



Preferred Hotels & Resorts Facts at a Glance

- EXECUTIVE OFFICE:** 26 Corporate Plaza, Suite 150
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- HEADQUARTERS:** 311 South Wacker Drive, Suite 1900
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Phone: + 1 (312) 913-0400
- OWNERSHIP:** John Ueberroth, Executive Chairman
Gail Ueberroth, Chief Creative Officer & Vice-Chair
Lindsey Ueberroth, President & Chief Executive Officer
Casey Ueberroth, Chief Marketing Officer
- WEBSITE:** www.preferredhotels.com
- FOUNDED:** 1968
- COMPANY OVERVIEW:** Preferred Hotels & Resorts is the world's largest independent hotel brand, representing more than 650 distinctive hotels, resorts, residences, and unique hotel groups across 85 countries. With nearly 40 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.

iPrefer®

The **iPrefer** guest loyalty program rewards members with points, status, and special benefits upon eligible stays at hundreds of participating hotels worldwide. In addition to receiving one point for every dollar 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:

- **Silver (0-4,999 points):** Points for eligible bookings, early check-in/late check-out, and complimentary Internet
- **Gold (5,000-14,999 points):** All benefits of Silver membership plus a welcome amenity and an upgrade based on availability
- **Platinum (15,000+ points):** All benefits of Gold membership plus 10 percent bonus points earnings

Points can be redeemed towards free nights and other on-property expenditures at more than 550 participating hotels and resorts worldwide. More than 1.3 million travelers have enrolled in **iPrefer**.

PREFERRED RESIDENCES:

Preferred Residences (www.PreferredResidences.com) 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 transient vacation experiences that marry the space, privacy, and flexibility of a home with the luxuries and convenience of a hotel stay. The Preferred Residences collection presents exceptional homes, villas, bungalows, condominiums, and other units available at renowned luxury hotels and resorts around the globe that feature expansive living spaces, state-of-the-art kitchens, custom furnishings and other amenities such as private pools and complimentary benefits such as resort car services. Ideal for business or leisure travelers seeking an extended stay, the Preferred Serviced Residences collection presents luxury furnished apartments with spacious living rooms, fully equipped kitchens, and amenities such as concierge services and fitness facilities.

PREFERRED FAMILY:

Preferred Family (www.preferredfamily.com) celebrates the specific needs of traveling families by providing memorable experiences at nearly 300 hotels and resorts wide. 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. Every year, Preferred Golf hosts the Preferred Golf Fantasy Challenge, an international virtual golf experience that allows members to compete for weekly golf getaway prizes. Preferred Golf offers two membership levels.

- **Preferred Golf Basic Membership (annual fee: \$75)** includes entry in the Preferred Golf Fantasy Challenge; a single opportunity to book the American Express® Complimentary Golf Package, which offers a free round of golf with a two-night stay at a participating property; exclusive offers and Preferred Golf Buddy Trips; and a \$50 **iPrefer** Reward Certificate.
- **Preferred Golf Premium Membership (annual fee: \$295)** includes all benefits of the Basic Membership plus unlimited opportunities to book the American Express® Complimentary Golf Package; access to the Preferred Golf VIP desk for personalized support with tee times and bookings; and up to 25% savings on green fees at participating courses.

PHILANTHROPY:

Launched in 2006, *Great Initiatives for Today's (Tomorrow's) Society* (GIFTTS; www.phggiftts.com) is a company-wide program designed to acknowledge and encourage socially responsible actions by member hotels and associates. Good works are recognized at the Preferred Hotels & Resorts Annual 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.

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MEDIA CONTACT:

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