



An introduction to
Preferred Hotel Group

WHO WE ARE



- Ueberroth Family owned and managed
- Over 200 professionals in 30 global offices
- Over 650 hotels across 73 countries
- 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

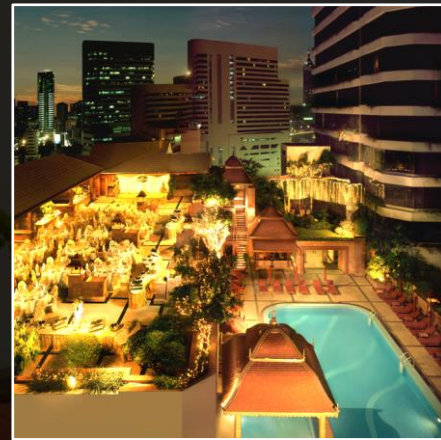


From palaces to tent camps, stylish urban hotels to private islands, these inspired settings offer one-of-a-kind travel experiences.

Preferred
BOUTIQUE 

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

WHO WE ARE

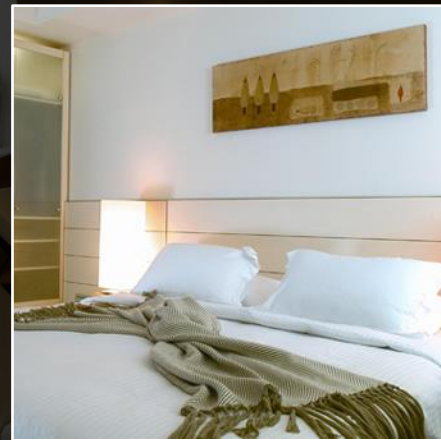


A diverse collection of resorts and hotels that reflect a sense of style and graciousness that comes through local experts and authentic culture.



- 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.



STERLING
HOTELS®

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

WHO WE ARE

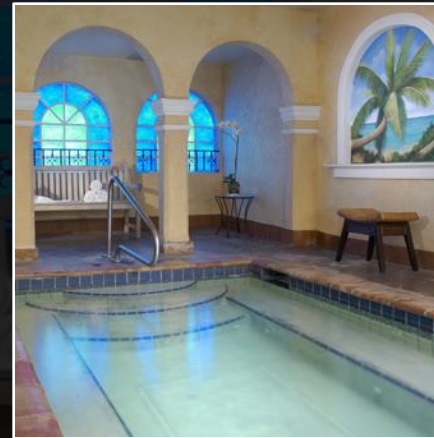


STERLING DESIGN

- 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



GLOBAL SALES RESOURCES

- 60+ 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



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





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

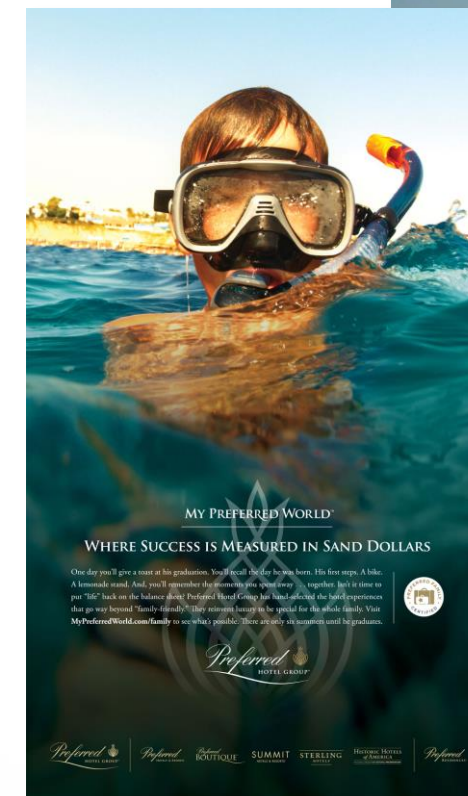
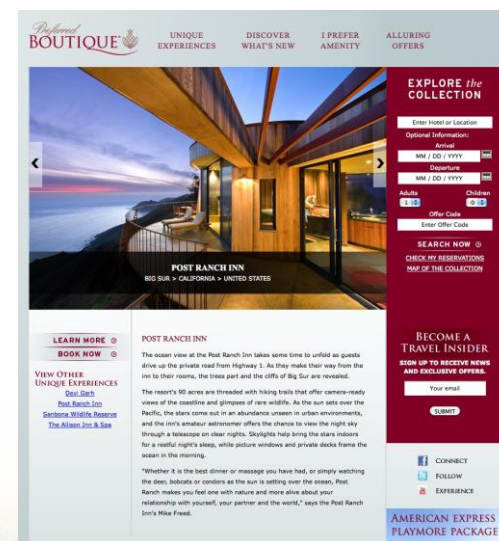
LEVERAGE THE POWER AND
PRESTIGE OF PREFERRED
HOTEL GROUP.



PROVEN MARKETING STRATEGIES | ATTRACT

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



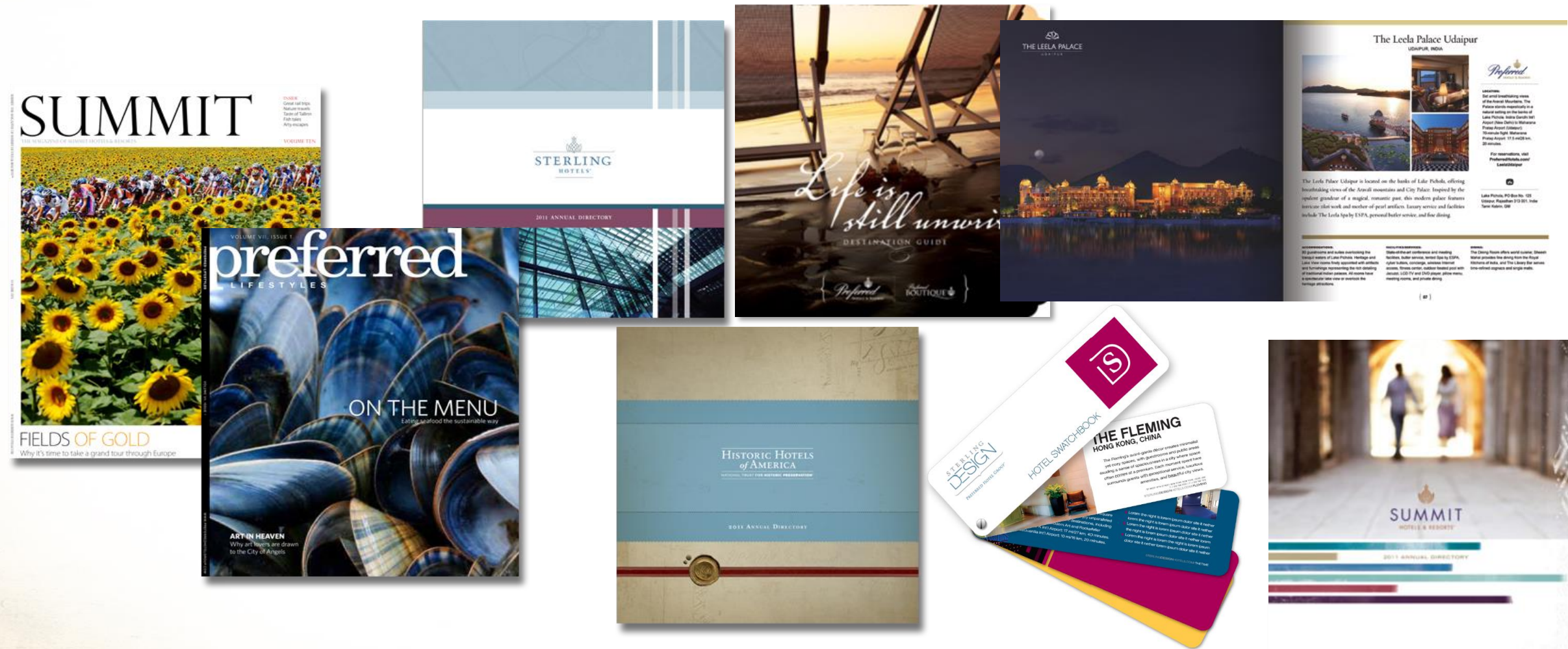
Generate revenue with proven engagement strategies

- 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.

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.



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

GLOBAL GUEST LOYALTY

- Engage new guests, encourage repeat stays
- Hard-currency benefits
- Tiered membership for aspirational growth
- Drive ancillary on-property spend
- Increase marketing reach through precision targeting



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



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

شكرا

ありがとう

Tak

спасибо