



JOIN US.

MEMBER BENEFITS

JOIN US

INCREASE REVENUE

UNRIVALLED SALES PRESENCE

Preferred Hotel Group provides unparalleled sales support through our team of nearly 50 dedicated sales professionals located in 30+ offices around the world. Strong relationships in all market segments – leisure, corporate, and group – create substantial opportunities for member hotels. For example, the group sales team generates an average of 2,000+ leads every month and the corporate sales team manages over 300 major negotiated corporate accounts worldwide. We work closely with the best leisure agents in every region and organizations like Virtuoso, Signature, Ensemble, and American Express Fine Hotels & Resorts.



CAPTURING THE CORPORATE MARKET

All member hotels have access to Lanyon™, the premier automated tool for managing and maximizing the corporate RFP process. Through our online member portal, hotels are provided with proprietary sales and contact data on hundreds of managed corporate accounts, travel agents and tour operators.

TRADESHOWS AND EVENTS

With over 150 annual sales events, Preferred Hotel Group hosts or attends an event on average every 2 days. We are present at all the major tradeshows and produce hundreds of custom events that target specific, qualified audiences in every region and across all markets, connecting member hotels directly with industry professionals who deliver business.

TRAVEL MANAGEMENT COMPANIES (TMCs)

Brand-level partnerships with American Express Travel, BCD, HRG and Carlson Wagonlit create invaluable opportunities for our members including GDS biasing, joint marketing initiatives and TMC office access for sales calls.

THE MONTAGE BRAND IS MADE STRONGER BY ITS ASSOCIATION WITH PREFERRED HOTELS & RESORTS.

JEFF JOHNSON *Vice President, Marketing, Montage Hotels & Resorts, California*

AIRLINE PARTNERS

Preferred Hotel Group's Frequent Flyer Program offers the opportunity to award miles to guests through partnerships with airline mileage clubs. Free targeted advertising through partner websites, newsletters, in-flight magazines, printed statements and targeted direct mail gives member hotels exposure to business from 20 million frequent business and leisure travelers.



ENHANCE BRANDING

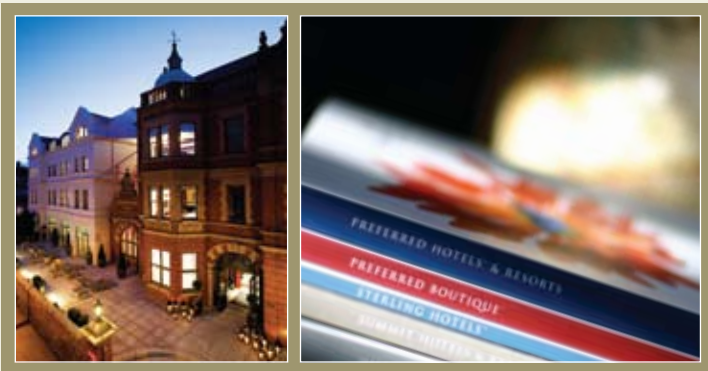
TARGETED MARKETING SERVICES

Everything we do is aimed at driving revenue to member hotels. Preferred Hotel Group provides an impressive array of marketing services, many with a guaranteed return on investment, including annual global co-operative advertising programs, monthly brand e-newsletters and travel agent promotions. In addition, member hotels can take advantage of iTools, a suite of customizable solutions that range from rate shopping tools to market intelligence reports and targeted email campaigns.



EACH PREFERRED HOTEL & RESORT IS DEDICATED TO PROVIDING OUR CLIENTS WITH SUPERB SERVICE AND UNIQUE EXPERIENCES. THEY ARE LEADERS IN CREATING INNOVATIVE BENEFITS WHICH MAKES IT EASY FOR US TO SELL THEIR HOTELS TO OUR CLIENTS.

MARTIN RAPP *Senior Vice President Leisure Travel, ALTOUR*



I PREFER® GUEST BENEFIT PROGRAM

The *I Prefer* Guest Benefit program generates loyalty among travelers by offering tangible benefits at no cost. Targeted marketing campaigns and exclusive offers to over a million members drive significant business to member hotels.



CORNERING THE GOLF MARKET

Preferred Golf Club™, in partnership with American Express, promotes the finest collection of independent golf resorts to a growing membership of thousands of golf travelers. Through an annual directory, website, and extensive marketing efforts, Preferred Golf Club delivers high-value exposure and drives business to member properties.



PREFERRED RESIDENCES™

Preferred Residences™, a branded membership and exchange program for luxury fractional resorts and private residence clubs that provide an exceptional level of service and amenities. The program provides developers with unparalleled sales, marketing, and reservations solutions under the Preferred Residences brand.



BRANDING, PR AND PUBLICATIONS

Preferred Hotel Group has invested in global branding initiatives for all its brands because branded hotels in the luxury segment consistently outperform their competitive set. To maximize awareness custom brand directories are published annually and magazines published bi-annually. Comprehensive, easy-to-use brand websites are supported by search engine optimization and pay-per-click advertising. Monthly brand e-newsletters showcase news and offers to thousands of travelers. All brands are also supported by an annual global PR Plan.

PREFERRED HOTEL GROUP

AN INTRODUCTION

PREFERRED HOTEL GROUP IS THE INDUSTRY LEADER
IN PROVIDING PRESTIGIOUS BRANDING, GLOBAL SALES,
MARKETING AND INTEGRATED RESERVATION SERVICES TO
INDEPENDENT HOTELS. WE DELIVER THE COMPETITIVE
ADVANTAGE TO INCREASE REVENUES AND DECREASE COSTS.

AS A SMALL HOTEL IN A HIGHLY COMPETITIVE
MARKET WE RELY ON PREFERRED BOUTIQUE TO
DELIVER PERFORMANCE-DRIVEN SALES, MARKETING
AND TECHNOLOGY SOLUTIONS – AND THEY DO.

THERESA NOCERINO *Managing Director, The Sherry-Netherland, New York*



DECREASE COSTS



TOTAL RESERVATIONS SOLUTION

Total Branded Connectivity is our seamless solution for reservation management. A single portal that connects all reservations channels – GDS, Voice Call Centers, Hotel Websites and Online Travel Agents - Our State-of-the-Art central reservations system is based on the Synxis technology platform. It provides our hotels with the most usable and connected CRS available on the market today.



REVENUE MANAGEMENT SUPPORT

Every hotel is assigned a Revenue Account Manager. Our team of experts works with member hotels to develop smart rate strategies to increase RevPAR through all distribution channels. All rates are loaded and checked by Preferred Hotel Group specialists.

PREFERRED HOTEL GROUP GIVES ME CONFIDENCE AND DELIVERS THE BEST HOTEL EXPERIENCE TO OUR CLIENTS. PREFERRED IS BASED ON CHOICE AND WITH THEIR VARIED INDEPENDENT PRODUCT THEY CAN SATISFY THE MOST DISCERNING OF OUR CLIENTS AS WELL AS THOSE CLIENTS WANTING GREAT VALUE.

ANNE MORGAN SCULLY, CTC *President, McCabe World Travel*



ALLIANCE PARTNERS AND VOLUME PURCHASING

Representing more than 150,000 rooms around the world, Preferred Hotel Group has negotiated major savings and value-added benefits for member hotels through our Alliance Partner Program. Focusing on products and services that hotels need the most, companies like Coca-Cola, Gilchrist & Soames, HCareers, and American Express are among the nearly 30 Alliance Partners.

RETURN

ON YOUR INVESTMENT

Preferred Hotel Group is committed to delivering a significant return on investment to all members. The strength and value of our brands drove over \$400 Million USD of business to our hotels last year.

MEMBERSHIP OPTIONS

OPTION 1

Full Membership

For hotels already in operation who need the full services of one or more of our brands.

OPTION 2

Pre-Opening Membership

For hotels that need branding, marketing and sales support up to 12 months prior to opening. Strict post opening inspections apply.

OPTION 3

Brand Licensing

For hotels and developers that need long term pre-opening branding, marketing and sales support. Strict post opening inspections apply.



PREFERRED HOTEL GROUP
INTEGRATED QUALITY ASSURANCE PROGRAM

Integrated Quality Assurance (IQA) is the next generation of quality assurance.

Expanding the scope of the legendary Preferred Global Standards of Excellence™, IQA combines the traditional site inspection with an exclusive social media element to provide real-time quality assurance scores and create a unique competitive advantage for Preferred Hotel Group members.

IQA was custom-built to provide a 360-degree view of customer satisfaction by compiling ratings from multiple online channels, relating social media commentary to the Preferred Global Standards, providing comparison against up to five competitor hotels within your brand and region, and allowing you to react and respond immediately to online comments – all within an innovative Social Media Dashboard located conveniently on your desktop.

Using these multiple measurement points, IQA provides comprehensive quality assessment, customer feedback, and competitive set analysis on-demand.

For further information, please contact your nearest office

THE AMERICAS

California	cadev@phgmail.com	Tel +1 949 719 3300
Chicago	chicagodev@phgmail.com	Tel +1 312 913 0400
Mexico/Caribbean	mexicodev@phgmail.com	Tel +1 305 267 1187
Miami	floridadev@phgmail.com	Tel +1 305 267 1187
New York	nydev@phgmail.com	Tel +1 212 541 7222
Sao Paulo, Brazil	brazildev@phgmail.com	Tel +55 11 3568 2045

EUROPE

Barcelona	esdev@phgmail.com	TEL +34 93 306 3547
London	ukdev@phgmail.com	Tel +44 20 7647 5180
Madrid	esdev@phgmail.com	Tel +34 91 572 6706
Milan	italiadev@phgmail.com	Tel +39 02 6710 0886
Moscow	russiadev@phgmail.com	Tel +7 495 697 7327
Munich	deutschdev@phgmail.com	TEL +49 89 14 34 09 30
Paris	francedev@phgmail.com	Tel +33 1 56 59 60 00

INDIA, MIDDLE EAST AND AFRICA

Dubai	uaedev@phgmail.com	Tel +9714 509 6838
New Delhi	indiadev@phgmail.com	Tel +91 11 4601 0388

ASIA/PACIFIC

Hong Kong	hkdev@phgmail.com	Tel +852 3112 8585
Shanghai	shanghaidev@phgmail.com	Tel +86 21 6103 7131
Singapore	spdev@phgmail.com	Tel +65 6577 2480
Sydney	anzacdev@phgmail.com	Tel +61 2 8215 1589
Tokyo	nippondev@phgmail.com	Tel +813 5645 8520



WWW.PREFERREDHOTELGROUP.COM