



Preferred Hotels & Resorts Facts at a Glance

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OWNERSHIP: John Ueberroth, Executive Chairman
Gail Ueberroth, Chief Creative Officer & Vice-Chair
Lindsey Ueberroth, Chief Executive Officer
Casey Ueberroth, Member of the Board of Directors

WEBSITE: www.PreferredHotels.com

FOUNDED: 1968

COMPANY OVERVIEW: Preferred Hotels & Resorts is the world's largest independent hotel brand, representing more than 700 distinctive hotels, resorts, residences, and unique hotel groups across 85 countries. With more than 35 offices worldwide, the company brings strategic advantage to hotel owners, operators, and management companies through brand prestige and global operating scale, supporting the goals of its member hotels by providing strategic group, corporate, and leisure sales, integrated marketing solutions, comprehensive revenue management, global connectivity through reservations services, progressive distribution technology, and individualized guest support. Every property within the portfolio is required to maintain the high quality standards and unparalleled service levels required by the Preferred Hotels & Resorts Integrated Quality Assurance Program. Through its five global collections – Legend, LVX, Lifestyle, Connect, and Preferred Residences – Preferred Hotels & Resorts connects discerning travelers to the singular luxury hospitality experience that meets their needs and life and style preferences for each occasion.

I Prefer Hotel Rewards *I Prefer* (www.IPrefer.com) rewards members with points, status, and special benefits upon eligible stays at hundreds of participating hotels worldwide. In addition to receiving 10 points for every US\$1 spent on net room reservations booked through eligible channels, members receive additional benefits based on

their tier status, which is determined by points earned during a 12-month period:

- **Insider (0-49,999 points):** Points for eligible bookings, priority early check-in/late check-out, room upgrade based on availability at check-in, and complimentary Internet
- **Elite (50,000+ points):** All benefits of Insider membership plus a welcome amenity and 50 percent bonus points earnings

Points can be redeemed towards free nights and other on-property expenditures at more than 650 participating hotels and resorts worldwide.

The free-to-use *I Prefer* mobile app allows members to easily manage their account before, during, and after every stay. Members can search for and book hotel stays, redeem Reward Certificates, and connect with the property directly from the app.

As of March 2018, more than 2.5 million travelers have enrolled in *I Prefer*.

PREFERRED RESIDENCES:

Preferred Residences was founded through a strategic alliance with Interval International as a hospitality branding program for luxury shared ownership resorts, private residences clubs, and condominium-style hotels that offer a membership and exchange program. The brand also offers a collection of transient vacation experiences that marry the space, privacy, and flexibility of a home with the luxuries and convenience of a hotel stay. With options divided into three categories – Hotel Residences, Apartment Residences, and Holiday Residences – to help travelers quickly identify the style of accommodation that will best suit their specific needs for each individual trip, the Preferred Residences collection presents a range of properties in key resort and city-center destinations around the globe such as exceptional homes, beachfront bungalows, contemporary apartments, and countryside cottages that feature standards such as expansive living spaces, state-of-the-art kitchens, custom furnishings, and other benefits such as private pools, concierge services, or resort car services.

PREFERRED FAMILY:

Preferred Family (www.PreferredFamily.com) celebrates the specific needs of traveling families by providing memorable experiences at hundreds of hotels and resorts worldwide. Representing a unique dedication to travelers of all ages, the Preferred Family Certification program qualifies hotels based on their offerings for children from infants to teenagers, requiring them to meet comprehensive age-specific criteria in five categories: hotel amenities, facilities, programs, services, and entertainment.

PREFERRED PRIDE:

Preferred Pride (www.PreferredPride.com) presents hundreds of hotels and resorts worldwide that are either TAG Approved®

(Community Marketing's Travel Alternative Group) or belong to IGLTA® (International Gay & Lesbian Travel Association). Both organizations are universally recognized to set the standards for LGBT travel. Hotels that participate in Preferred Pride are offered diversity training on best practices in serving LGBT travelers from check-in to check-out.

PREFERRED GOLF:

Preferred Golf (www.PreferredGolf.com) affords priority access to once-in-a-lifetime experiences on legendary fairways at more than 65 of the world's most sought-after golf resorts, many of which host the most prestigious tournaments on the professional circuit. Preferred Golf Club Premium Membership (annual fee: \$295) includes unlimited opportunities to book the American Express® Complimentary Golf Package, which offers one free round of golf with each consecutive two-night stay at participating golf resorts; exclusive member rates; access to the Preferred Golf VIP desk for personalized support with tee times and bookings; up to 25% savings on green fees at participating courses; and membership in I Prefer.

PHILANTHROPY:

Launched in 2006, *Great Initiatives for Today's (Tomorrow's) Society* (GIFTTS) is a company-wide program designed to acknowledge and encourage socially responsible actions by member hotels and associates. Good works by hotels are recognized at the Preferred Hotels & Resorts Global Conference with leaders in four categories – philanthropy, community service, education, sustainability, and overall – singled out for Pineapple Awards. All participating hotels are rewarded with Certificates of Excellence. In addition, Preferred Hotels & Resorts has a strong internal program that encourages volunteerism and social responsibility within across its global offices, providing each associate with two days per year they can use to volunteer in their local communities.

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MEDIA CONTACT:

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