



The Preferred Life

PREFERRED HOTELS & RESORTSSM

*Preferred*SM

HOTELS & RESORTS

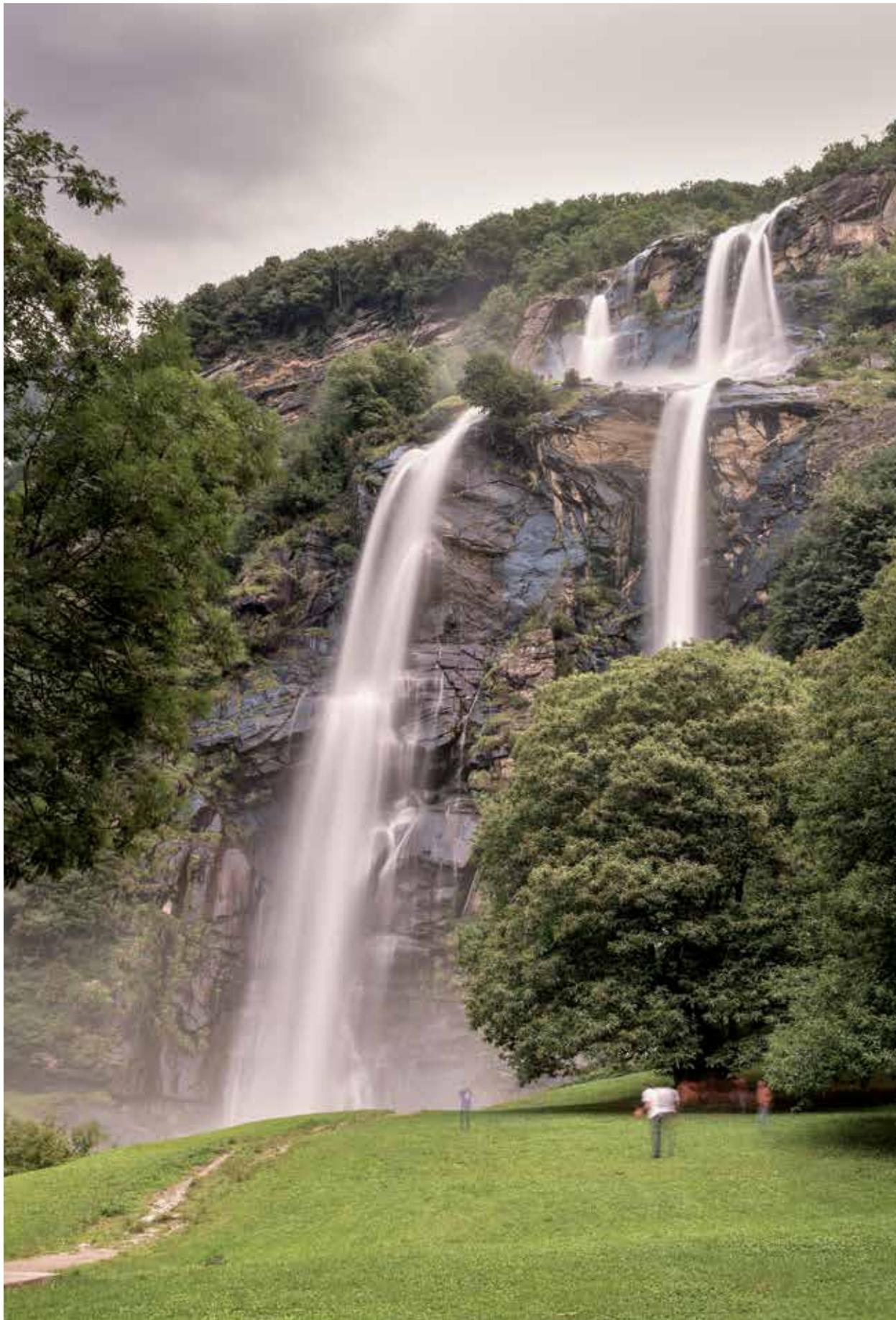


We believe in travel.

We believe in the culture of travel. We believe in the joy, the romance, and the inspiration of travel. We believe magic will happen when one decides to head toward the horizon and experience the world unfolding before them.

We have always been about travel,
and always will be.

*Preferred*SM
HOTELS & RESORTS



It's a big world. *What do you Prefer?*

Welcome to The Preferred Life!

Preferred Hotels & Resorts has been committed to supporting the world's finest independent hotels, resorts, and residences since 1968. With 50 years of luxury hospitality experience, we are the true champion of the independent hotel, bringing competitive advantage to owners and operators through brand prestige and global operating scale, while celebrating their individuality.

Today, our brand portfolio represents more than 650 member hotels across 85 countries that cater to discerning travelers who seek a unique perspective on their chosen destinations – something independent hotels are inherently positioned to provide. As we look to expand our footprint to stay ahead of the needs and aspirations of our loyal customers, we are selective and focus on aligning with the ideal hotels for each market. We prioritize growth that elevates our brand, while complementing our existing portfolio.

With a collective passion for experiential travel and extraordinary service, it is our team's mission to drive the success of independent hotels worldwide through benefits that maximize revenue and profitability.

As you will see across these pages, the pineapple is an integral part of the Preferred brand due to its legacy as the universal symbol of hospitality that dates back nearly 500 years. With the pineapple as the symbol of our brand promise to deliver unparalleled levels of hospitality and service, we invite you to join our exceptional brand of hotels and resorts in the world's most sought after destinations.

I look forward to the opportunity to collaborate with you and will make myself personally available should you want to speak with me about our company, our team, or our vision for the future.

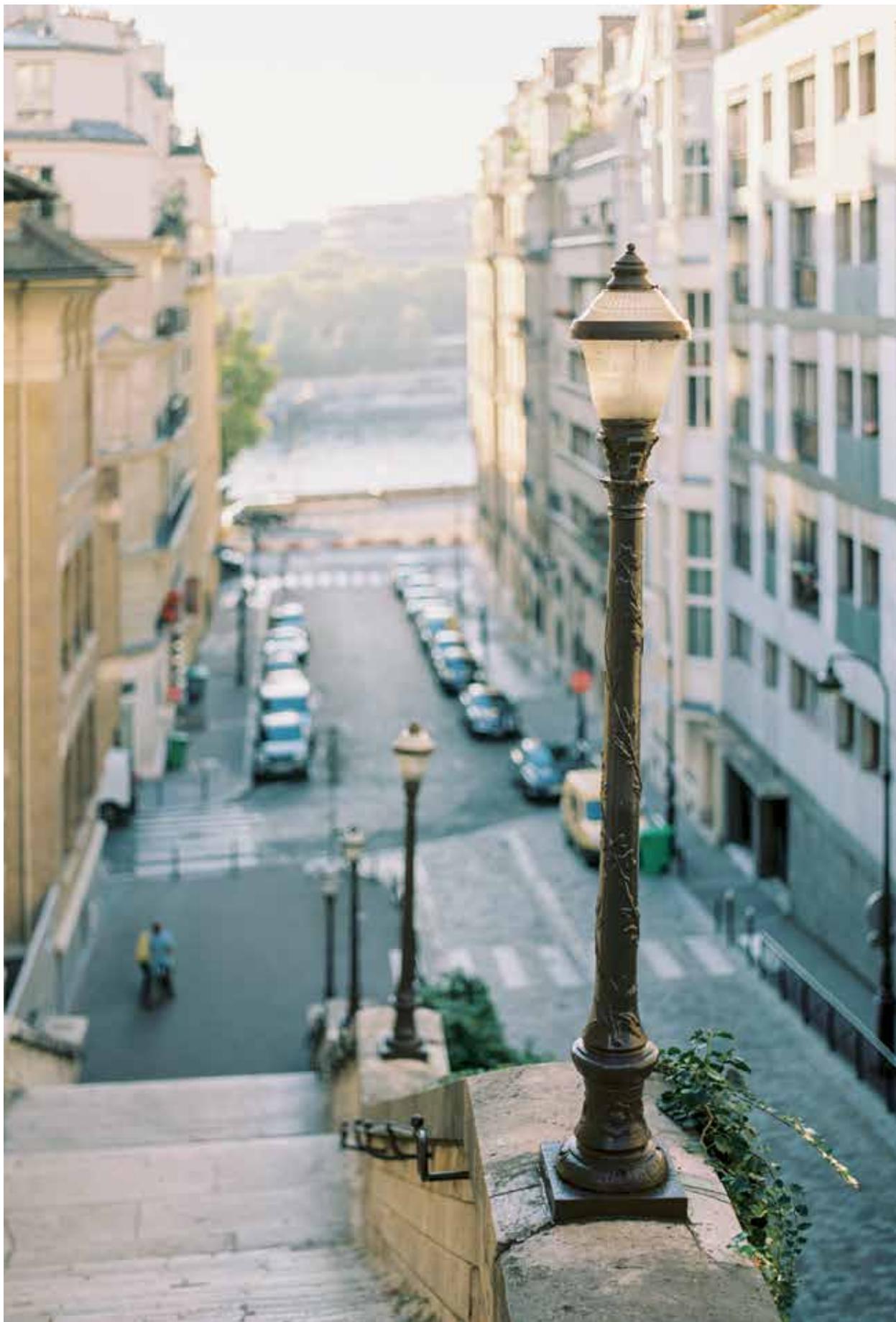
Lindsey Ueberroth
President & CEO

A photograph of the Golden Gate Bridge in San Francisco at dusk. The bridge is illuminated with warm lights, and the city lights are visible in the background. The sky is a deep blue, and the water is dark blue. The text "Why Partner With Us?" is overlaid on the right side of the image.

Why

Partner With Us?





WE WORK WITH YOU
TO CREATE



Access

...

Exposure

...

Profitability

...

Partnerships

...

Credibility



A GLOBAL BRAND PRESENCE

A consumer-driven worldwide brand with established travel trade relationships.



650+ Hotels
85 Countries

280 Hotels
NORTH AMERICA

70 Hotels
CENTRAL &
SOUTH AMERICA

185 Hotels
EUROPE

115 Hotels
ASIA, MIDDLE EAST,
& AFRICA



A POWERFUL
GLOBAL SALES PRESENCE

An innovative community of hoteliers
that celebrates the spirit of independence.



80
DEDICATED
SALES PEOPLE

35
LOCATIONS

\$1.1B
ROOM REVENUE
BOOKED IN 2016



LEISURE SALES
Access to leisure travel agents and
luxury consortia, including:

AMERICAN EXPRESS®
FINE HOTELS & RESORTS



Preferred
PLATINUM PARTNER



CORPORATE SALES



More than **625** managed corporate accounts



Dedicated rate loading and RFP concierge team



33,000 + RFP processed across **650** members



90.8% acceptance ratio



Global, Tier-One TMC partnerships



Access to TMC offices, biasing and preferential
joint marketing opportunities



GROUP SALES

PARTNERSHIPS



cvent



DEDICATED EVENTS

MEETING PLANNER INCENTIVE PROGRAM

GROUP SALES

Dedicated “signature” events attract the best group bookers in the world.

\$50M

ROOM REVENUE

70%

OF ROOM REVENUE
CAME FROM GROUPS VALUED
AT \$50K OR MORE REVENUE



iPreferSM

HOTEL REWARDS

World's largest points-based loyalty program for independent hotels.

\$773.50

AVERAGE STAY VALUE

2M+

MEMBERS

77%

NEW GUEST ACQUISITION



POWERFUL RESERVATION PERFORMANCE

ROOM REVENUE



2013-2016 GROWTH

5.5%

ADR GROWTH

10%

REVENUE GROWTH

8%

BOOKING GROWTH



CREATING CONNECTIONS.
EXPOSURE. ACCESS.



Trade shows: 22 | Roadshows: 57

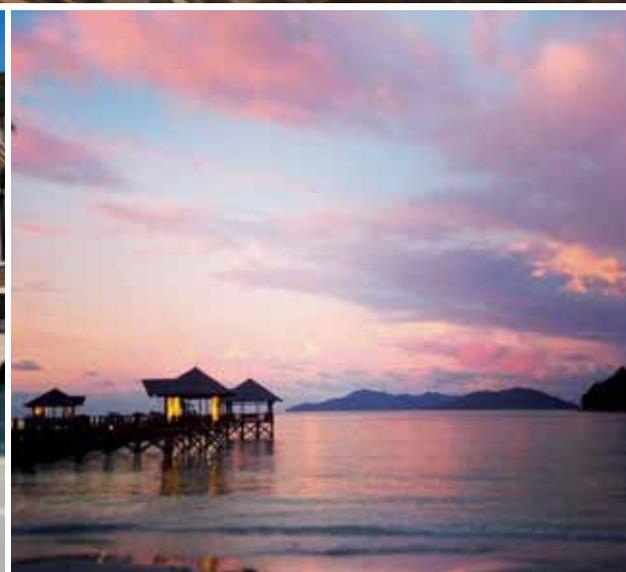
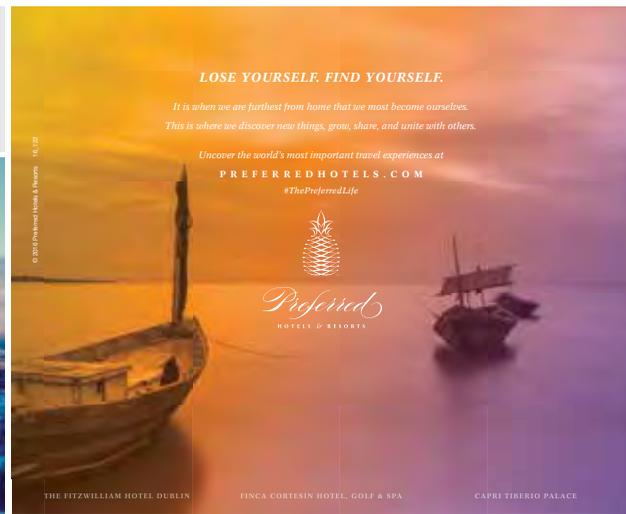
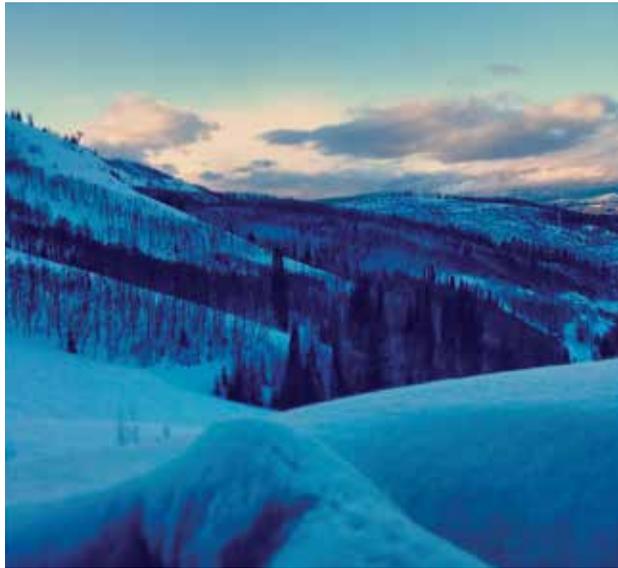
Client events: 66 | Signature events: 12

Membership meeting: *Annually*



Marketing
the Message.





COMMUNICATING THE MESSAGE

1500+ articles secured in 2016
across 25+ countries



Reaching more than 2.5 billion
impressions globally



THEPREFERREDLIFE

USING SOCIAL MEDIA TO INSPIRE,
SHARE, AND PROMOTE THE PURSUIT
OF AUTHENTIC TRAVEL EXPERIENCES.

EXPLORE OUR HIDDEN GEMS

[VIEW HOTELS ▶](#)

The Stafford London

*Preferred*SM
HOTELS & RESORTS

FREE NIGHTS
IN LUXURY

[FIND A HOTEL ▶](#)

INDULGE IN LUXURY
SAVE UP TO 30% ON SUITES

[FIND A HOTEL ▶](#)



*Preferred*SM
HOTELS & RESORTS

Enchantment Resort | Sedona, Arizona



*Preferred*SM
HOTELS & RESORTS

Grand Isle Resort & Spa
Great Exuma, Bahamas

CO-OP MARKETING



Designed for ease, **we manage and execute** the strategy, administration, creative development, tracking, and reporting of global marketing campaigns.

...

Opportunities to **reach millions** of global consumers.

...

Guaranteed **7:1 return** on investment or money back.

BEST-IN-CLASS VENDORS

AdRoll



quantcast

TRANSPARENT REPORTING



STRONG TRACK RECORD OF SUCCESS

95%

OF HOTELS OBTAIN
7:1 ROI

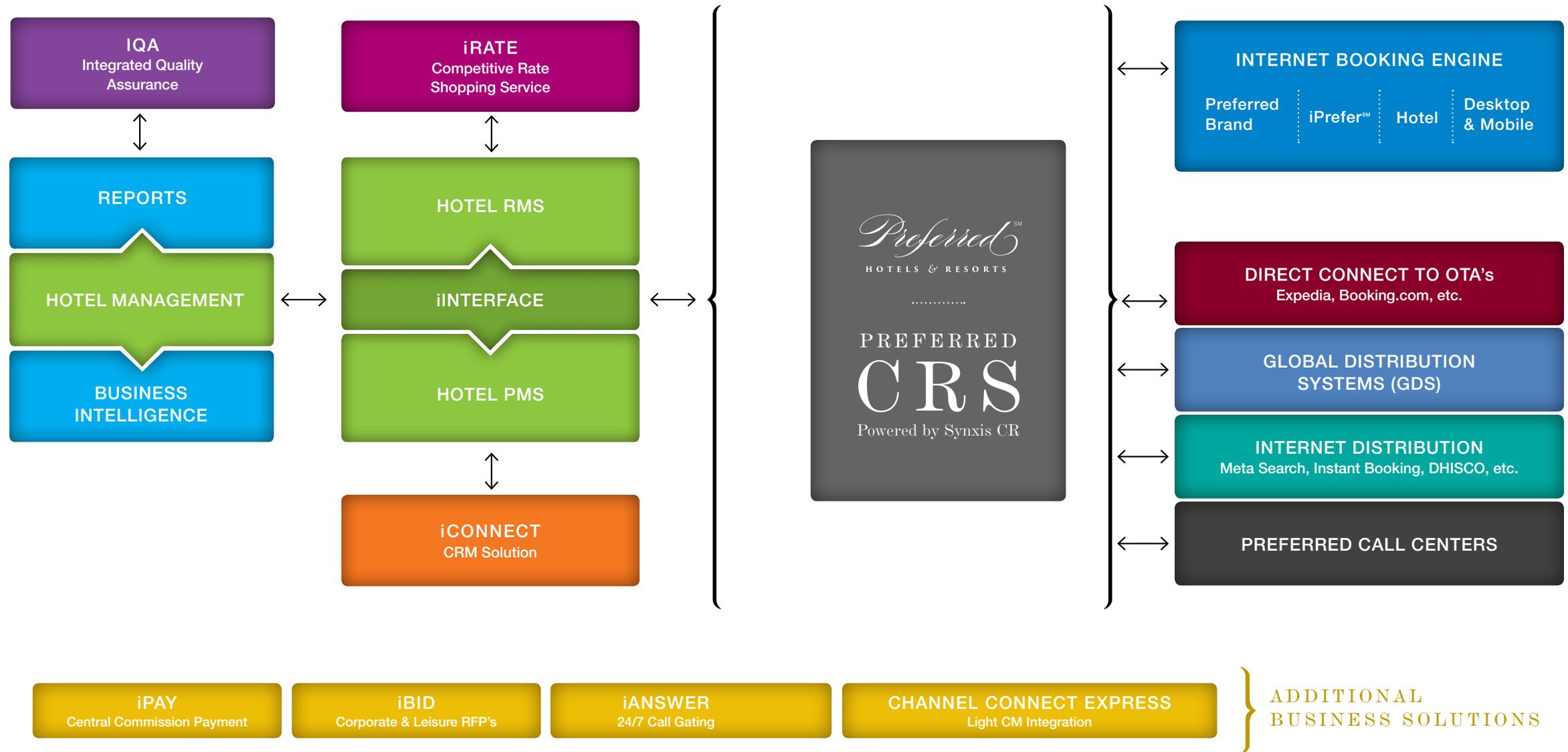
+\$100M

NET ROOM REVENUE BOOKED ANNUALLY

90%

NEW ACQUISITION BOOKINGS

PREFERRED BRANDED DISTRIBUTION





ESSENTIAL GLOBAL PARTNERSHIPS

35+ world-class suppliers, products, and services.



15 major airline partners





Who?

The People Behind
the Partnership.



HISTORY AND HERITAGE

Preferred Hotels & Resorts began as a small group of just **12** independent luxury hotels.

Nearly five decades later, we represent more than **650** hotels in **85** countries.

We are the champion of **independent** hotels and **memorable** independent hotel experiences.

Owned by the Ueberroth family, the company has been dedicated to the spirit of **travel** and **hospitality** for more than 5 decades and two generations.

Today, we have **260** associates in **35** global offices providing support to our partners worldwide.



GLOBAL STRUCTURE.
LOCAL SUPPORT.

Regional Account Management Team optimizing opportunities in Sales, Marketing, Distribution, Revenue Management, and Loyalty.





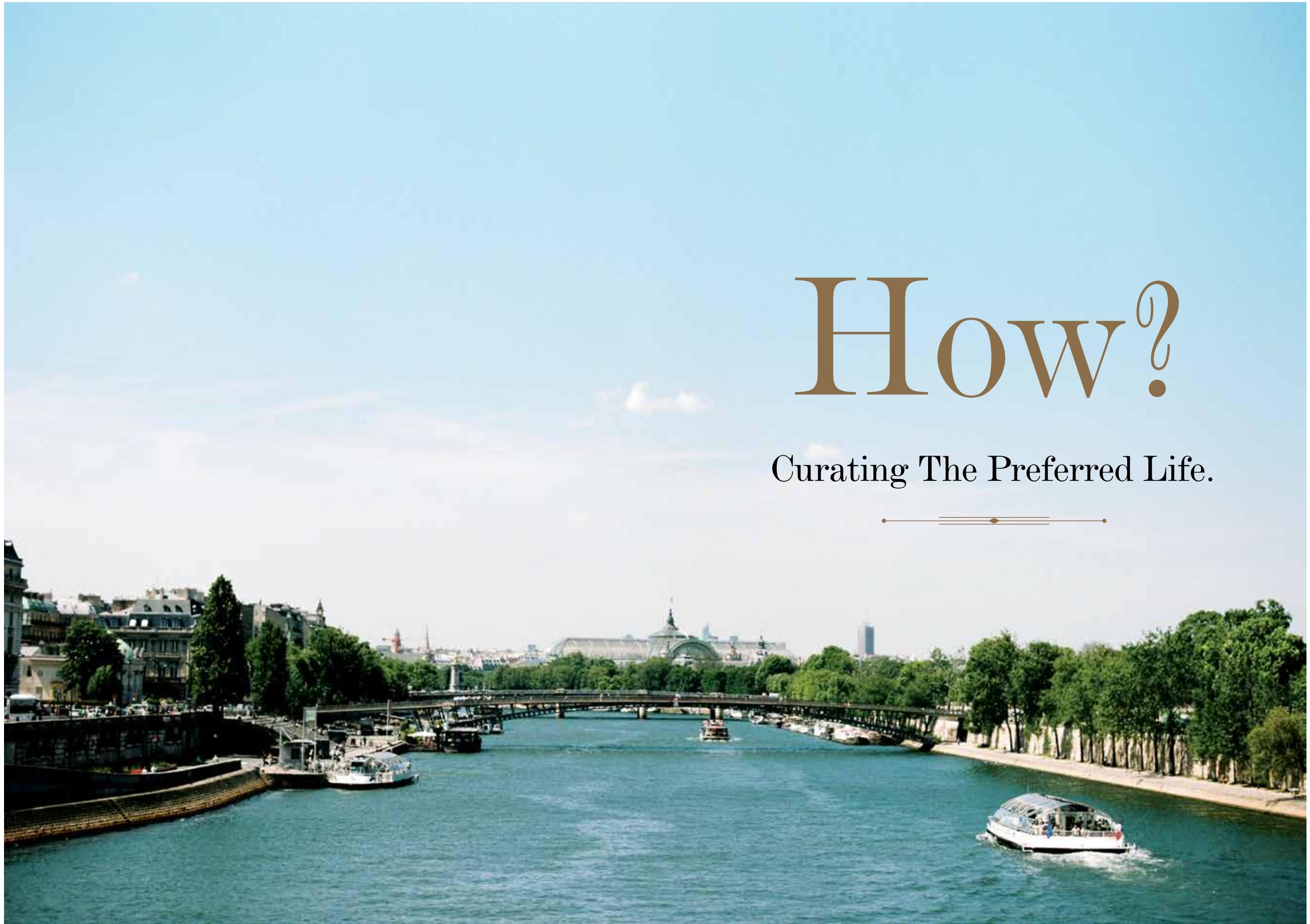
CRAFTED SOLUTIONS

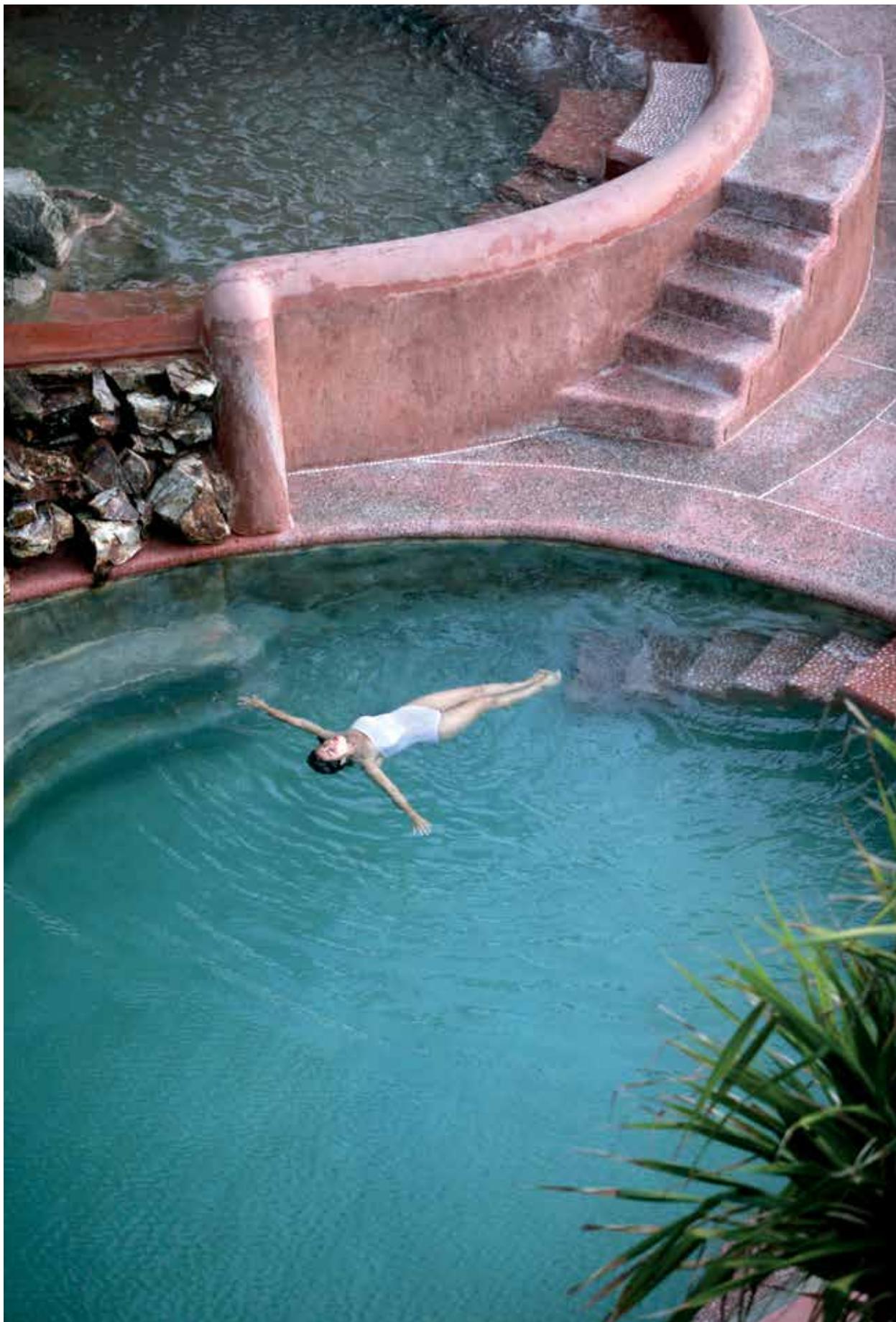
We partner with unique and extraordinary independent hotels of every type. We create access to your preferred guest, inspiring them to look – and more importantly, book. In the spirit of family, we embrace the culture of hospitality, and personally working with you in crafting unique solutions to meet your needs in an ever-changing global marketplace.



How?

Curating The Preferred Life.

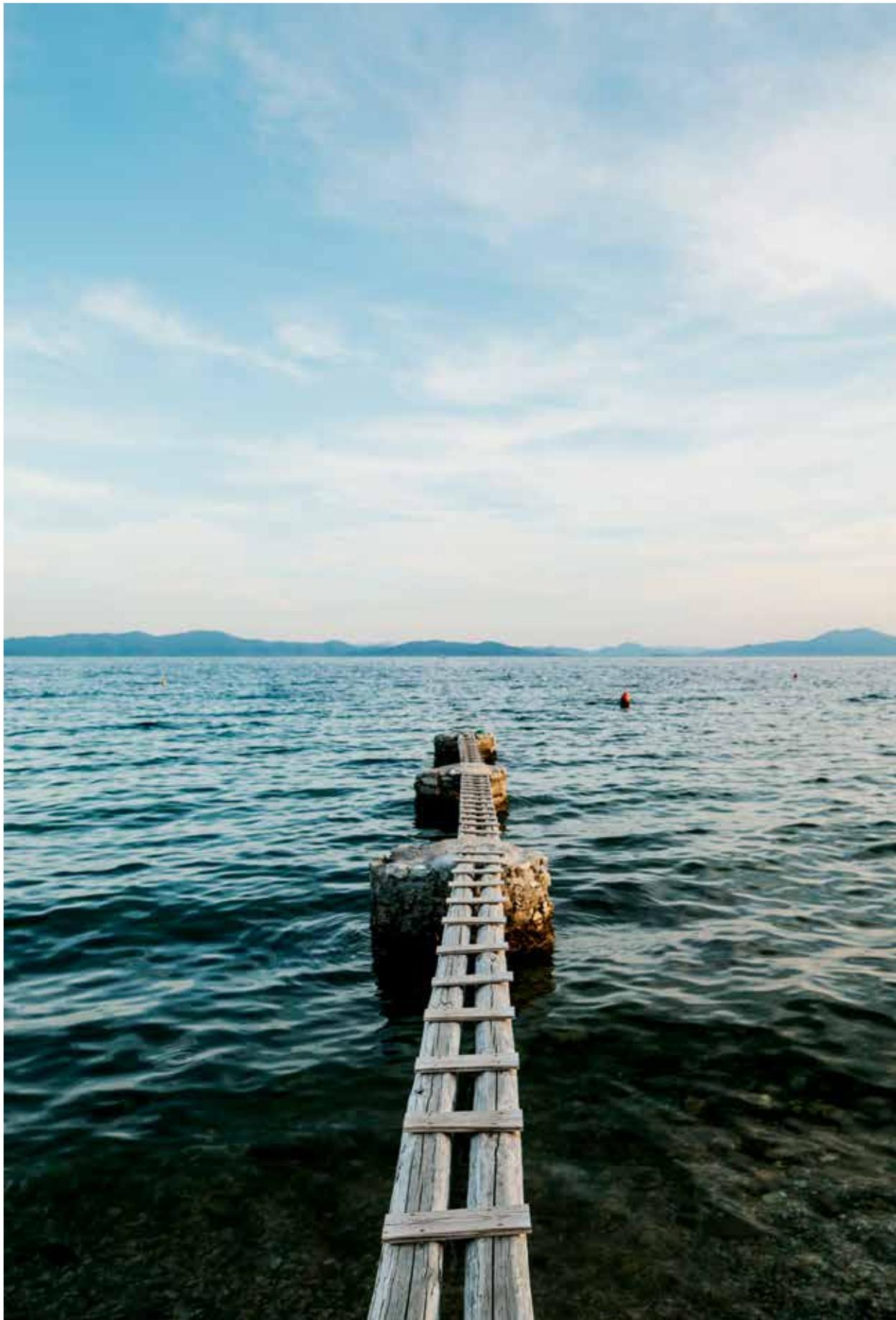




A WORLD SEARCHING *for* EXPERIENCES

Experiences are now a new form of social currency. These ideas represent an enormous shift in consumer behavior; of how they buy, how they choose, and how they wish to experience and share the world in which they travel.





CURATING THE PREFERRED LIFE

Featuring five distinctive collections, our brand is curated upon a consumer-based platform that reflects the way modern guests choose and book their travel options.



*Preferred*SM
HOTELS & RESORTS

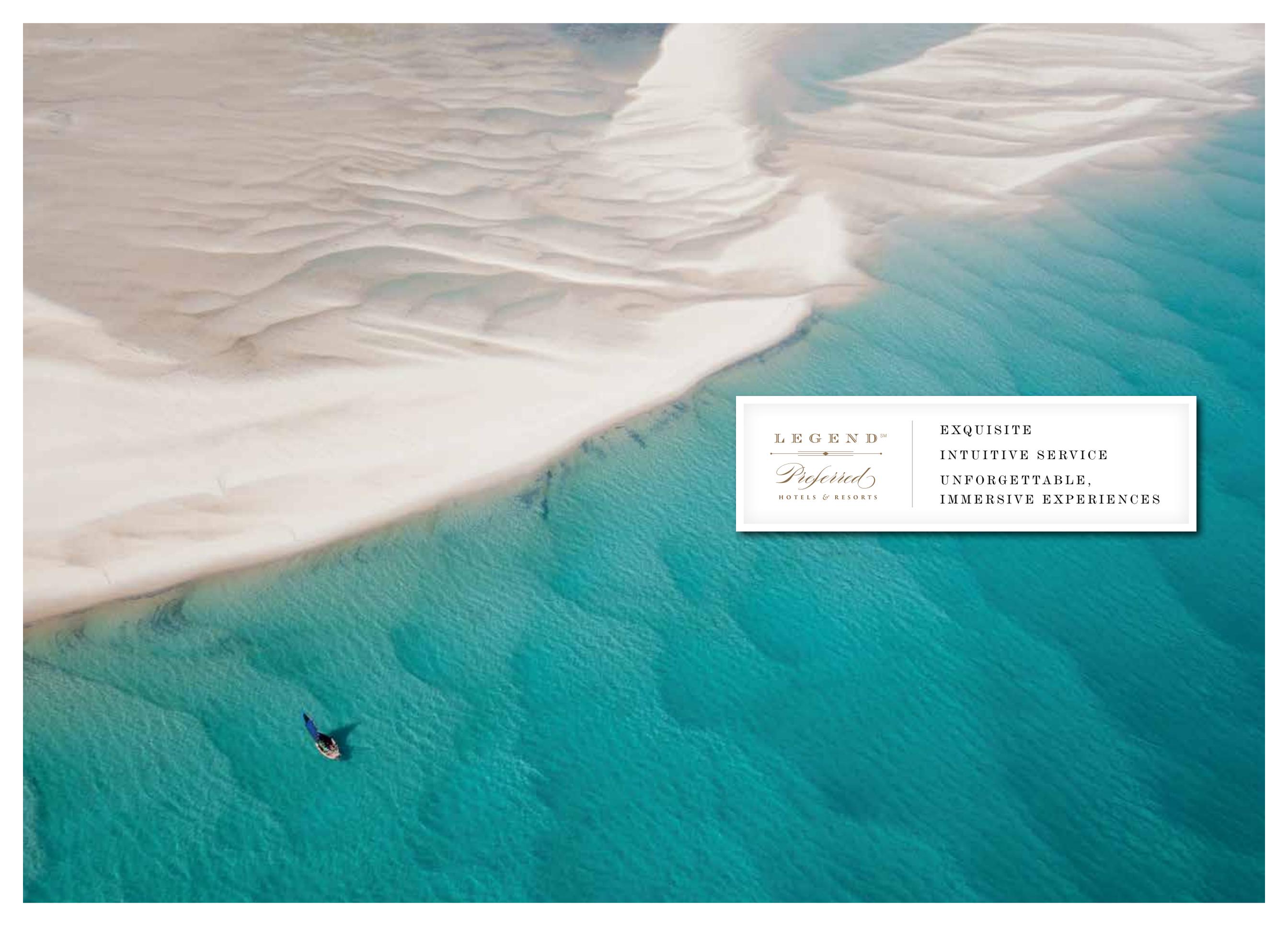
LEGEND

LVX

LIFESTYLE

CONNECT

*Preferred*SM
RESIDENCES



LEGENDSM

Preferred

HOTELS & RESORTS

EXQUISITE

INTUITIVE SERVICE

UNFORGETTABLE,

IMMERSIVE EXPERIENCES

The image features the Nizuc Resort & Spa logo, which consists of a stylized white icon of a person's head and shoulders, followed by the text "nizuc" in a lowercase, sans-serif font, and "RESORT & SPA" in a smaller, uppercase, sans-serif font below it. The background is a scenic view of a beach at dusk, with a wooden deck in the foreground, a swimming pool, and the ocean under a blue sky with scattered clouds.

nizuc
RESORT & SPA



IL SALVIATINO



GRAND HOTEL TREMEZZO
LAGO DI COMO



Montage

LAGUNA BEACH



T H E S I A M



“Preferred Hotels & Resorts is a valuable strategic partner providing a global platform for an established independent regional brand like The Leela Palaces, Hotels and Resorts. Preferred allows us to innovate, while maintaining Leela’s independent and signature brand appeal, and to access a worldwide network that helps us evolve in a highly competitive marketplace.”



RAJIV KAUL
President, The Leela Palaces, Hotels and Resorts.
Sahar, Mumbai, India





EXCEPTIONAL
ATTENTIVE
PERSONAL SERVICE
NOTABLE AND MEMORABLE
INSPIRATIONS



NH COLLECTION
GRAND HOTEL CONVENTO DI AMALFI



Sandpearl
RESORT
CLEARWATER BEACH



THE
CAPITOL HOTEL
TOKYU
TOKYO

ohla barcelona

★★★★★



ST JULIEN
BOULDER'S HOTEL & SPA



THE LEELA
AMBIENCE GURUGRAM
HOTEL & RESIDENCES



“Preferred Hotels & Resorts gives us the best option of retaining our own independence, while at the same time giving us global reach. Preferred Hotels & Resorts continues to evolve, and allows us to tell our story in a very competitive global marketplace.”



FERGAL O'CONNELL

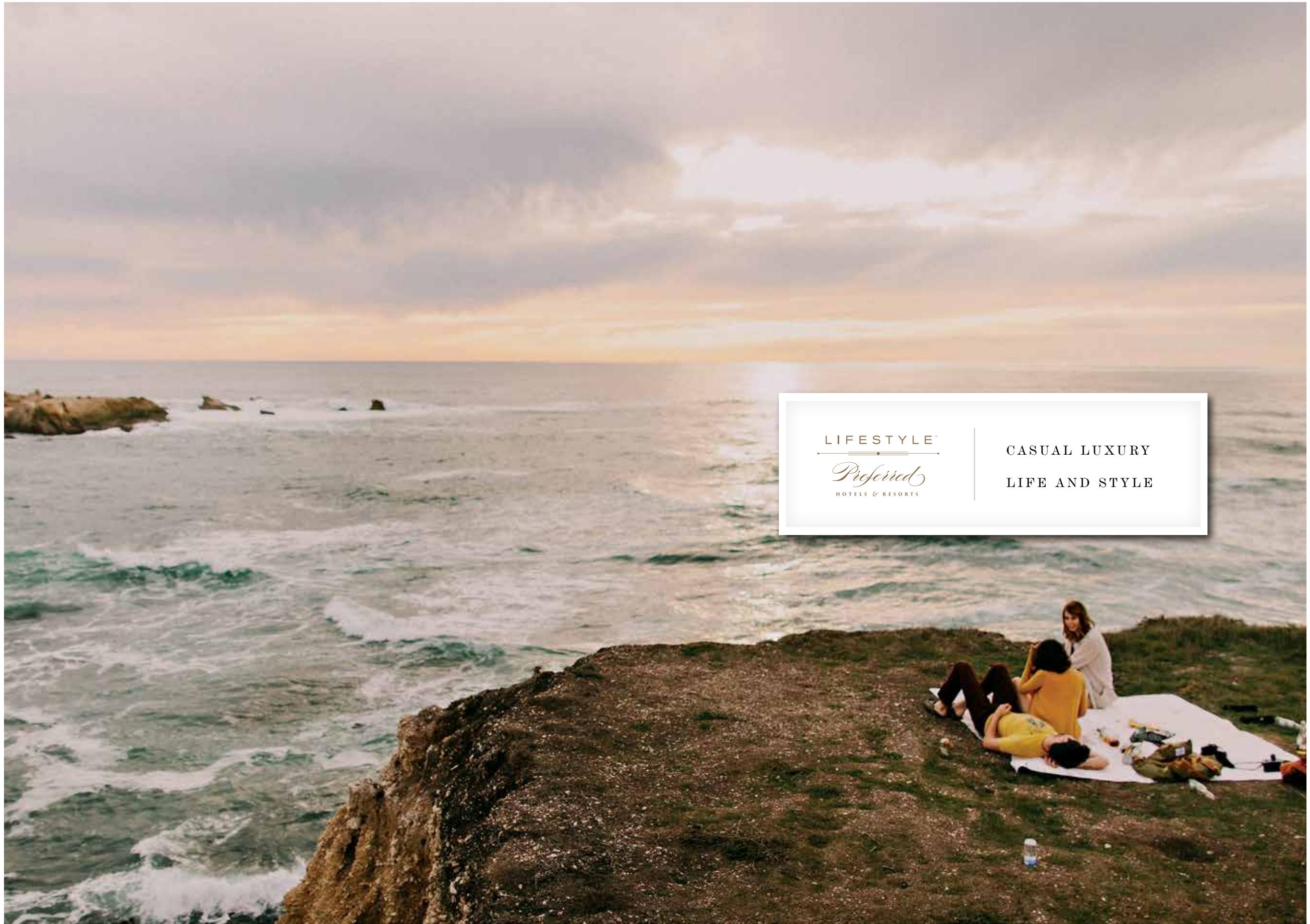
General Manager, The Fitzwilliam Hotel. Dublin, Ireland

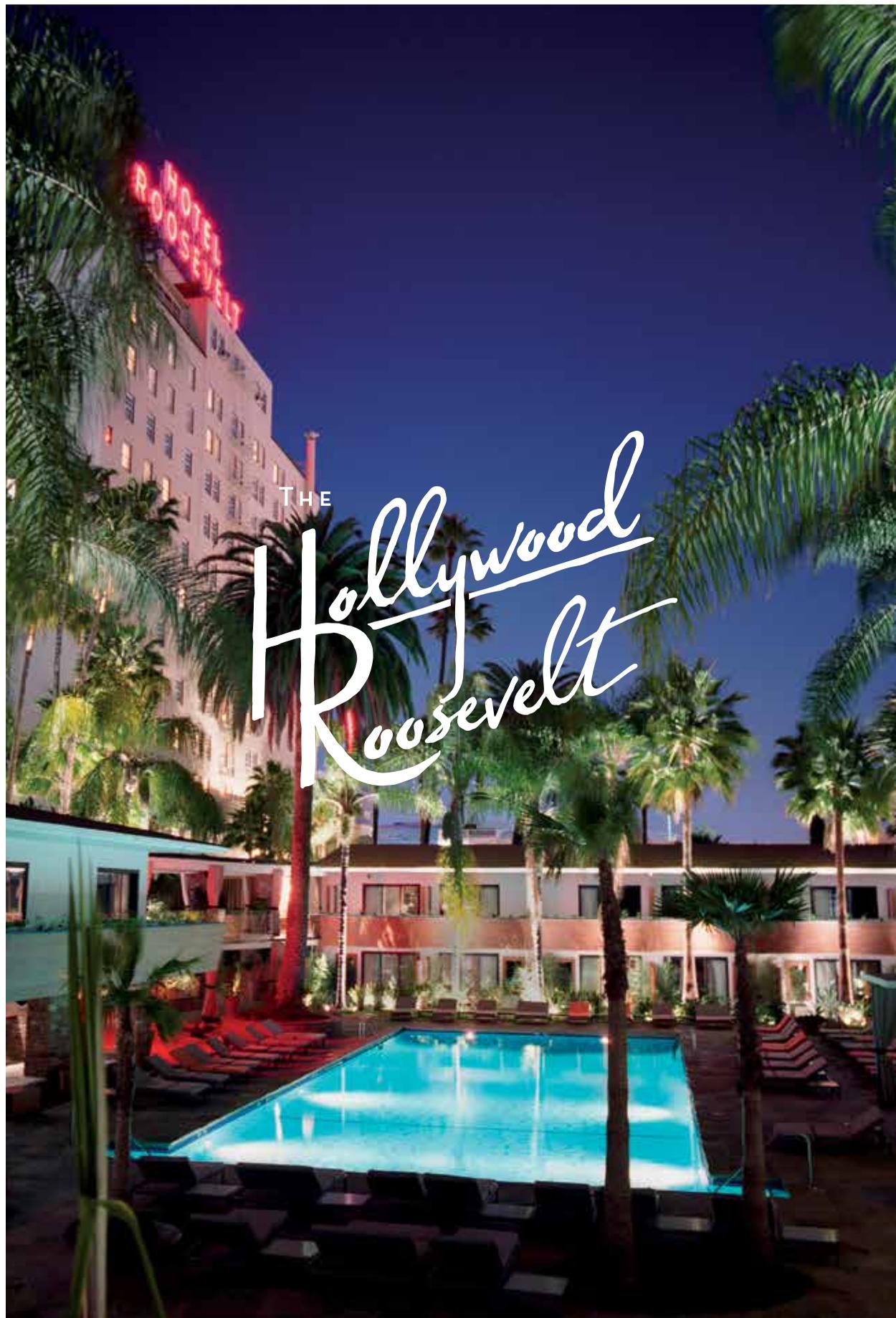
THE *fitzwilliam* HOTEL
dublin

LIFESTYLE™

Preferred
HOTELS & RESORTS

CASUAL LUXURY
LIFE AND STYLE

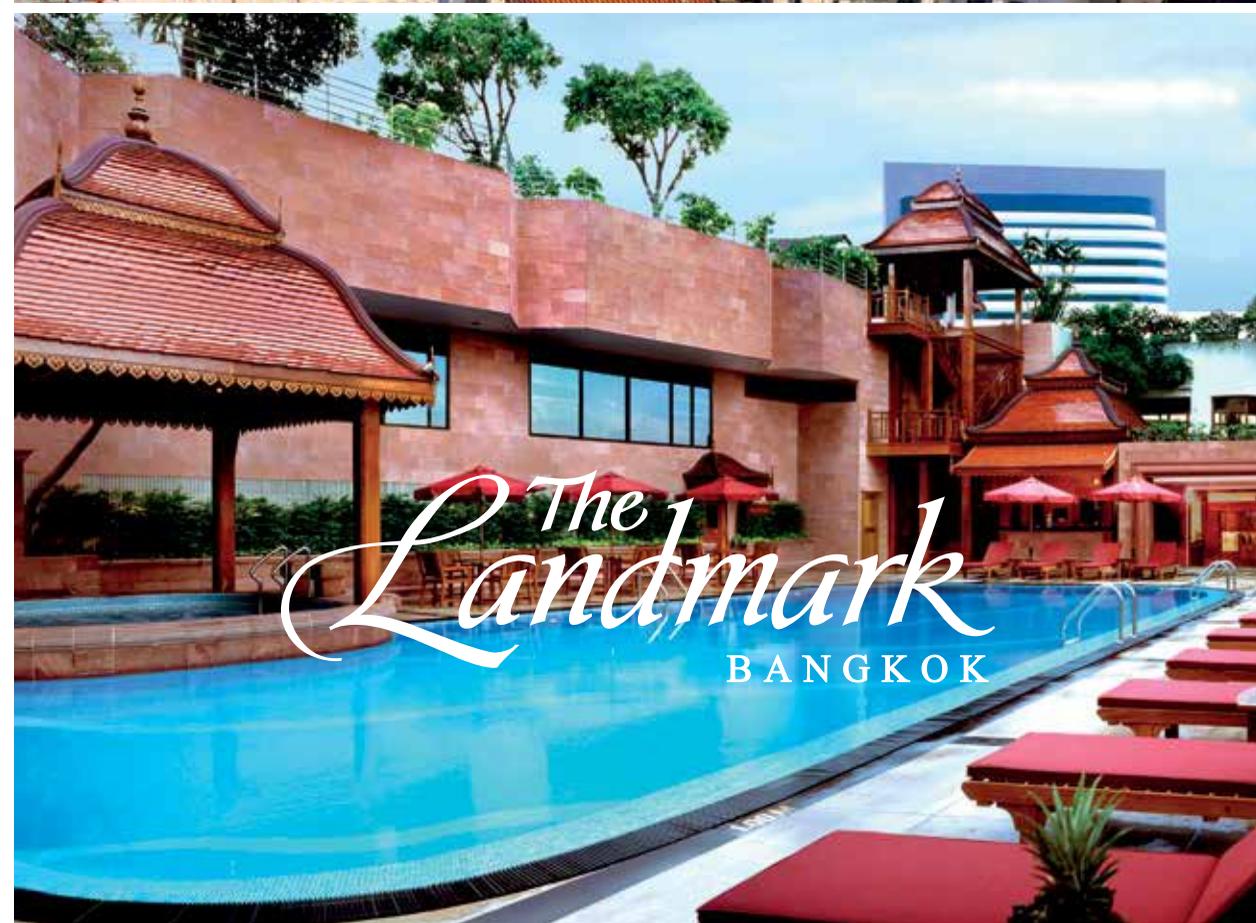




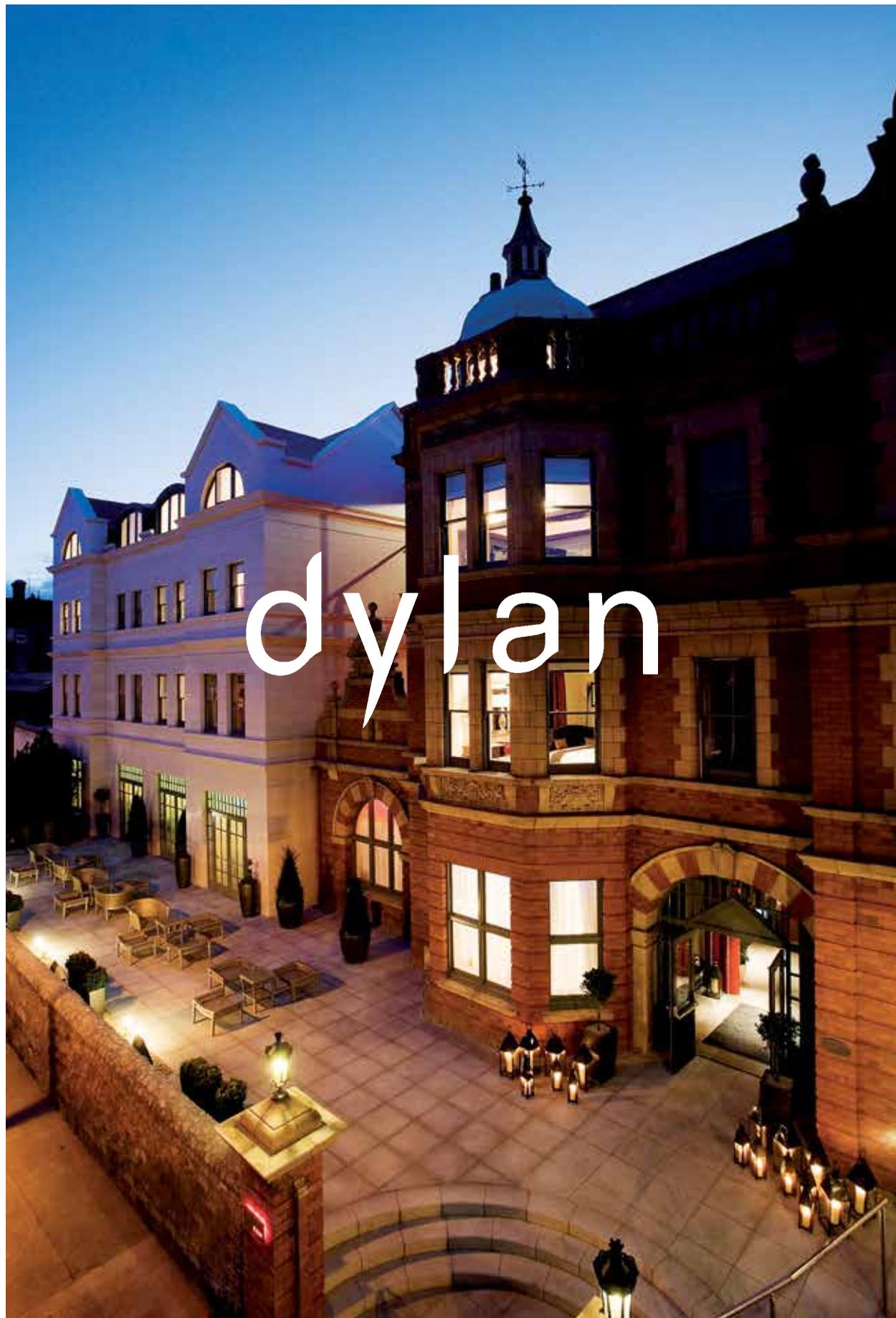
THE
Hollywood
Roosevelt



THE EMBLEM
HOTEL



The
Landmark
BANGKOK

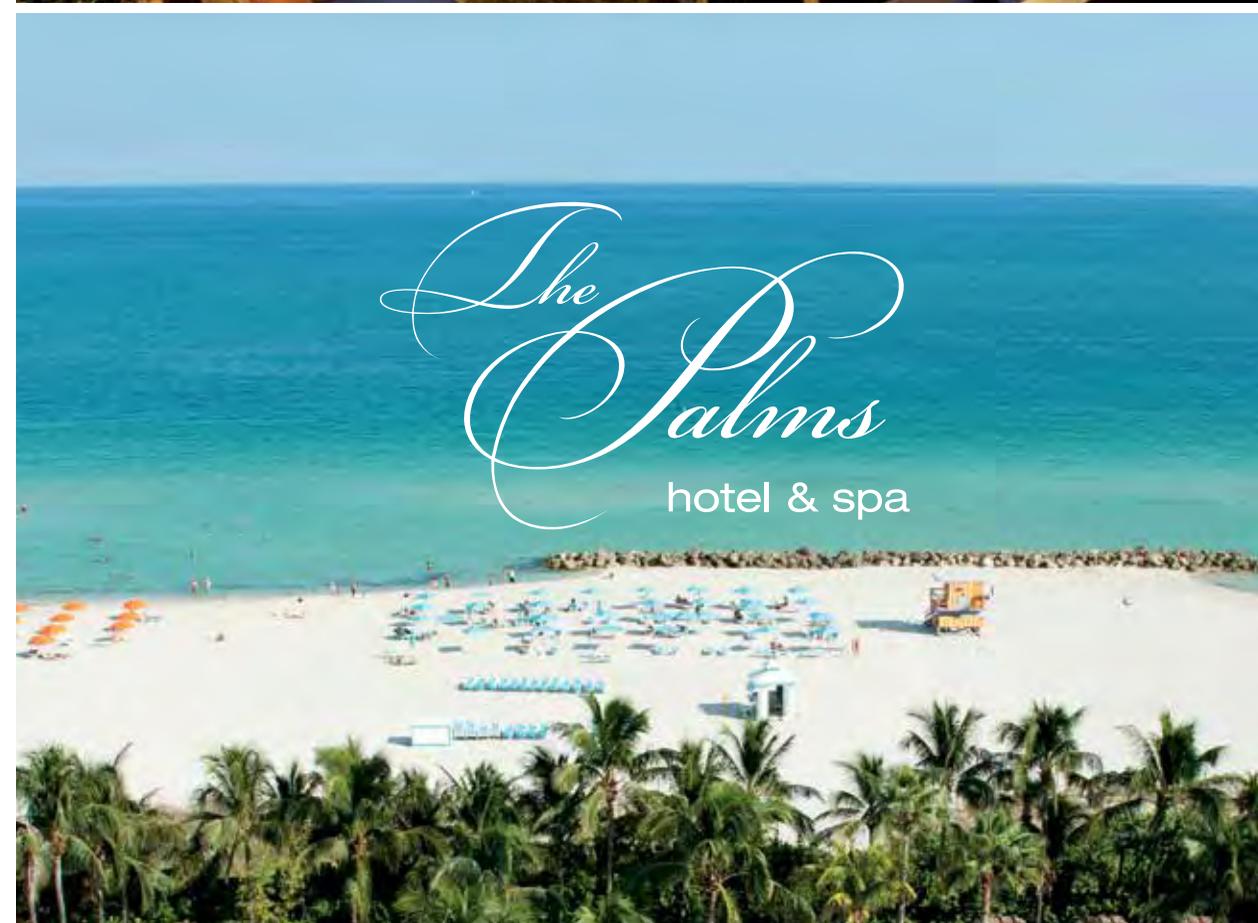


dylan



east

东隅 BEIJING



The Palms
hotel & spa



“Preferred Hotels & Resorts provides a platform to connect The Hari with cultured, discerning guests on a global level. Preferred continues to innovate and helps ensure that The Hari retains its all-important signature brand appeal.”

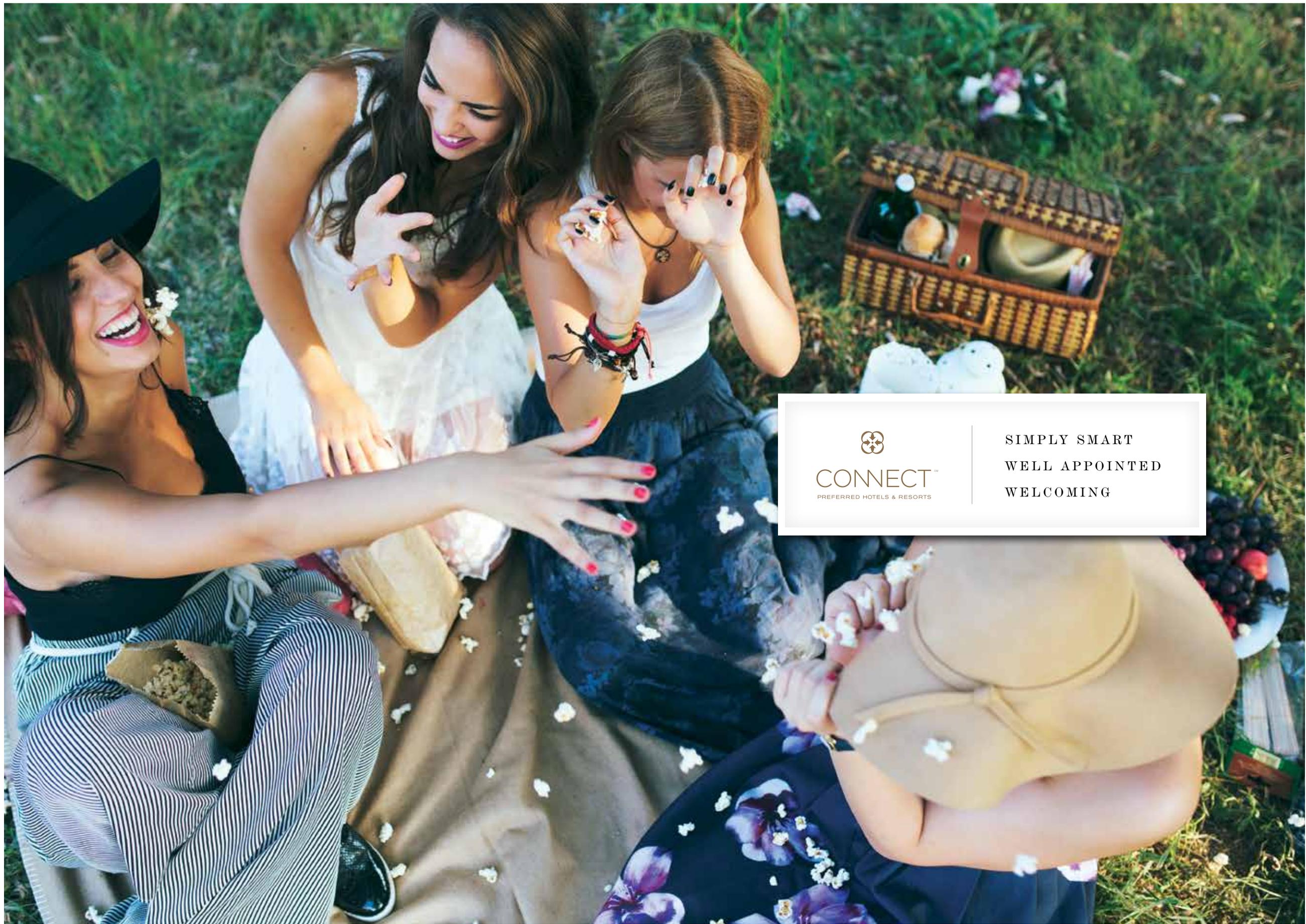


ANDREW CONEY

General Manager; The Hari Hotel London. London, England, UK

THE HARI

LONDON
BELGRAVIA



CONNECT[™]
PREFERRED HOTELS & RESORTS

SIMPLY SMART
WELL APPOINTED
WELCOMING



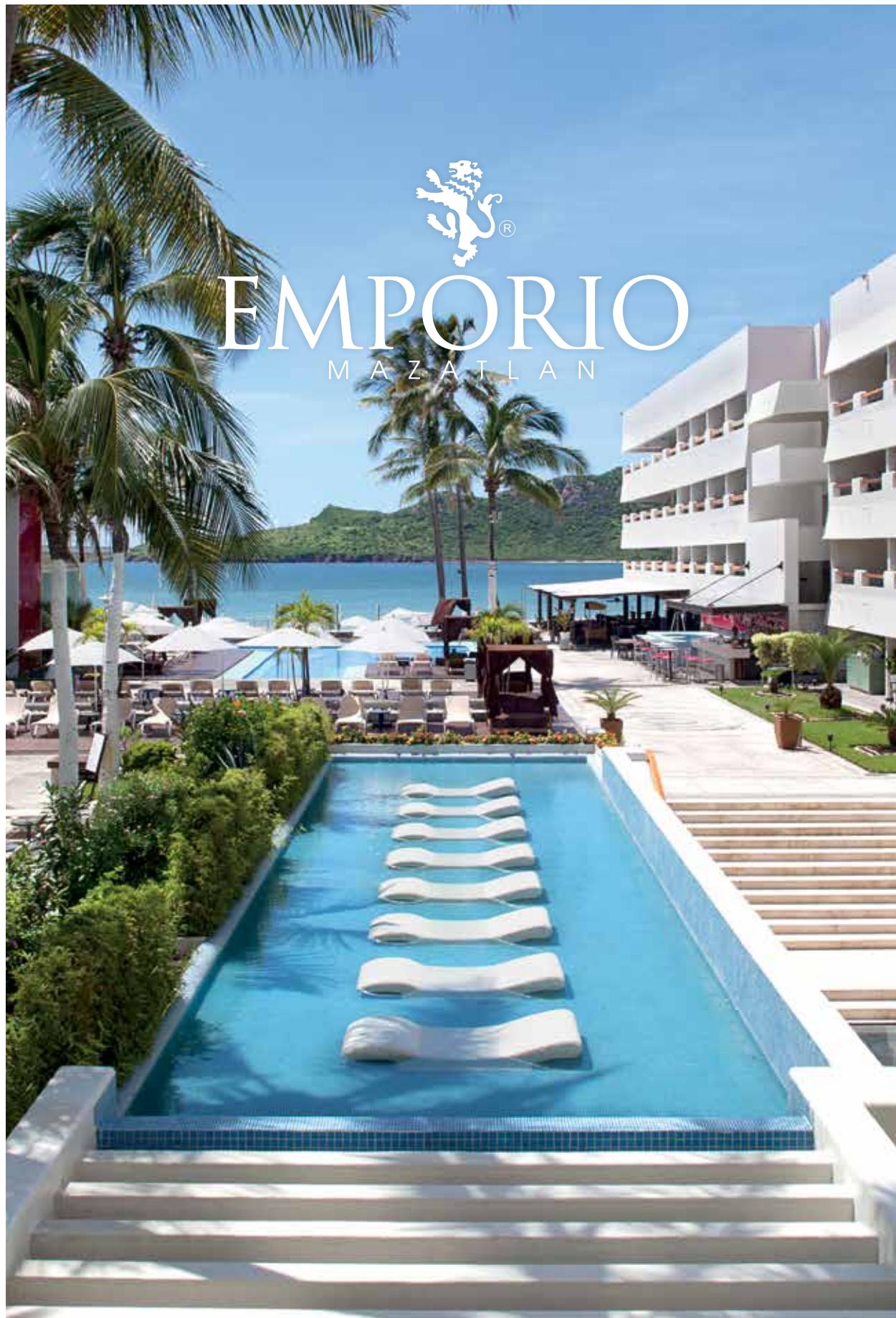
MON HOTEL



Le Belmont PARIS



SHIODOME TOKYO ROYAL PARK HOTEL



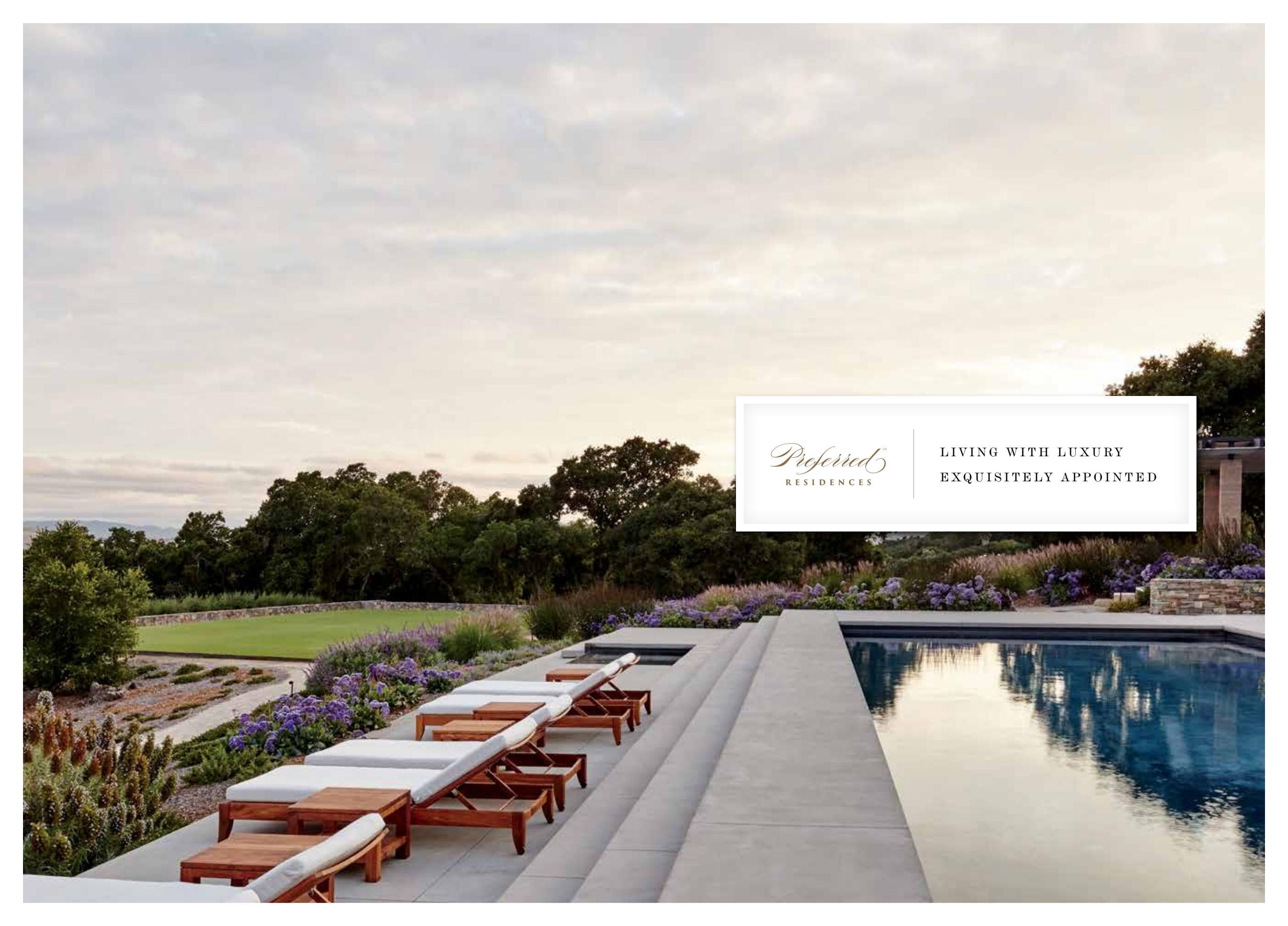


“We have more people engaged in selling now, and...we are getting traction. As an independent, we have to work harder, but the payoff is quite significant!”



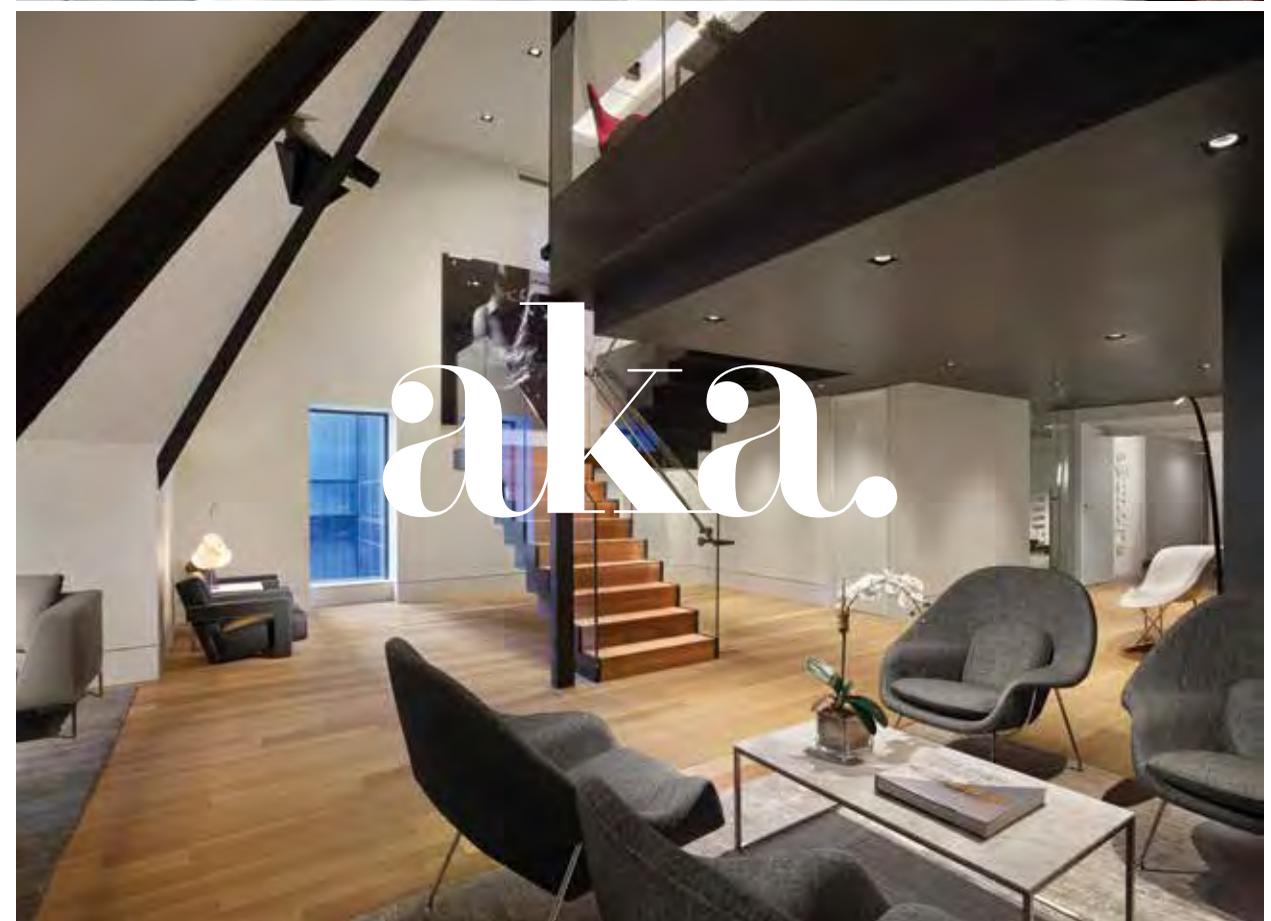
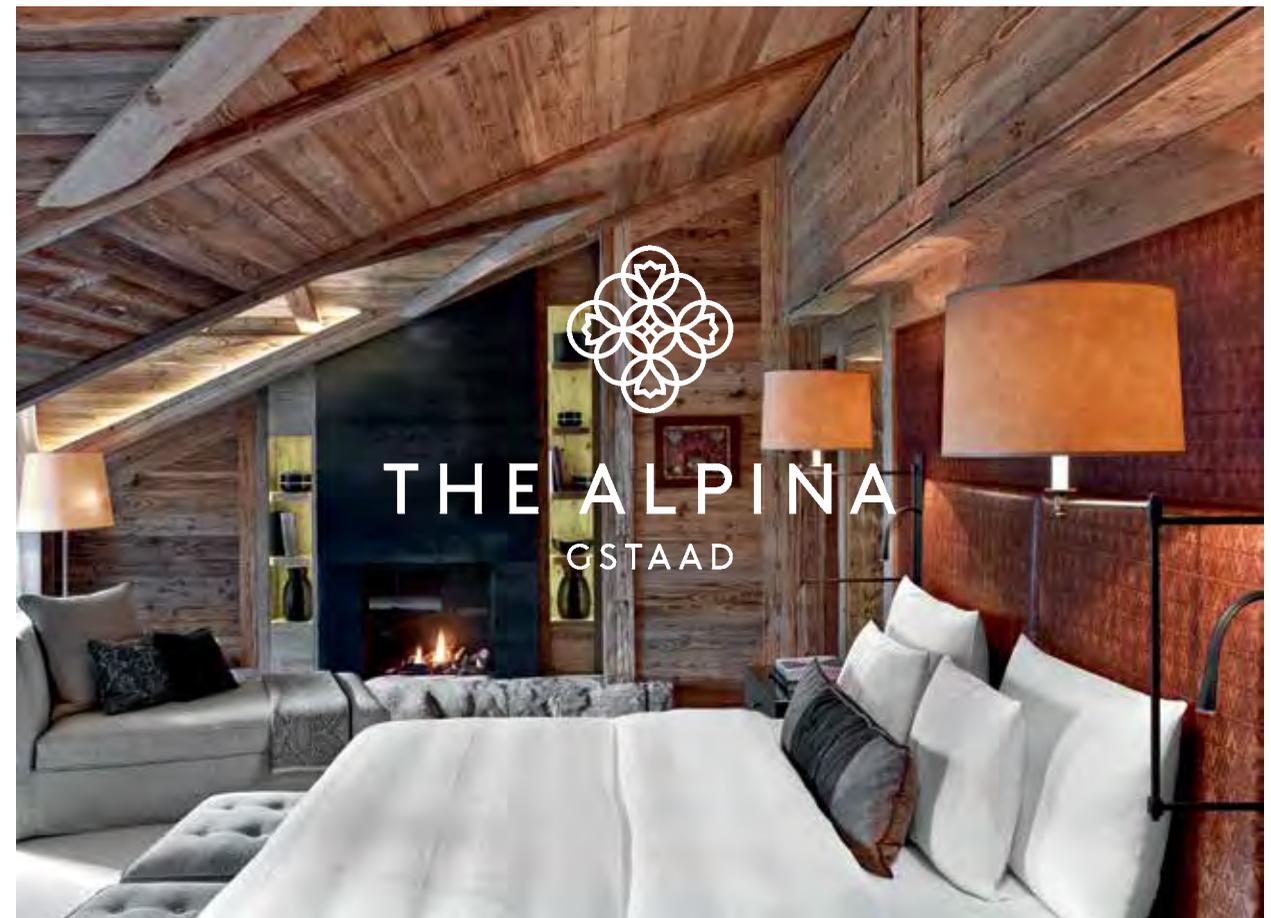
TOM GOODWIN
President, Filmore Hospitality, Pier 2620 Hotel Fisherman's Wharf.
San Francisco, CA, USA



A photograph of a luxury outdoor pool area. In the foreground, a long, narrow pool of water reflects the sky. To the left of the pool, a row of wooden lounge chairs with white cushions is arranged on a light-colored stone deck. The background features a lush green golf course, a dense line of trees, and a cloudy sky. A white rectangular box with a thin border is overlaid on the right side of the image, containing the text 'Preferred RESIDENCES' and 'LIVING WITH LUXURY EXQUISITELY APPOINTED'.

Preferred[™]
RESIDENCES

LIVING WITH LUXURY
EXQUISITELY APPOINTED





“Finca Cortesín is proud to be a member of Preferred Hotels & Resorts, Legend Collection. They are highly collaborative and have helped us position ourselves as world travel leaders. We are grateful to the Ueberroth family for such a fantastic partnership.”

RENÉ ZIMMER

General Manager, Finca Cortesín Hotel, Golf & Spa. Costa del Sol/Casares, Spain





THE COLLECTIONS

Representing distinctive life and style choices to meet every discerning guest's individual preferences at any time, for any occasion.





Preferred Hotels & Resorts is the finest and most diverse global portfolio of independent hotels, offering the most memorable moments in the inspiring life of luxury travel and hospitality.

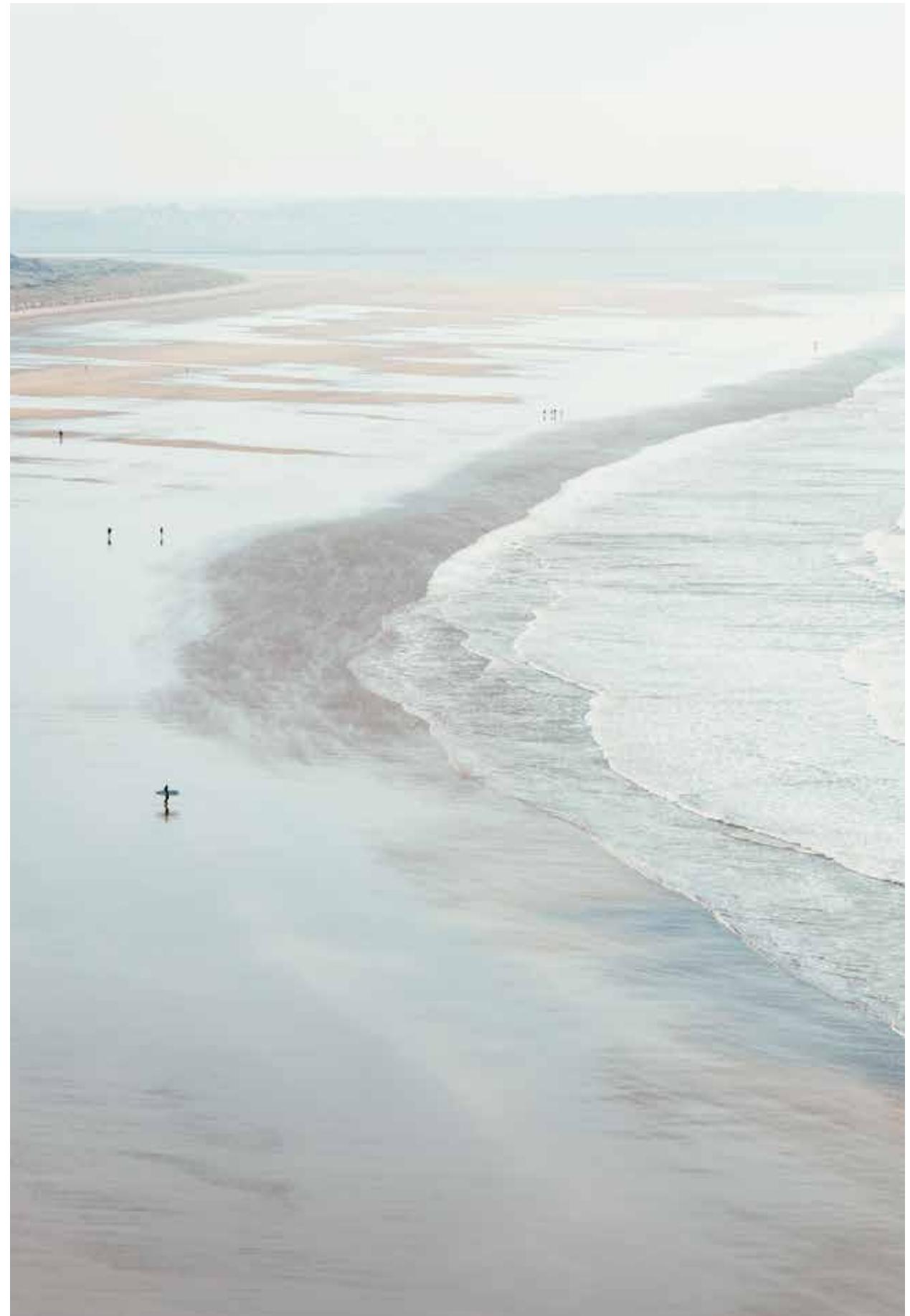
We are the champion of independent hotels.

*Preferred*SM
HOTELS & RESORTS

JOIN OUR GLOBAL
COMMUNITY OF LIKE-MINDED
PROFESSIONALS IN CELEBRATING
THE INDEPENDENT SPIRIT.



CONTACTS & APPLICATION
development@preferredhotels.com
PreferredHotels.com/join





PreferredHotels.com