

HOTELS

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WEARABLES AND MOBILE MARKETING

WIDE WORLD OF WELLNESS

CHINA: 10 YEARS LATER

ITC CELEBRATES
the GRANDEUR
of INDIA



PREFERRED'S SINGLE BRAND STRATEGY

*Preferred*SM
HOTELS & RESORTS

LEGEND

L V X

LIFESTYLE

CONNECT

*Preferred*SM
RESIDENCES

Preferred Hotel Group in early March moved from a house of brands to a branded house called Preferred Hotels & Resorts. The multimillion-dollar investment signified a new consumer-focused approach to elevate core awareness of the brand, drive strategic growth and improve market share for member hotels.

Understanding travelers have different objectives for each trip, each property has been aligned with one of five new collections — Legend, LVX, Lifestyle, Connect and Preferred Residences — which provide a more intuitive way for consumers to search, consider and book, and defines hotels based on experiences versus brands or stars. In addition, each collection is defined by a fixed set of criteria across 10 categories, which, in

addition to experience, focus on critical service standards, physical facilities and awards and recognition.

The rebranding for some 650 hotels in 85 countries also includes the launch of a new visual identity, ad campaign, guest-driven social media campaign and one brand website (instead of six), preferredhotels.com. All member hotels will be represented by one common chain code — PH — on the global distribution systems. Preferred President and CEO Lindsey Ueberroth adds there will be no changes to fee structures for existing member hotels.

Ueberroth also says there will be a heavy focus on social media as well as growing business through the iPrefer loyalty program. The goal is to boost iPrefer

membership from 1.3 million members to 4 million in two to three years.

“As we watch the trends we see the age of the independents is on the rise,” Ueberroth says. “Look at how the chains are getting into our space. Consumers want one-of-a-kind experiences.”

Ueberroth adds Preferred’s previous structure didn’t offer enough clarity to consumers. “Now we are under a heritage brand everyone knows, and we are putting our effort behind that,” she says, adding that the membership is thrilled with the clearly focused collections and more contemporary visual identity.

“We want to be in the top five well-known hotel brands in world,” Ueberroth says. “I want Preferred seen as a brand that means something to consumers.”



ELECTRIC LOOK

The new W Bogota in Colombia takes the word “vibrant” to the next level with its cutting-edge and modern design interpretation of the Legend of El Rey Dorado (the golden king). The Extreme Wow Suite is equally inspired by the Legend and features the green of the Colombian emeralds and the deep blue of the great lagoon of Guatavita. The suite boasts multiple lounge spaces, a central bar, oversized bathtub and iconic bed.