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+ THE WALL STREET JOURNAL.

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THE DEAL

Fast food: Why Deliveroo
is leading the bike pack

OUT TOMORROW

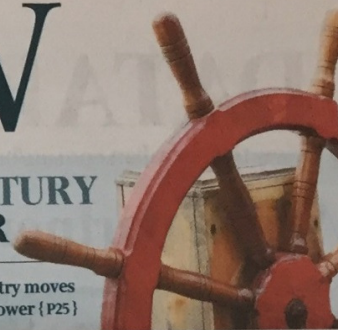


PRIMESPACE

BERNARD SALT

Australia's assets are rich
pickings for global players { P28 }

A CENTURY LATER

Shipping industry moves
back to wind power { P25 }

Preferred targets luxury unbranded hotels to boost its portfolio

LISA ALLEN
HOSPITALITY

Global hospitality consortium Preferred Hotels and Resorts is targeting ultra luxe non-branded Australian hotels to add to its portfolio of more than 650 independent hotels and resorts across 85 countries.

Australia's hotels are largely dominated by brands including Accor, Mantra and Marriott, but Preferred Hotels and Resorts chief executive and president

Lindsey Ueberroth says the family-owned company is keen to pick up more Australian hotels.

"We have some pretty aggressive plans for Australia focused on Sydney, Melbourne, Brisbane and Adelaide," Ms Ueberroth told *The Australian*.

Preferred looks after Melbourne's Lyall Hotel and Resort and once had the hotels associated with The Star in Sydney under its stewardship.

It is in talks to win Melbourne's The Windsor Hotel, which is about to undergo a major renovation

at the hands of its Indonesian owners.

"We are talking to a number of potential hotel partners our goal would be to announce more partnerships in the next 12 months," Ms Ueberroth said.

"All the big chains are here, we are really excited about the growth in the next four plus years.

"There's a re-interest in Australia from America."

Ms Ueberroth said the Preferred model worked for hotels that didn't want to join the large branded chains and found the cost



Lindsey Ueberroth

of global marketing campaigns too expensive. "We provide all the infrastructure which would be cost-prohibitive for them.

"We have become more committed to championing the independent hotels and Australia is a critical market for the United States."

There could soon be more hotels for Preferred to manage in Australia with more than \$8 billion worth of hotel investment planned, according to Tourism Accommodation Australia data released yesterday.

On the back of the 11 per cent increase in international arrivals last year, TAA says there are 228 hotels or nearly 35,000 rooms

under construction, approved for development or in advanced planning stages across the nation.

Sydney has a total pipeline of more than 8805 hotels in planning, approved or under construction, Perth has 7167 and Melbourne has 11,255.

TAA chief executive Carol Giuseppi said record investment would revolutionise Australia's hotel industry over the next five years. "This is the most extensive and all-encompassing hotel rejuvenation phase in Australia's tourism history," she said.