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TRADE RALLIES FOR NEPAL

More than £250,000 raised in days:
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Preferred rebrands and splits properties into five collections

Preferred Hotel Group has rebranded and split its 650 properties into five collections.

The luxury sales and marketing consortium has changed its name to Preferred Hotels & Resorts.

The five collections are called Legend, LVX, Lifestyle, Connect and Preferred Residences.

The Legend collection covers the top end of the portfolio, including 60 luxury hotels, such as The K Club in Ireland.

Properties in the LVX range, such as the ME hotel in London, are in popular city-break destinations.

The Lifestyle category covers hotels that offer more family facilities and are in destinations such as the Himalayas and Beijing.

Connect is targeted at business travellers, while the Preferred Residences properties are standalone, private residences.

The group officially launched its rebrand in London last week.

preferredhotels.com

