



One brand. Five collections. An infinite number of unique experiences.

5 Minute Guide

A Global Presence

650 HOTELS GLOBALLY

260 Hotels
NORTH AMERICA

185 Hotels
EUROPE

70 Hotels
CENTRAL AND
SOUTH AMERICA

175 Hotels
ASIA, MIDDLE EAST,
AND AFRICA



The Collections

LEGEND™

Preferred
HOTELS & RESORTS

Refined and globally sophisticated.
The very highest level of luxury.

LVX™

Preferred
HOTELS & RESORTS

An exceptional and elegant collection of properties
featuring the finest accommodations,
accompanied by attentive, premier personal service.

LIFESTYLE™

Preferred
HOTELS & RESORTS

Authentic, intelligent, and approachable,
this collection presents a premium level of
superior service and accommodation.

CONNECT™

PREFERRED HOTELS & RESORTS

These smart, well-appointed, eclectic, and
friendly hotels seamlessly combine value with comfort
and convenience to relax one's busy, on-the-road life.

Preferred
RESIDENCES

In the world's most sought-after locations, these individually
outstanding bungalows, villas, lodges, condominiums,
and luxury homes magnificently bring together the personal
services of an intimate hotel with the comforts of home.

Preferred
HOTELS & RESORTS

LEGEND

LVX

LIFESTYLE

CONNECT

Preferred
RESIDENCES

What We Do



COMPREHENSIVE DISTRIBUTION PLATFORM

A state-of-the-art
Central Reservations System
and world class support
drives "best in class" connectivity



GLOBAL SALES TEAM

Over 60 sales people covering
corporate, group and leisure
sectors in 30 strategic
locations globally.



GLOBAL LOYALTY

iPrefer is the world's largest
global, points-based loyalty
program for independent hotels



MARKETING

Innovative marketing
programs that deliver visibility
to, and business from, a broad
range of travel consumers



COST-SAVING BENEFITS

From procurement services
to OTA commissions,
we help hotels increase
bottom-line profits

iPrefer

288
Americas

154
Europe

53
IMEA

55
Asia/Pacific



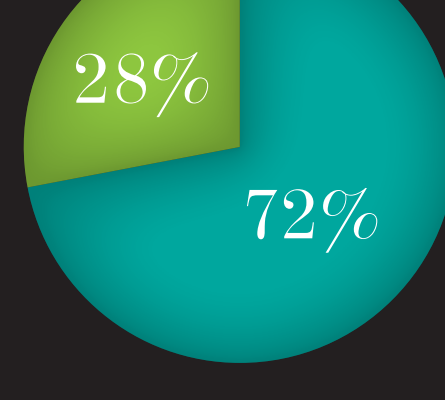
1.2 million members
and counting

iPrefer was launched in
August 2013 as the world's
largest global points-based
loyalty program for
independent hotels

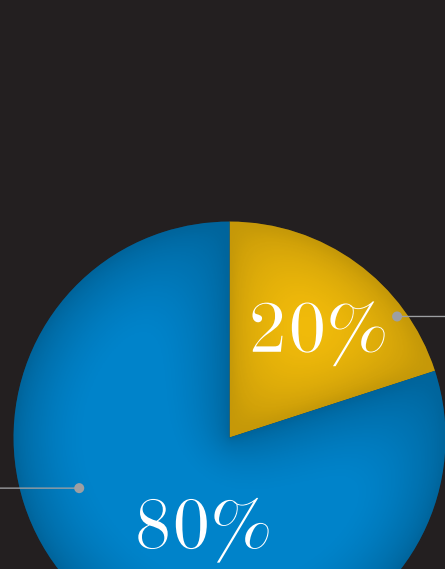
US\$31M MEMBER
STAY REVENUE
IN 2014

• 28% of revenue came from enrollments
that originated at your hotel

• 72% of revenue came from enrollments
that originated at another hotel



US\$820
2014 average
stay value



80% of future profits
come from 20% of existing
customers¹

1: NcompassTrac "The Economics of Loyalty"

OTA vs. iPrefer

• iPrefer bookings reduce costs and
increase profitability vs. OTA bookings*

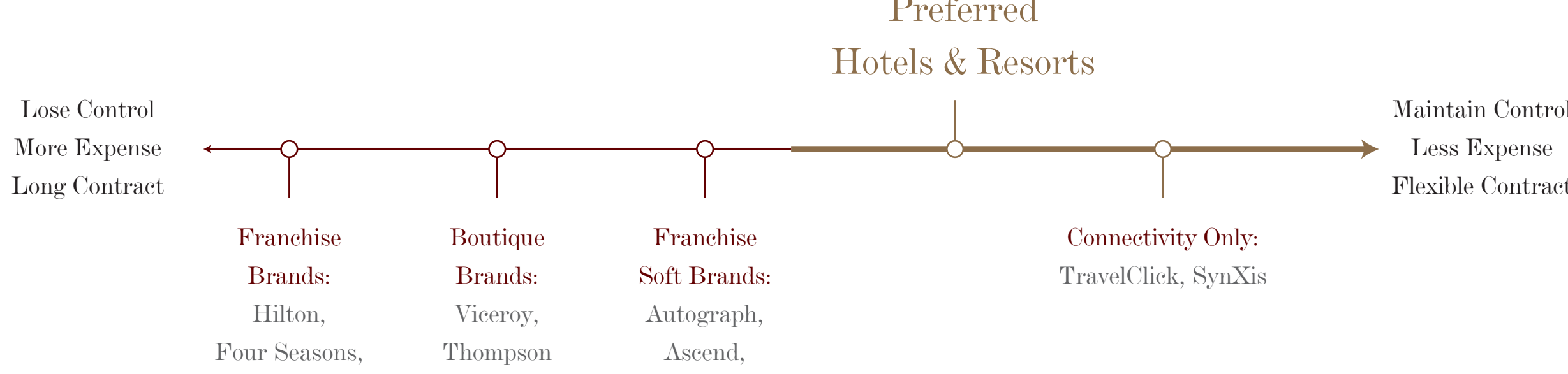
18%
Commission
(OTA)

2.5%
Commission
(iPrefer)



*hotel direct bookings

Flexibility



WE DO

- Issue flexible term contracts
- Allow hotels to keep their own customer data
- Constantly upgrade our systems
- Work with our hotels in partnership to ensure satisfaction, resulting in a 95% retention rate

WE DO NOT

- Oversaturate markets with hotels
- Require mandatory corporate advertising
- Require vendor purchases
- Make frequent brand modifications that involve cost for the hotel

Proven Results

Over \$882 Million
in revenue generated
in 2014 (Up 7% on 2013)

\$295.00

2014 average ADR
across all hotels

15

Properties
"de-flagged" since 2013
adding significantly
to their NOI

9.9%

Occupancy increase
and 32% RevPAR increase
2011 through 2014

91

New properties
contracted in 2014

Independent Analysis

104.5%

RevPAR
penetration

64%

of the peer properties
identified as primary competitors
were affiliated with a hotel chain
such as Marriott, Starwood and Hilton

3.7% of GRR

Aggregate fees
payable to PH&R

111.8%

Transient ADR
Penetration
vs. Competitors

2014 HVS study of over 200 North
American PH&R Hotels using STR
data from 2009 to 2013.

HVS

STR

Get in Touch

Need more info?

www.PreferredHotels.com/join

Chris Green

SVP Operations, Chesapeake Hospitality

"We were "Brand Guys", but the results speak for themselves. Working with Preferred has altered our view of the industry and we have plans for further properties, avoiding the restrictive terms and fees set by franchise brands"

Tom Goodwin

President, Filmore Hospitality

"We have more people engaged in selling now and...we are getting traction. As an independent, we have to work harder, but the payoff is quite significant!"

Or Email:

development@PreferredHotels.com