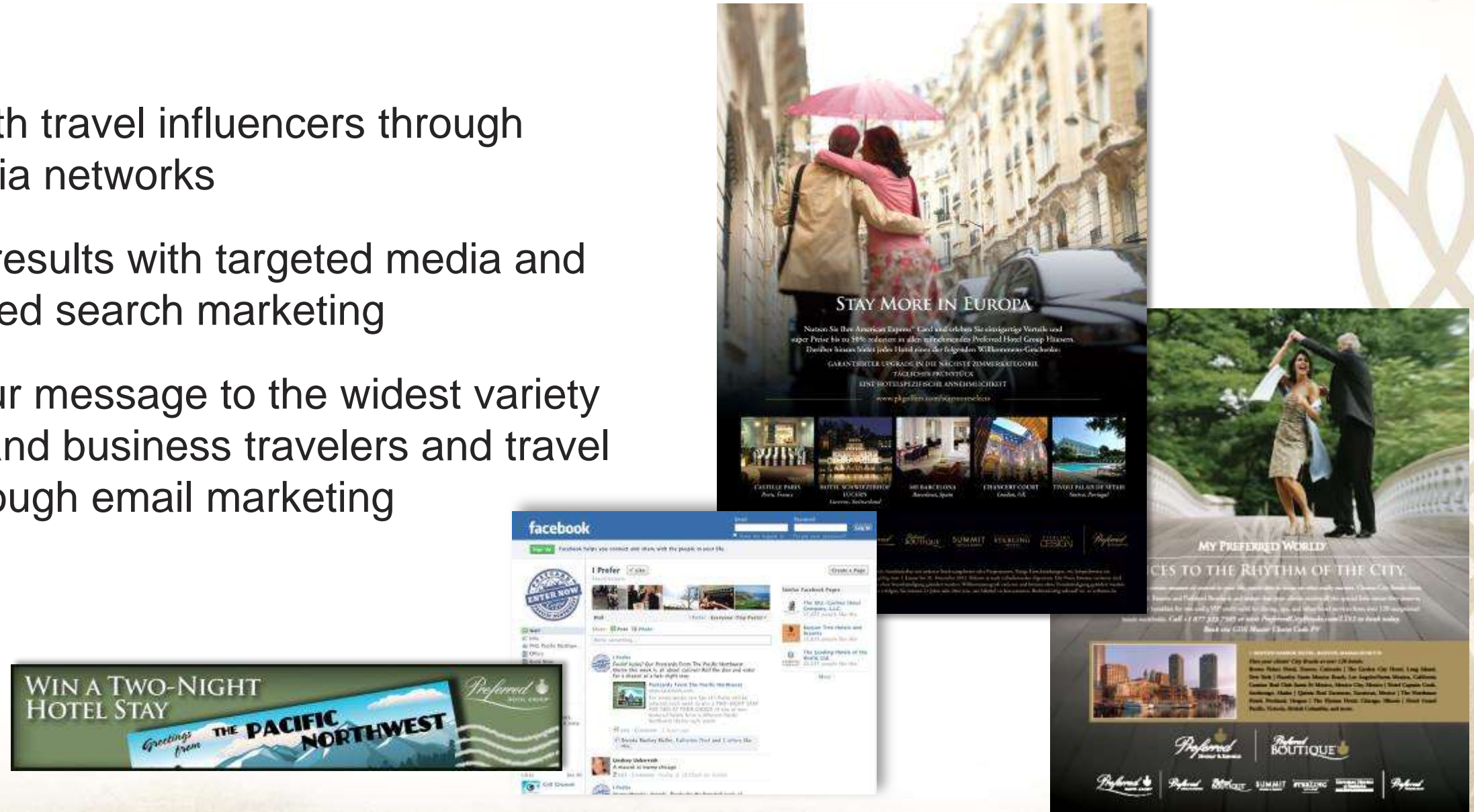
Benefit from scope and scale of co-op marketing opportunities

- Increase market penetration with regional programs
- Reach growing niche markets through Preferred Family, Preferred Pride, and Preferred Golf
- Be aggressive in a competitive market with established programs including City Breaks and Resort Escapes



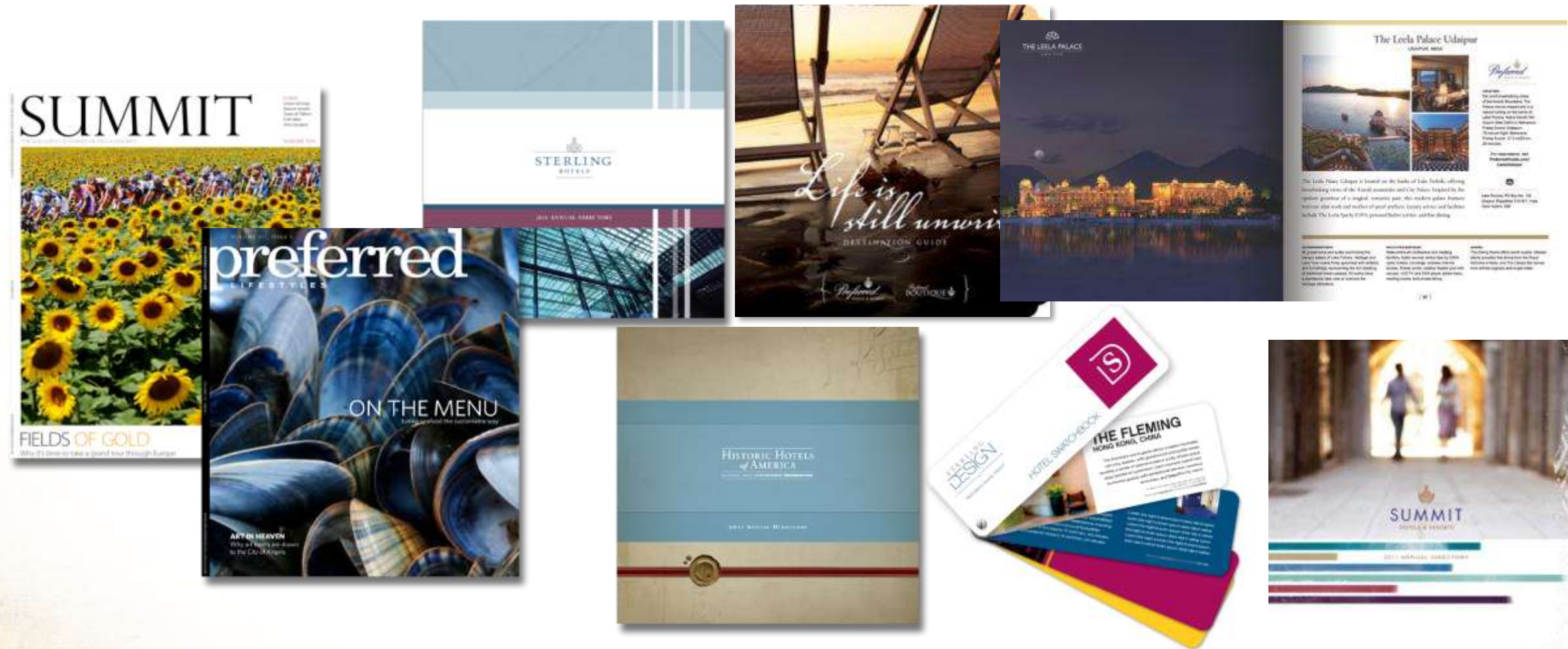
Generate revenue with proven engagement strategies

- Engage with travel influencers through social media networks
- Drive real results with targeted media and sophisticated search marketing
- Deliver your message to the widest variety of leisure and business travelers and travel agents through email marketing



PROVEN MARKETING STRATEGIES | ENGAGE

Inspiring publications transform casual readers into loyal guests



Global distribution of lifestyle magazines and annual directories showcase your property to millions of readers worldwide.

PROVEN MARKETING STRATEGIES | RETAIN

Staying connected to your guests ensures they will be guests again and again

- Target your message to a database of engaged consumers, travel agents, and meeting planners through email marketing
- Encourage loyalty and repeat business with *I Prefer* Guest Benefit Program



Incentivize Travelers with Frequent Flyer Miles

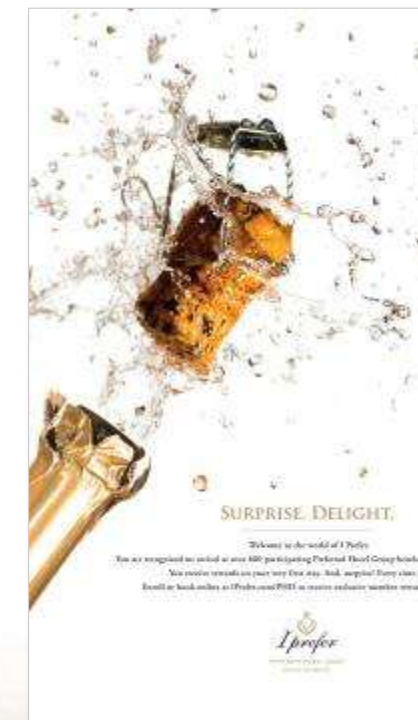
- Offering miles to customers increases market share, allows you to remain at the forefront of the competition, and encourages initial and repeat business.
- Preferred Hotel Group provides a state-of-the-art frequent flyer processing system that allows easier and faster administration of guest requests.
- Reach millions of guests through marketing opportunities with 16 global airline partners.



PROVEN MARKETING STRATEGIES | *I Prefer* GUEST BENEFIT PROGRAM

Discover the benefits of a turn-key program that delivers loyal guests and incremental spend

- More than 1.3 million members worldwide
- Highest yielding customer group produces highest ADR
- Dedicated website spotlights hotels and exclusive offers



INTEGRATED QUALITY ASSURANCE

Revolutionary reputation management and quality assurance tool expands the breadth and scope of the award-winning Preferred Global Standards of Excellence™



PREFERRED HOTEL GROUP
EMBRACES THE SPIRIT OF
INDEPENDENT HOTELS WHILE
DEMANDING CONSISTENT HIGH
STANDARDS OF QUALITY.

INTEGRATED QUALITY ASSURANCE | REAL-TIME RATINGS

Maintain quality and reputation by monitoring guest feedback

- Quantifies social commentary and relates it to global standards in specific categories of service
- Scores from site inspection and online comments are analyzed and correlated to create a 360° view of customer satisfaction
- Provides real-time ratings against self-selected competitive set
- Secure online access lets you react and respond to online comments immediately





STRATEGIC ALLIANCE PARTNERSHIPS

Discover the purchasing power of more than 150,000 rooms. Strategic partnerships allow member hotels to contract high quality core products and services at favorable rates.

THE LEVERAGE OF OUR
NETWORK STRENGTHENS
YOUR BOTTOM LINE.

Access a select network of leading industry brands at an extraordinary value

- Over 30 Alliance Partners offer independent hotels and resorts high-volume purchasing power
- Efficient solutions that simplify sourcing and provide comprehensive value-added benefits
- Major savings on products and services your hotel needs



GIFFTS: Great Initiatives for Today's (Tomorrow's) Society

Preferred Hotel Group created GIFTTS to recognize exceptional actions on the part of member hotels and employees in the areas of philanthropy, environment, and community.



GIFTTS RECOGNIZES
GREAT IDEAS FOR GIVING
AND THE IMPLEMENTATION
OF 'BEST PRACTICES'
BY MEMBERS HOTELS

GIFTTS | INITIATIVES FOR A BETTER TOMORROW

- Dedicated website: www.phggiftts.com
- Annual Pineapple Awards recognize outstanding efforts in three focus areas:
 - Philanthropy
 - Environment
 - Community
- Benevolence Partnerships:
 - The Good Night Foundation supports local and global charities
 - Clean the World distributes recycled soap and bath amenities to families in 40+ countries
- Participating hotels designated in directory with green icon 



THE COMPANY YOU WILL KEEP



- A dedicated family of professionals, properties and possibilities
- Resources and experience to turn challenges into sales opportunities
- Internationally recognized and distinctive independent hotels



σας ευχαριστώ

Grazie

Thank you

Gracias

Obrigado

Danke

감사합니다

Merci

शुक्रिया

ارکشی

ありがとう

Tak

спасибо