







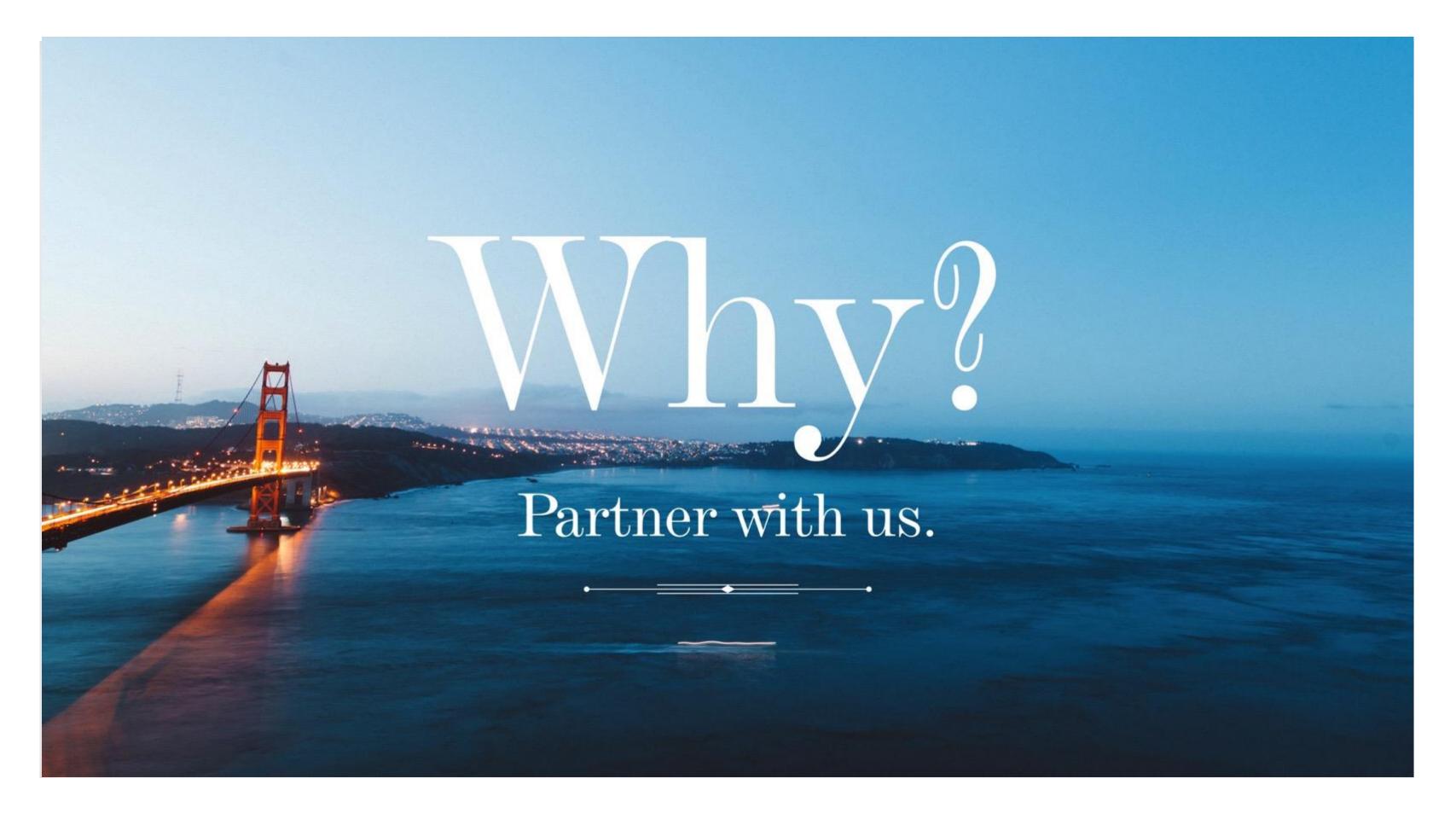


## We believe in travel.

We believe in the culture of travel. We believe in the joy, the romance, and the inspiration of travel. We still believe that 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.







## WE WORK WITH YOU TO CREATE

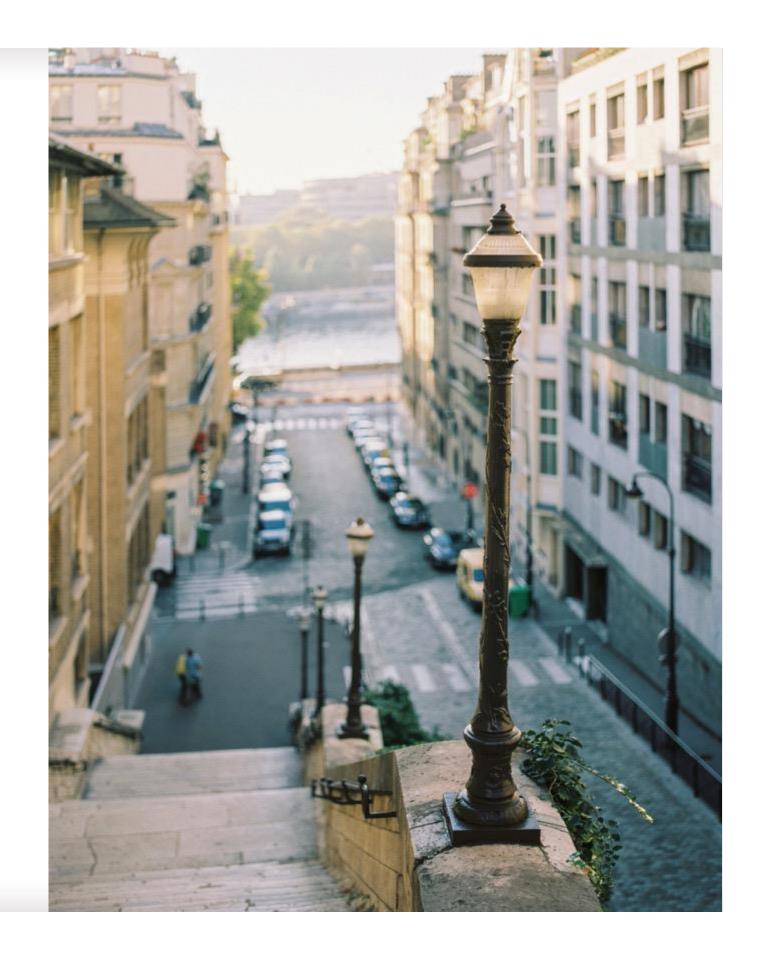
Access

Exposure

**Profitability** 

Partnerships

Credibility



#### A GLOBAL BRAND PRESENCE

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

650+ Hotels | 85 Countries

# JOIN A GLOBAL NETWORK OF LIKE-MINDED INDEPENDENT HOTELIERS

An Innovative Community of Hoteliers that Celebrates the Spirit of Independence.

185 Hotels 280 Hotels NORTH AMERICA **EUROPE** A GLOBAL BRAND PRESENCE 70 Hotels 115 Hotels CENTRAL & ASIA, MIDDLE EAST, SOUTH AMERICA & AFRICA

#### A POWERFUL GLOBAL SALES PRESENCE



#### LEISURE SALES

## Strong Relationships with Leisure

FINE HOTELS RESORTS





#### CORPORATE SALES

Over 625 Managed Corporate Accounts

Dedicated Rate Loading and RFP Concierge Team

33,000+ RFP Processed Across 650 Members



#### CORPORATE SALES

## Global Tier-One Partnerships

Access to Global Offices, Biasing, and Preferential Joint Marketing Opportunities









#### **GROUP SALES**

# Dedicated "Signature" Events Attract the Best Group Bookers in The World



7000 OF ROOMS REVENUE CAME FROM GROUPS VALUED AT \$50K OR MORE REVENUE



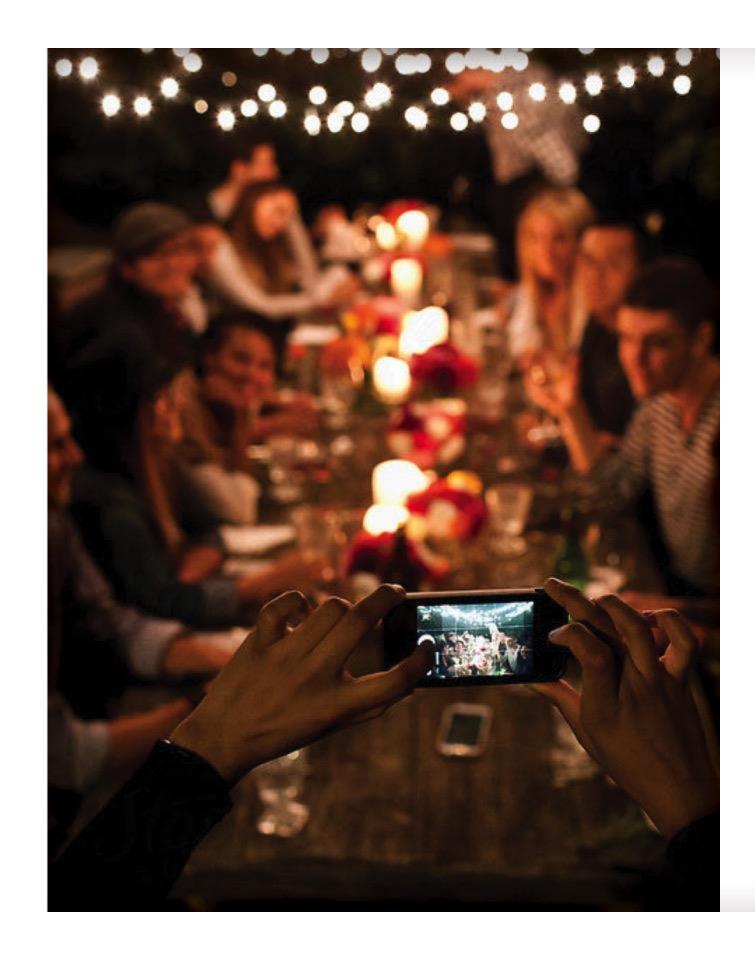


#### GROUP SALES

#### PARTNERSHIPS







World's largest points based loyalty program for Independent Hotels.

2 Million Global Members



#### iPREFER HOTEL REWARDS

\$773.50

AVERAGE STAY VALUE

2<sub>M+</sub>

**MEMBERS** 

77%

NEW GUEST ACQUISITION



#### POWERFUL RESERVATION PERFORMANCE

#### ROOM REVENUE



#### 2013-2016 GROWTH



BOOKING GROWTH

#### ASIA REVPAR PENETRATION

Analysis from Horwath HTL showed that Preferred's member hotels in Asia achieved a 16% increase in REVPAR penetration between 2009 and 2013.

141.5%
REVPAR PENETRATION

12%

ADR PREMIUM VS. MARKET

2014 HORWATH HTL STUDY OF A CROSS-SECTION OF PH&R HOTELS IN ASIA USING STR DATA FROM 2009-3013

#### EUROPEAN REVPAR PENETRATION

114%
REVPAR PENETRATION

12%

ADR PREMIUM VS. MARKET

3.7% OF OF ORR AGGREGATE FEES PAYABLE TO PH&R

45%

OF THE PEER PROPERTIES IDENTIFIED AS PRIMARY COMPETITORS WERE AFFILIATED WITH A HOTEL CHAIN SUCH AS MARRIOTT, STARWOOD AND HILTON

2014 HVS STUDY OF OVER 50 EUROPEAN PH&R HOTELS USING STR DATA FROM 2009 TO 2013

#### AMERICAS REVPAR PENETRATION

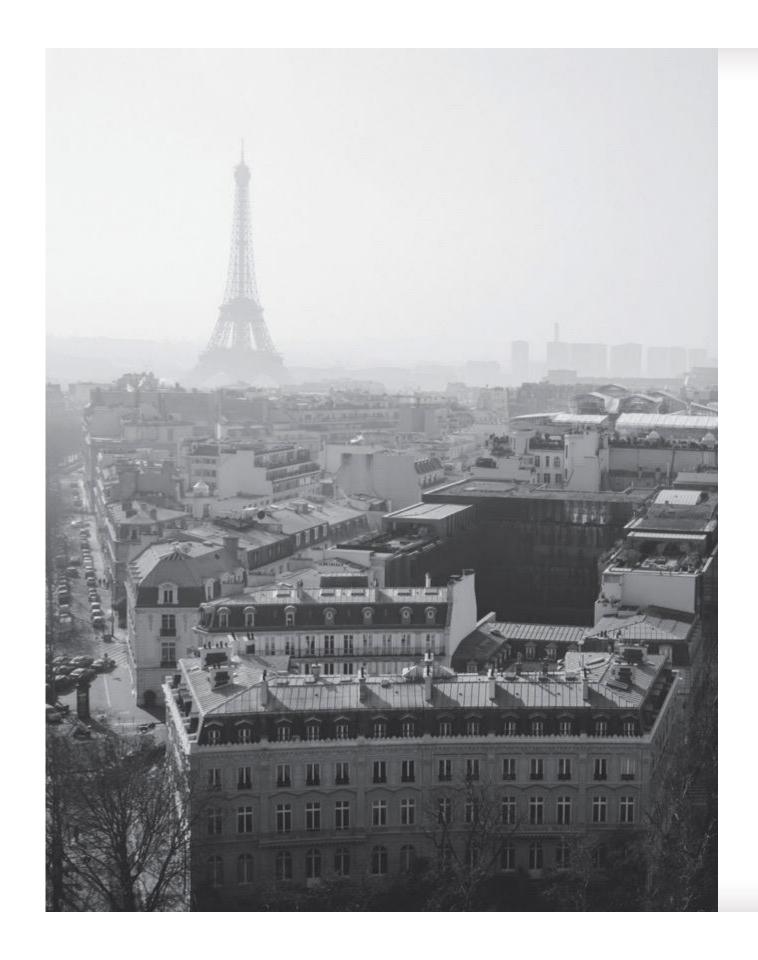
PH&R hotels have been performing above their competition in the Revenue Generated Index (RGI) for the past four years. PH&R hotels finished 2014 with an RGI of 105.4%.

108.4%
AVERAGE RATE INDEX
IN 2014

\$10

REVPAR PREMIUM
VS. COMPETITORS
IN 2014

3.70 OF GRR
AGGREGATE FEES PAYABLE TO PH&R



#### PRICING COMPARISON

#### % OF TOTAL ROOMS REVENUE

3.69%

PREFERRED HOTELS

9.43% 10.90% 12.30%

ASCEND

AUTOGRAPH

LUXURY COLLECTION

BASED ON THE 2013 HVS FRANCHISE FEE GUIDE PRICING AND MODEL

Model: 300 Keys | \$110 ADR | 75% Occ. | 3% Annual growth

#### PRICING COMPARISON

	Preferred Hotels	Autograph	Luxury Collection
Total Initial Fee	0.03%	0.70%	0.50%
Royalty Fee	\$0.90%	5%	3.90%
Reservation/ Sales Fee	1.20%	2.60%	1.20%
Marketing Fee	0.10%	1.50%	1%
Loyalty Fee	0.10%	1.40%	1.90%
Misc./Participation Fee	О	0.20%	0.30%
% OF TOTAL ROOMS REVENUE	2.33%	11.40%	8.80%

BASED ON THE 2013 HVS FRANCHISE FEE GUIDE PRICING AND MODEL

Model: 300 Keys | \$110 ADR | 75% Occ. | 3% Annual growth

# CREATING CONNECTIONS. EXPOSURE. ACCESS.









Tradeshows: 22 | Roadshows: 57 | Client Events: 66

Signature Events: 9 | Membership Meeting: Annually







#### COMMUNICATING THE MESSAGE

1,500+ Articles Secured in 2016 Across 25+ Countries

Reaching More Than

2.5 Billion Impressions Globally



LEVERAGING BRAND AMBASSADORS TO BUILD AN ONLINE COMMUNITY.



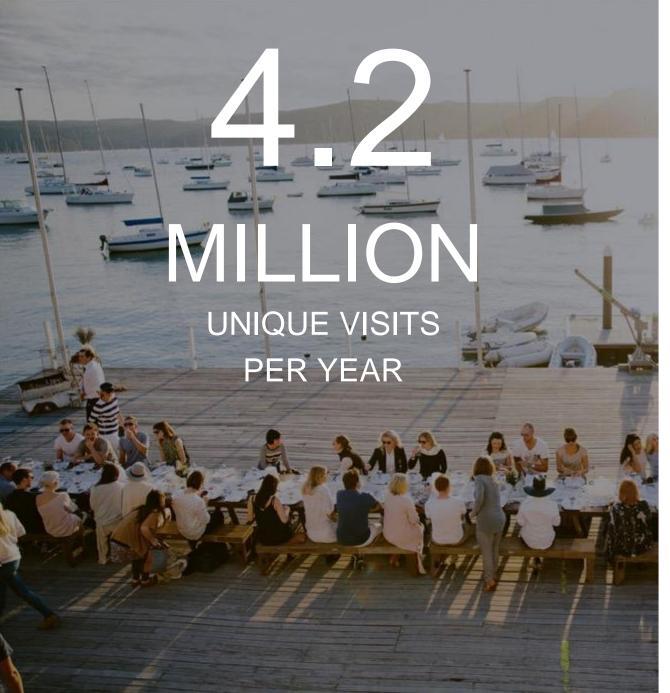
#### DIGITAL FOOTPRINT





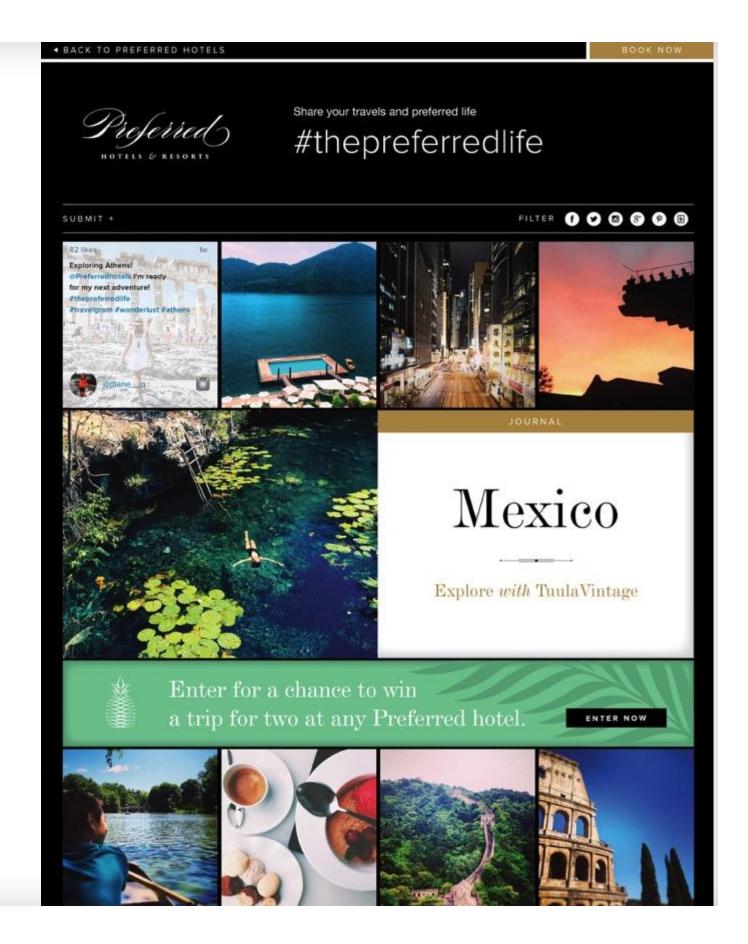






#### TARGET MARKETING

Increase traffic with focused programs and frequent traveler engagement.



#### CO-OP MARKETING

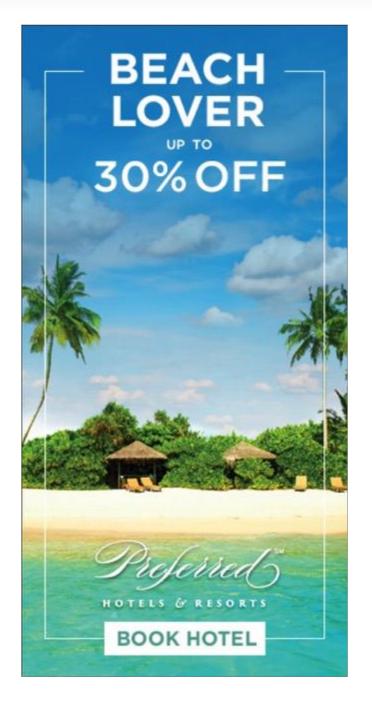
Opportunities to reach millions of global consumers.

Guaranteed 7:1 return on investment or money back.

**INCLUDES:** 

IMPLEMENTATION, ADMINISTRATION,
CREATIVE DEVELOPMENT TRACKING, AND REPORTING.







Tactics including Remarketing,
New Acquisition Targeting,
Social Media Retargeting,
Direct Mail, and Pay-per-click.



#### **BEST-IN-CLASS VENDORS**





quantcast

#### STRONG TRACK RECORD OF SUCCESS

95%
OF HOTELS OBTAIN
7:1 ROI

+\$100M
BOOKED ANNUALLY

90%
NEW ACQUISITION
BOOKINGS

#### TRANSPARENT REPORTING





 $30~\mathrm{April}~2015$ 

#### Co-Op Marketing Report Card

#### HOTEL PARTNER NAME



Room Nights 66	4	
Bookings 18	35	
Average Daily Rate\$26	55	
Average Length of Stay (in days) 3.6		



REVENUE (USD)\*  $\$175,\!895$ 

ROI YEAR-TO-DATE\*\* 27:1



Hotel Website	62%
PreferredHotels.com	10%
GDS	9%
Voice	3%
PMS	16%
Halo Bookings***	\$42,683

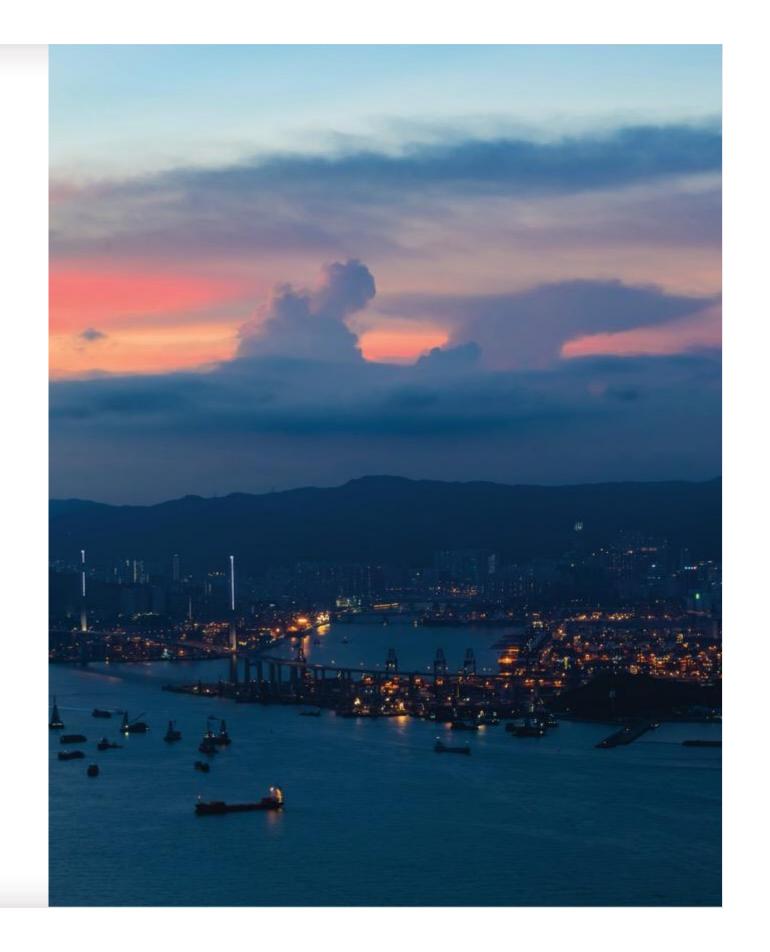
<sup>\*</sup> Based on bookings YTD for the co-op ROI programs

<sup>\*\*</sup> Based on initial investment of \$6,500

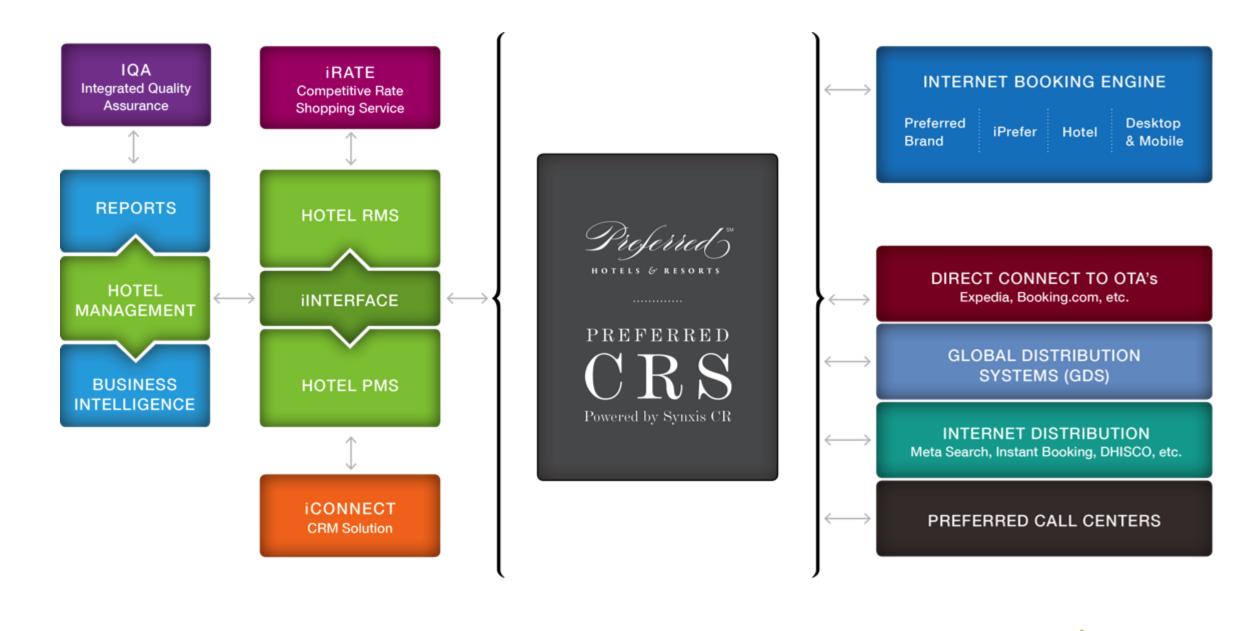
<sup>\*\*\*</sup> All non co-op program bookings on hotel website as a direct result of PHR marketing tactics, verified by pixel data

## THE PREFERRED DISTRIBUTION PLATFORM

A world-class distribution platform that intelligently drives reservations and revenue to your hotel.



### PREFERRED BRANDED DISTRIBUTION



iPAY
Central Commission Payment

iBID Corporate & Leisure RFP's

iANSWER 24/7 Call Gating CHANNEL CONNECT EXPRESS
Light CM Integration

ADDITIONAL BUSINESS SOLUTIONS

#### MEET OUR GLOBAL ALLIANCE PARTNERS

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



















































**QualityTrack** 



























#### ESSENTIAL GLOBAL PARTNERSHIPS

# 16 Major Airline Partners

























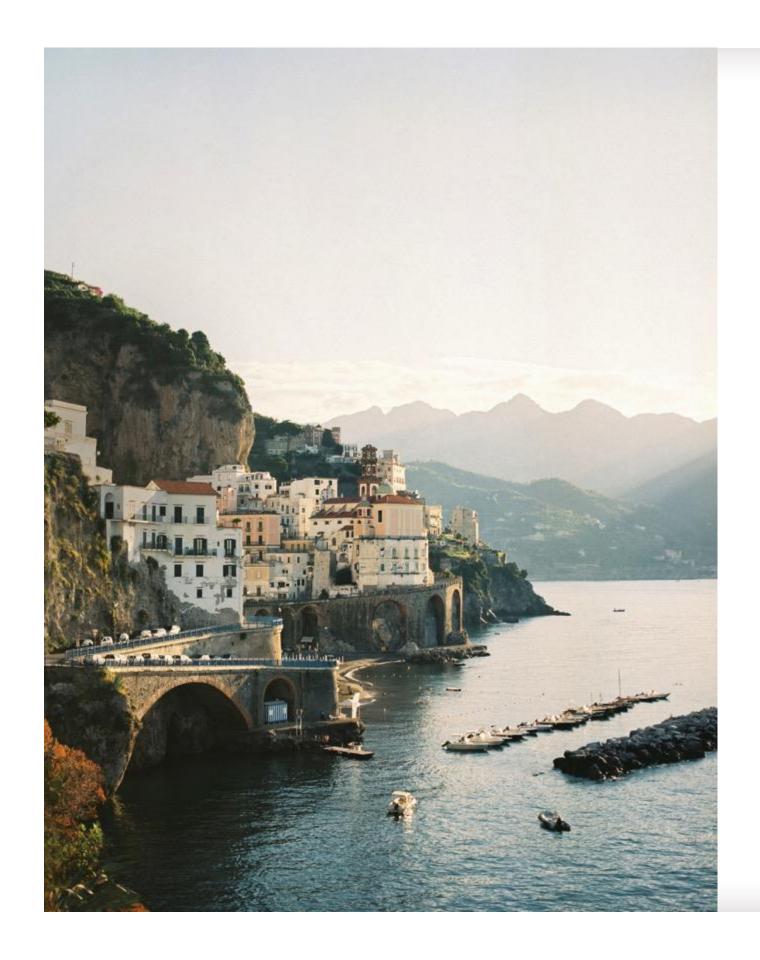












### HISTORY AND HERITAGE

Family-Owned

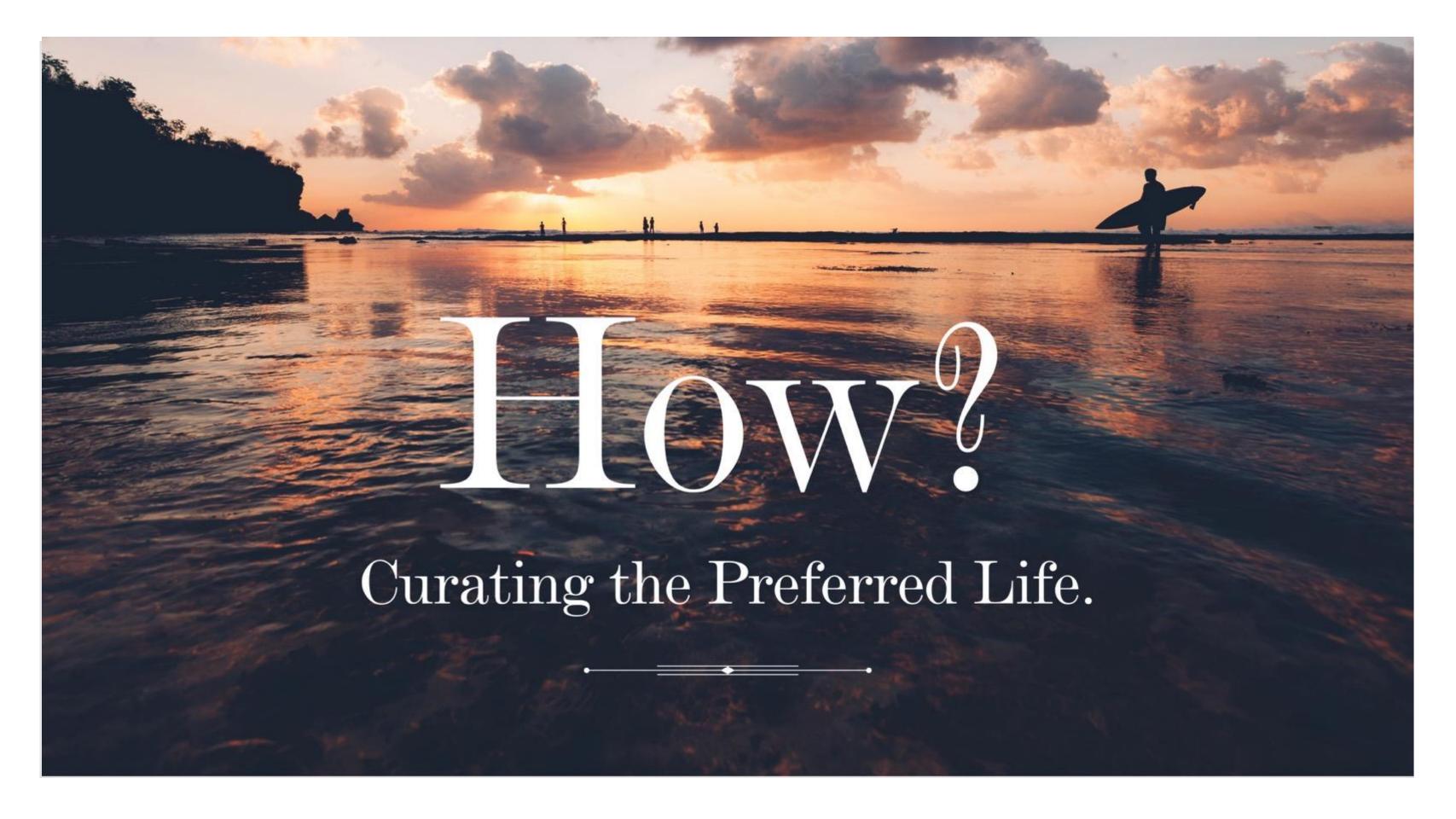
Founded Nearly 50 Years Ago with 12 Hotels

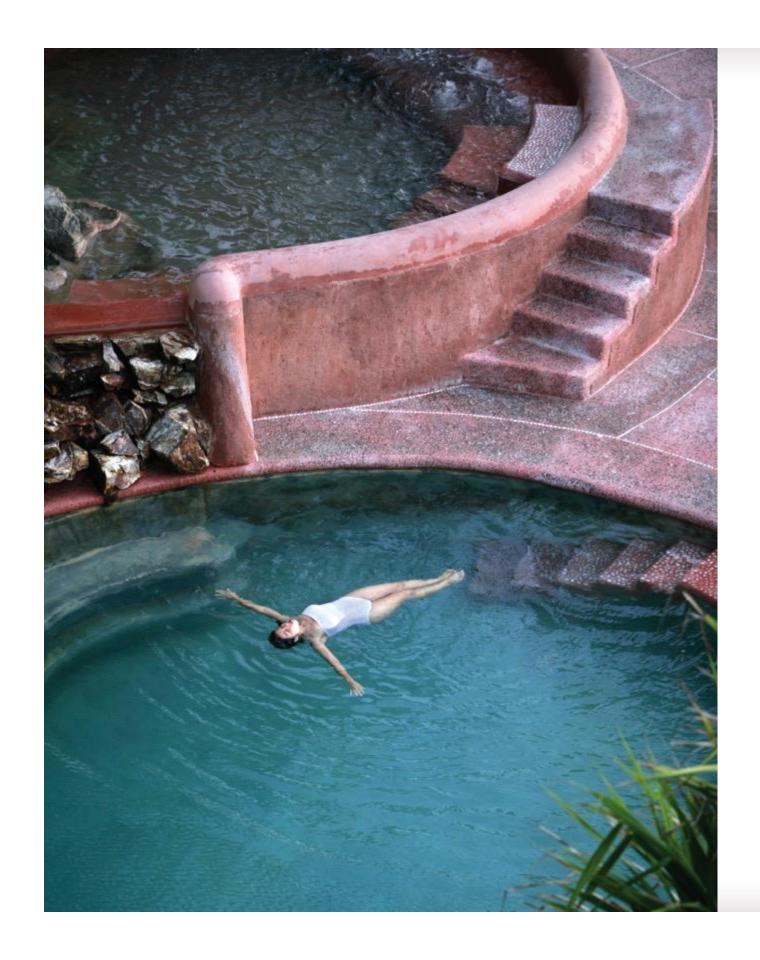


#### GLOBAL STRUCTURE. LOCAL SUPPORT.

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







# A WORLD SEARCHING for EXPERIENCES

Experiences = Social Currency

**Behavioral Shifts** 

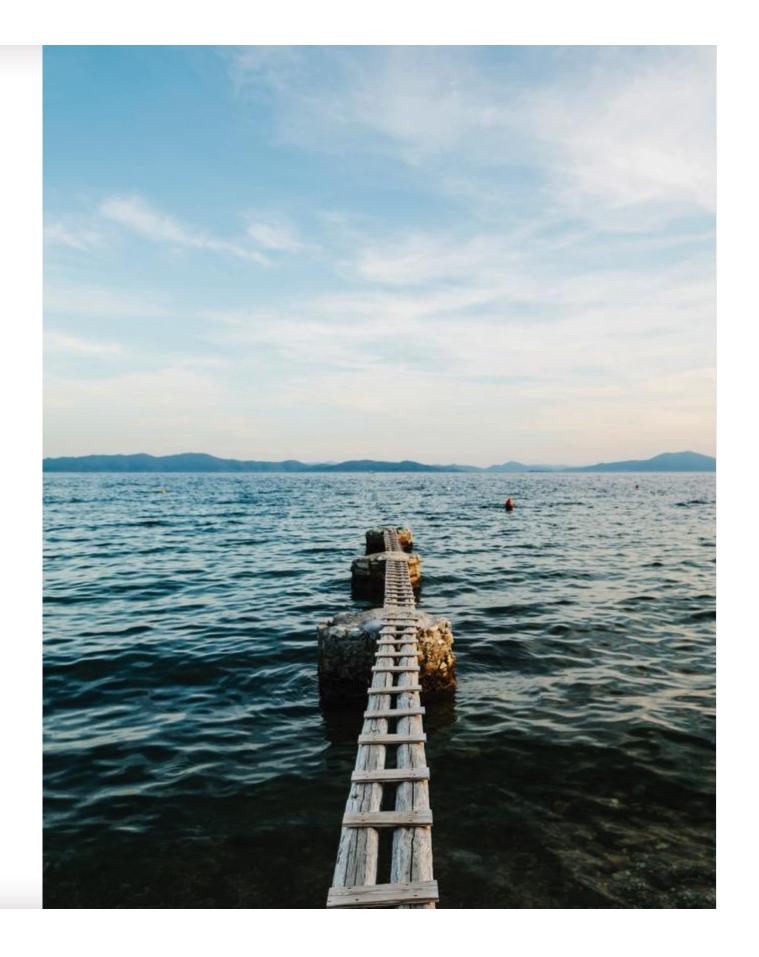
Independent Hotels Take the Lead

# CURATING THE PREFERRED LIFE

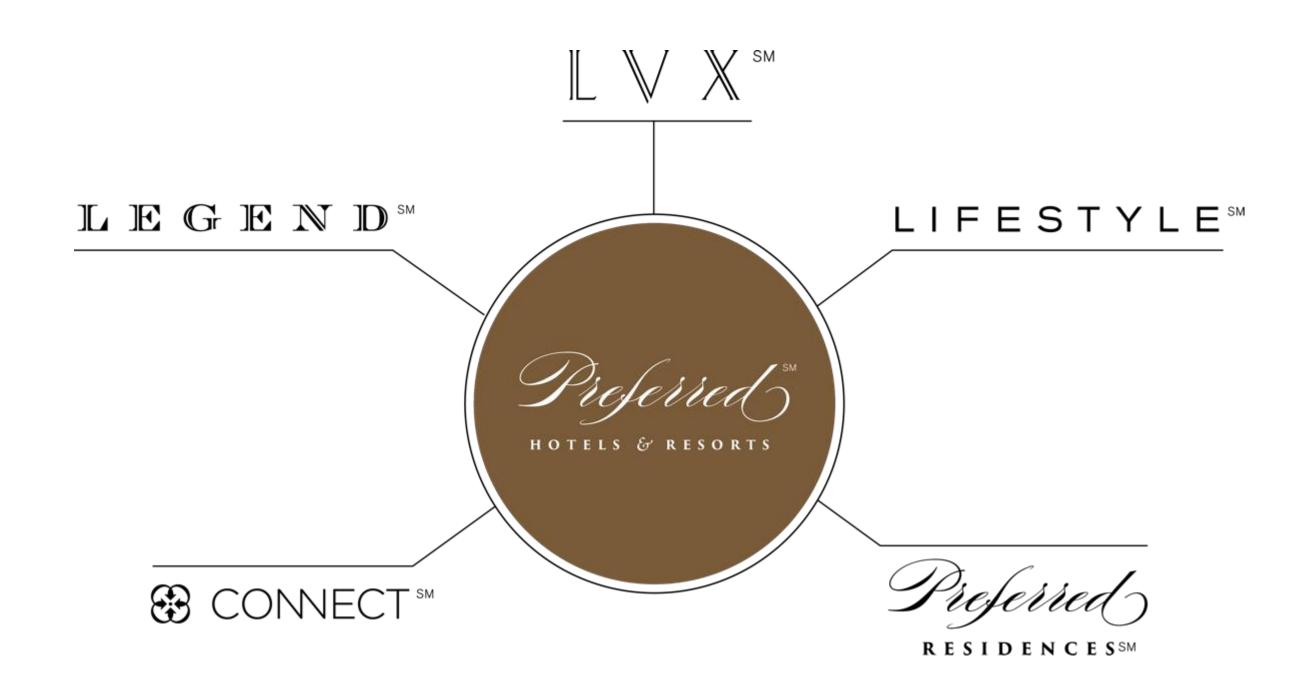
Five Collections

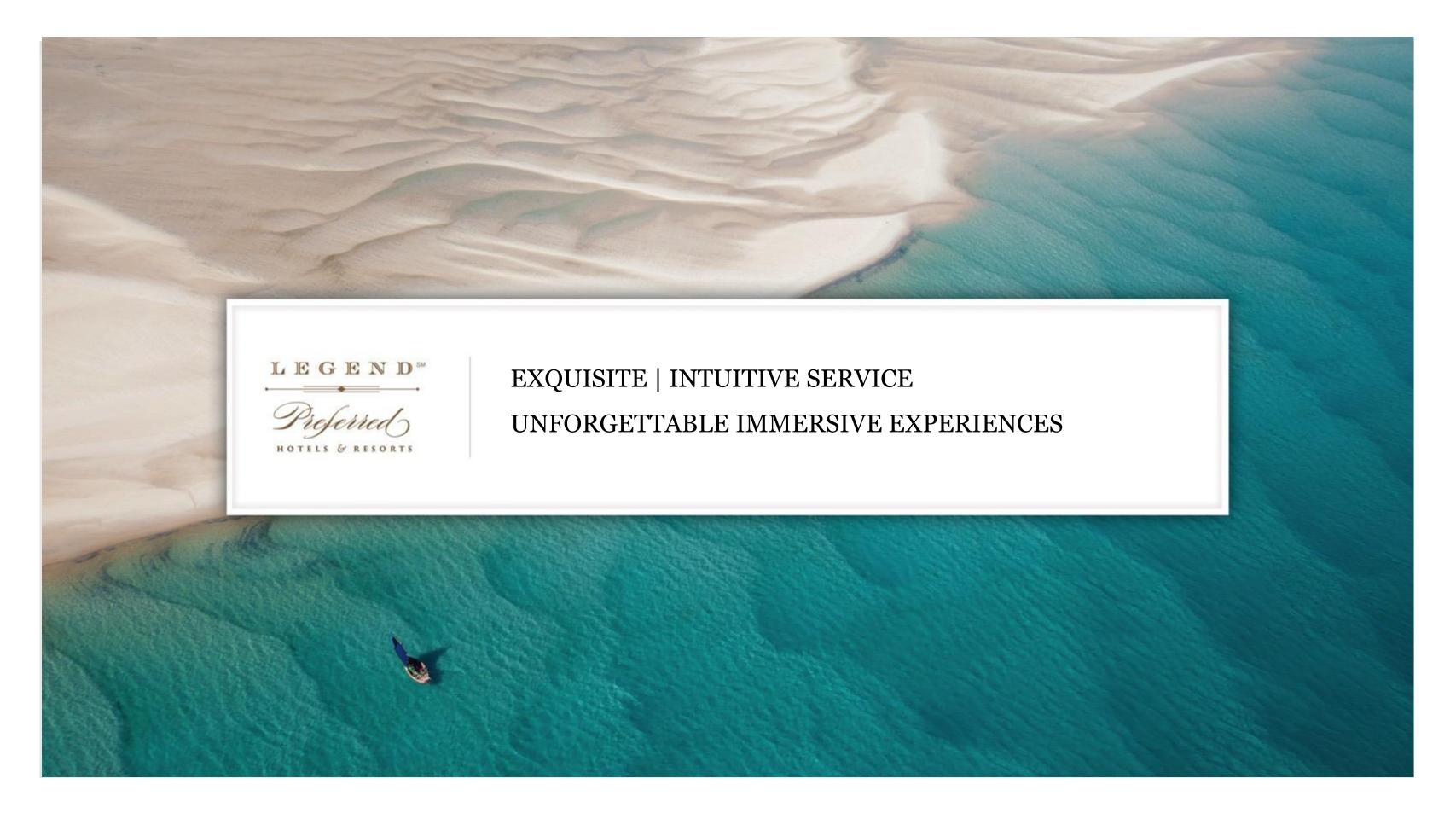
The New Definition of Luxury

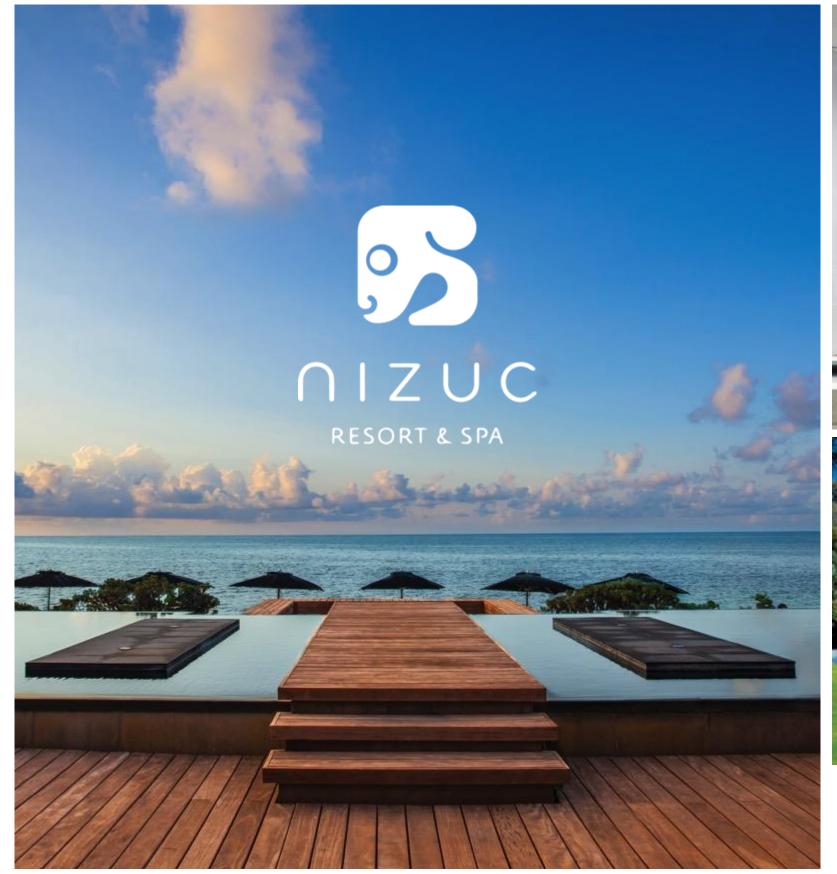
Consumer Platform



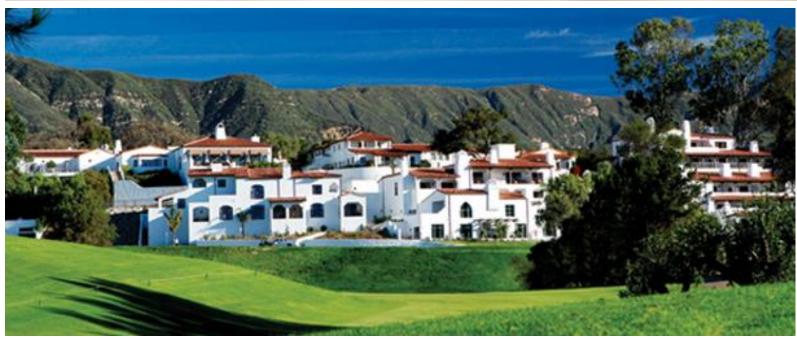
LIFESTYLE<sup>SM</sup> HOTELS & RESORTS CONVECT<sup>™</sup> RESIDENCESSM







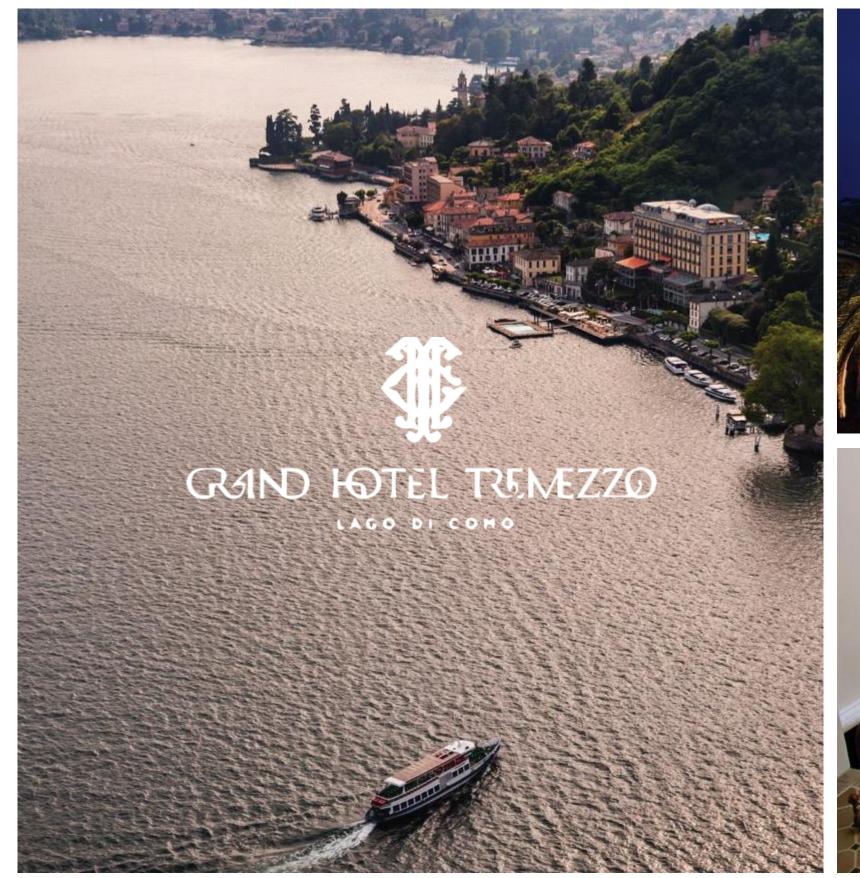














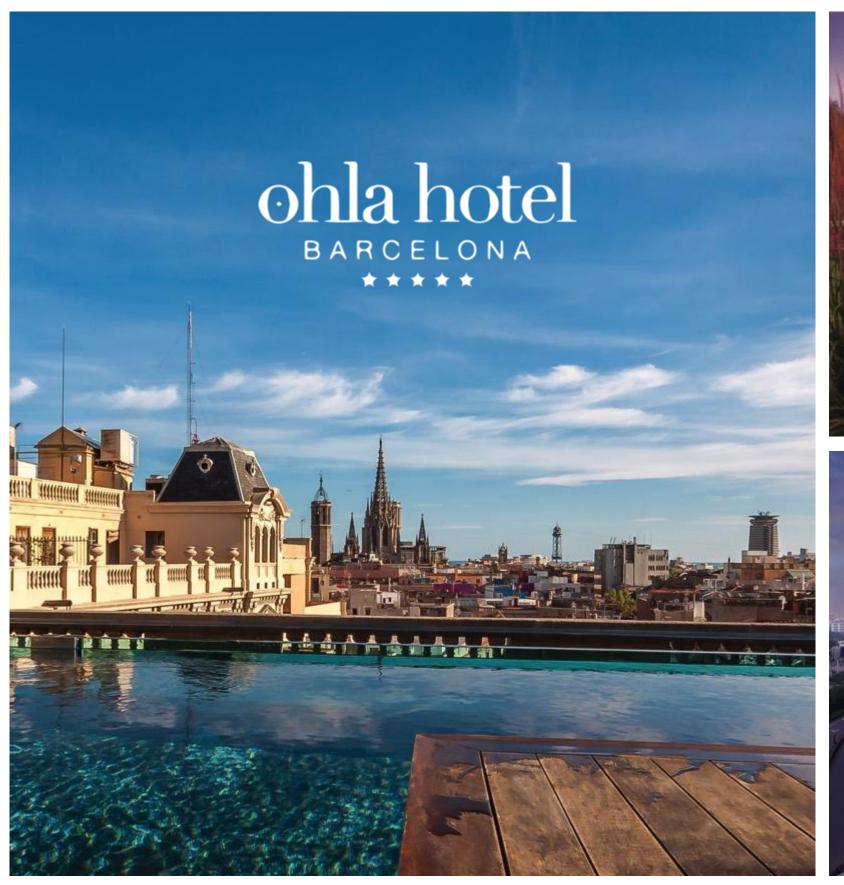






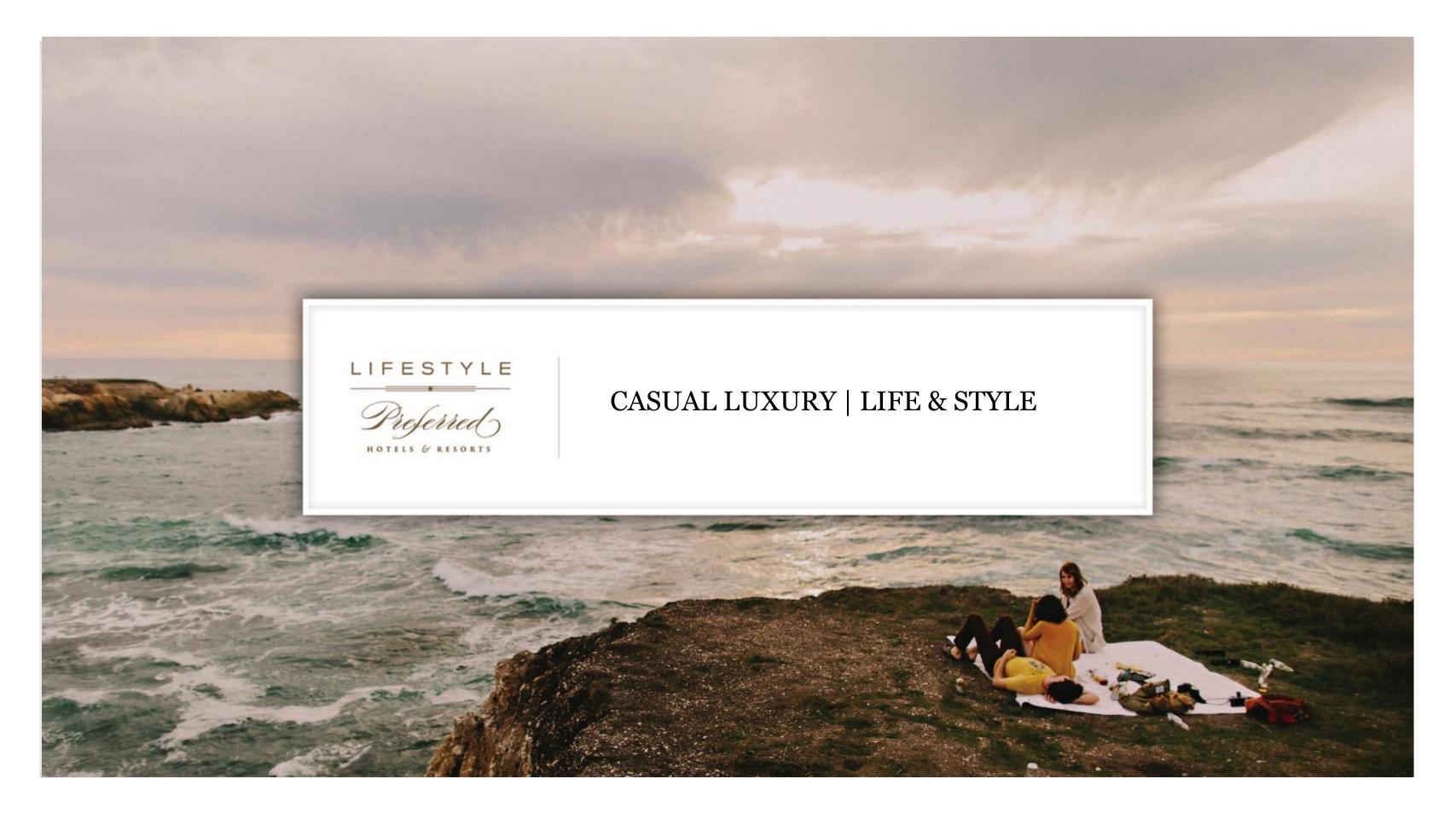


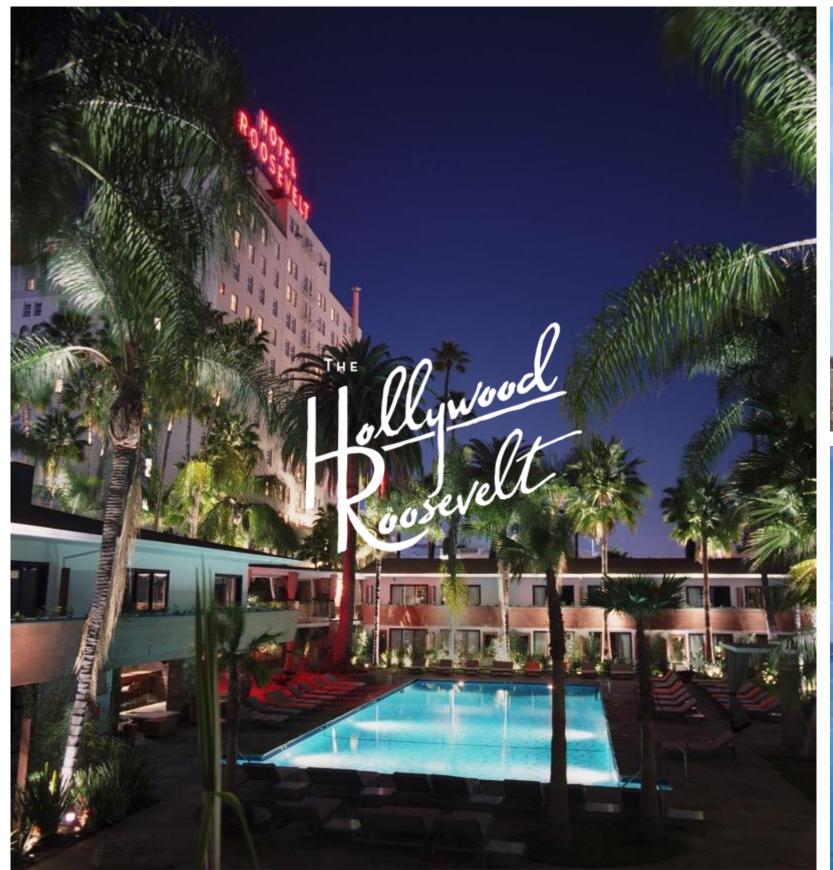






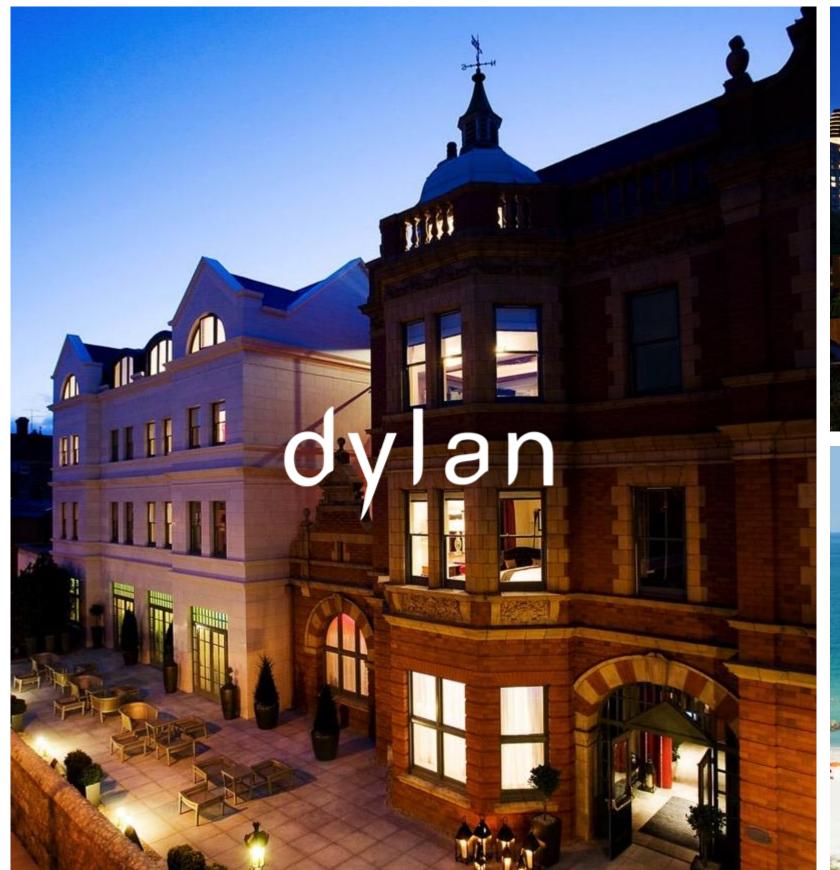








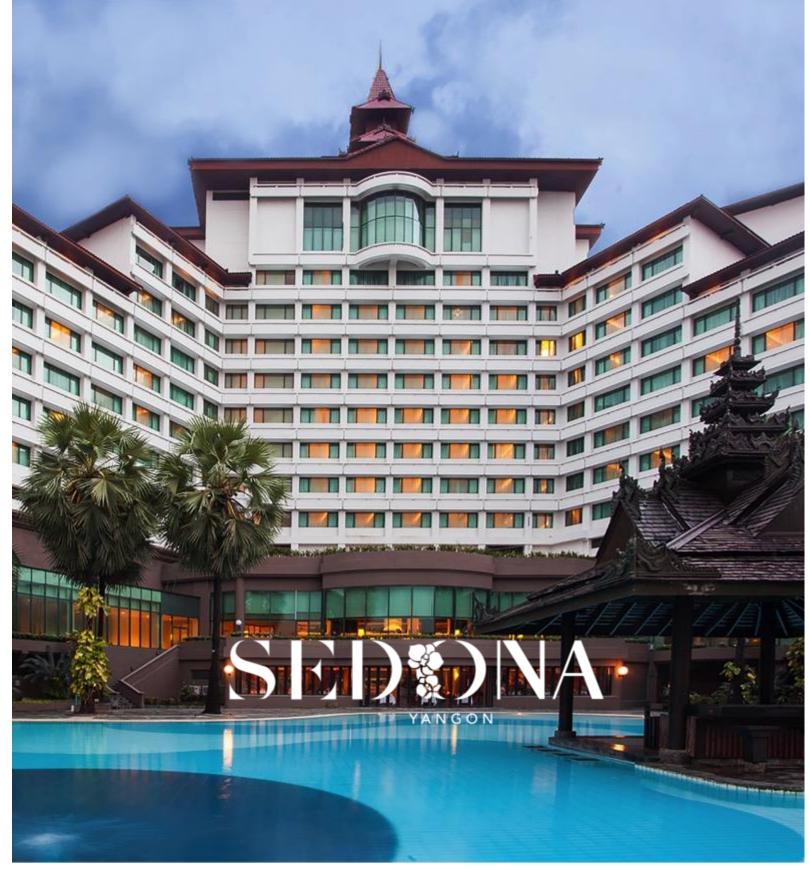










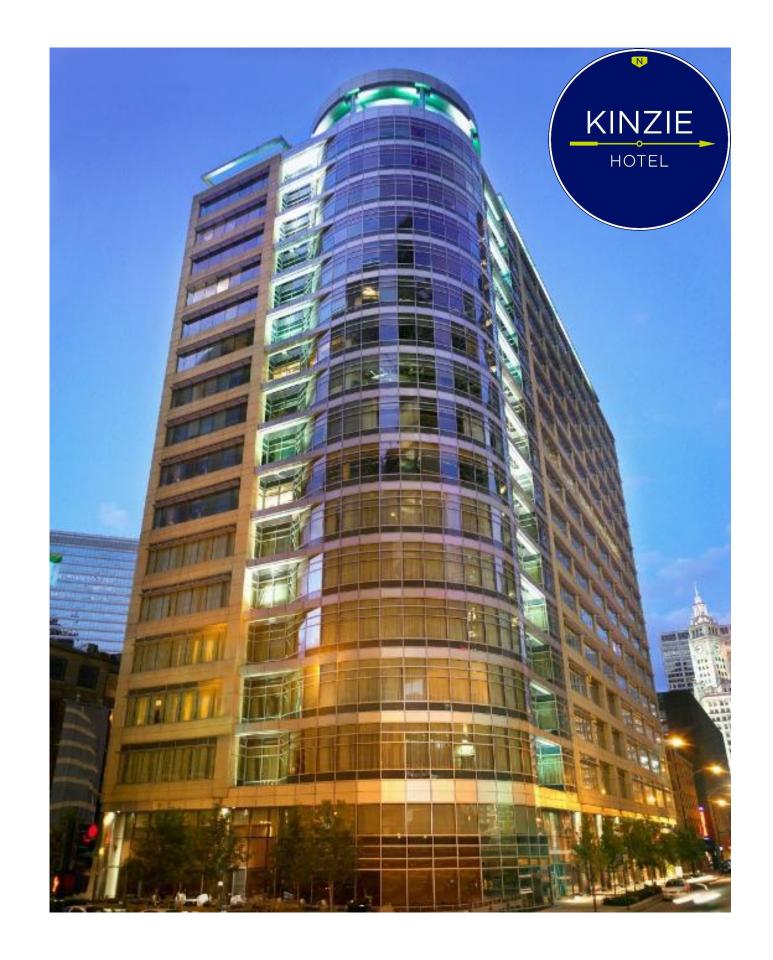






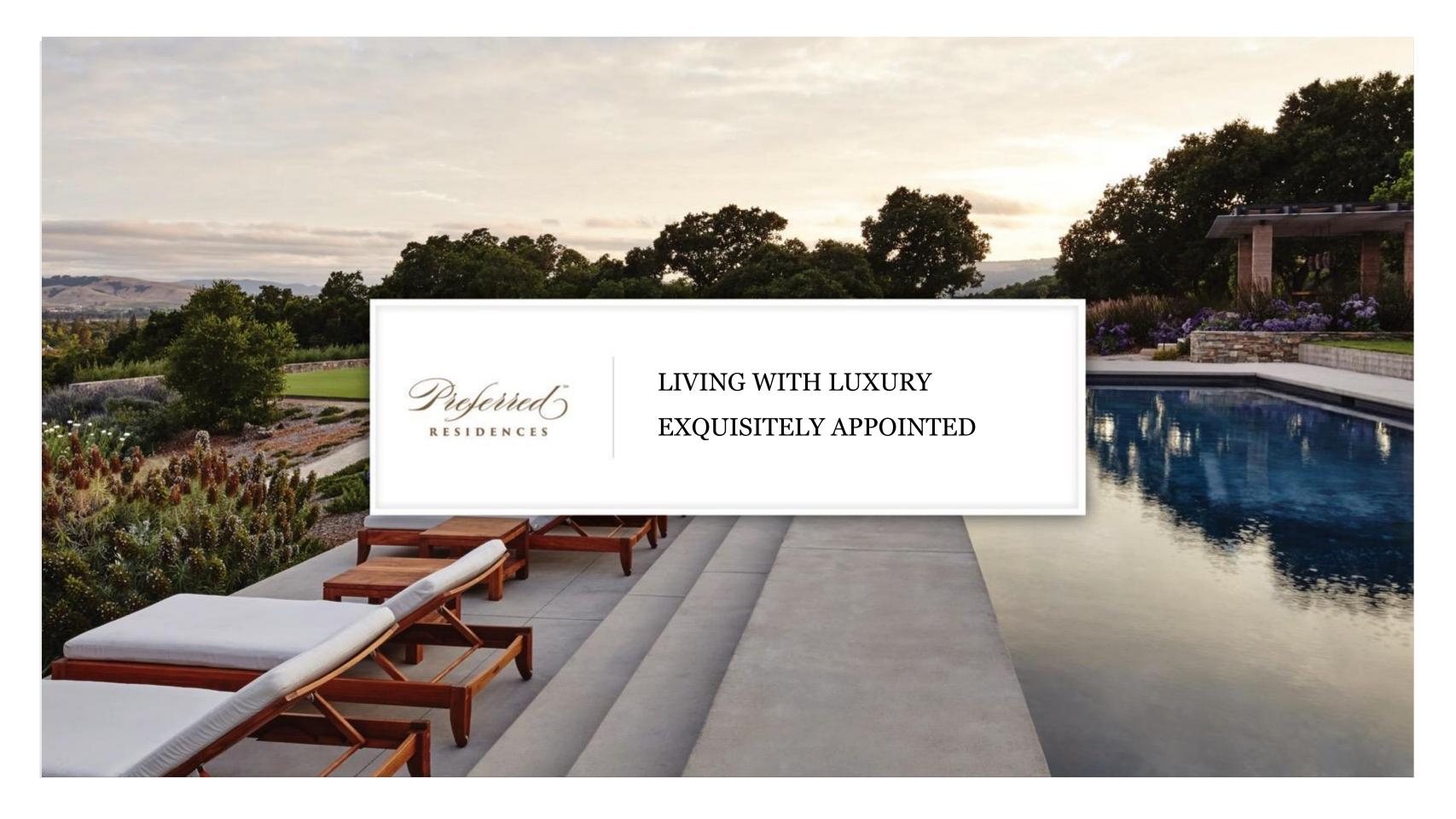




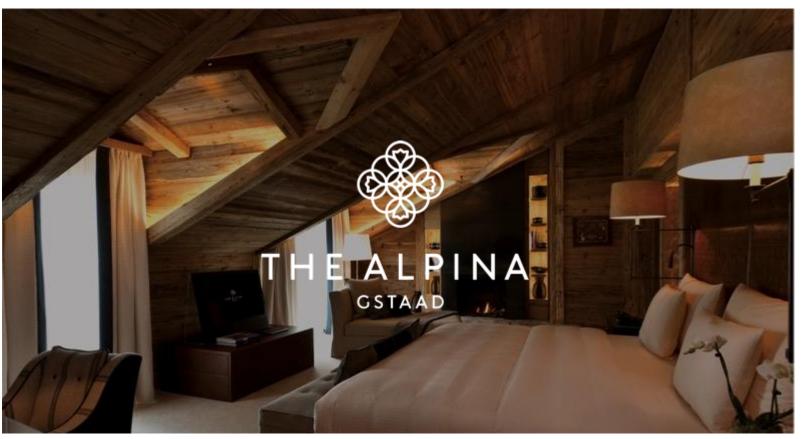




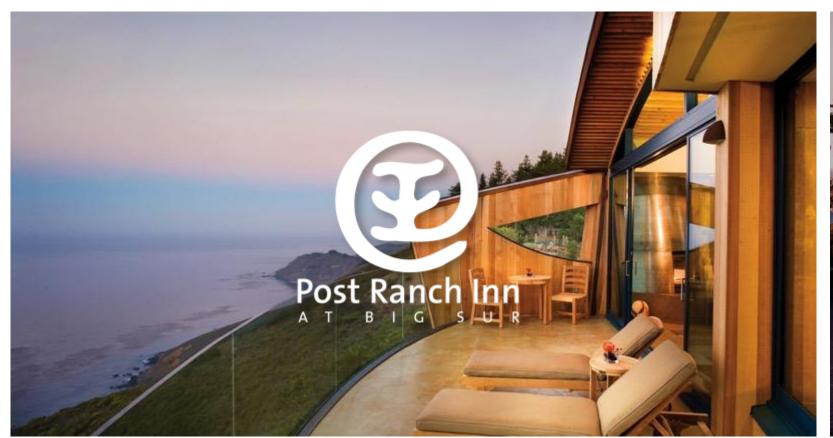




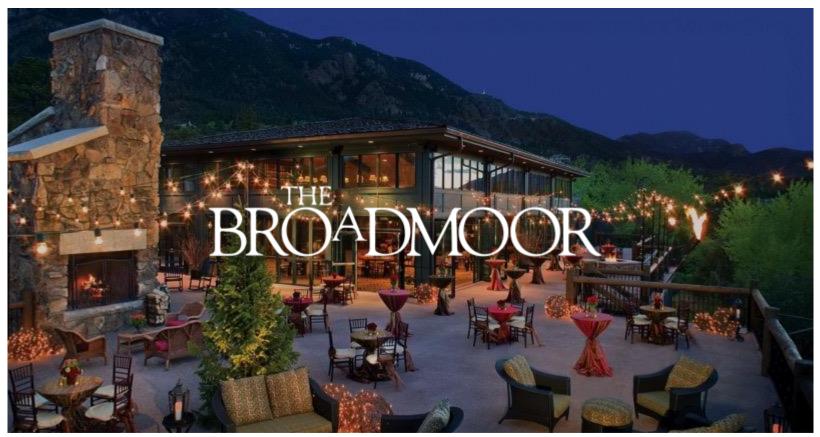
















## THE COLLECTIONS

**Distinctive Choices** 

**Individual Preferences** 

Any Event or 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 champions of Independent Hotels.





THE WORLD OF WONDER VIDEO

