



*Preferred*SM

HOTELS & RESORTS

One brand. Five collections. An infinite number of unique experiences.

5-Minute Guide

A Global Presence

700 HOTELS GLOBALLY

275 Hotels

NORTH AMERICA

185 Hotels

EUROPE



50 Hotels

CENTRAL &
SOUTH AMERICA

190 Hotels

ASIA, MIDDLE EAST,
& AFRICA

The Collections



The ultimate collection of exceptional properties in the most remarkable destinations of the world.



An exceptional and elegant collection of renowned properties featuring the finest accommodations accompanied by attentive, engaging, and exclusive personal service.



A brilliant life and style.
A diverse collection of premier global properties offering engaging stays and memorable moments.



These smart, well-appointed, eclectic, and welcoming hotels seamlessly combine value with comfort and convenience to relax one's busy, on-the-road life.



The highest level of living with luxury.
Distinctively designed, each refined residence is located in the world's most desired locations.



LEGEND

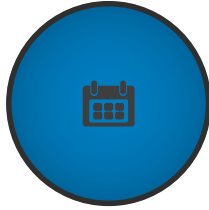
| L.V.X.

| LIFESTYLE

|  CONNECT

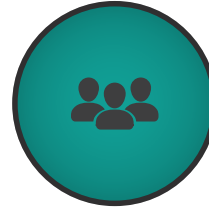


What We Do



COMPREHENSIVE DISTRIBUTION PLATFORM

A state-of-the-art
Central Reservations System
drives “best in class” connectivity
to our billion-dollar pipeline



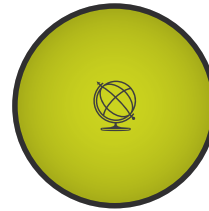
GLOBAL SALES TEAM

More than 85 sales people covering
corporate, group, and leisure sectors in
35 global offices, including new locations
in South Korea and Johannesburg,
and 2 upcoming offices in China



MARKETING

Innovative marketing programs that
deliver visibility to, and business from,
a broad range of travel consumers
with a 8:1 ROI guarantee



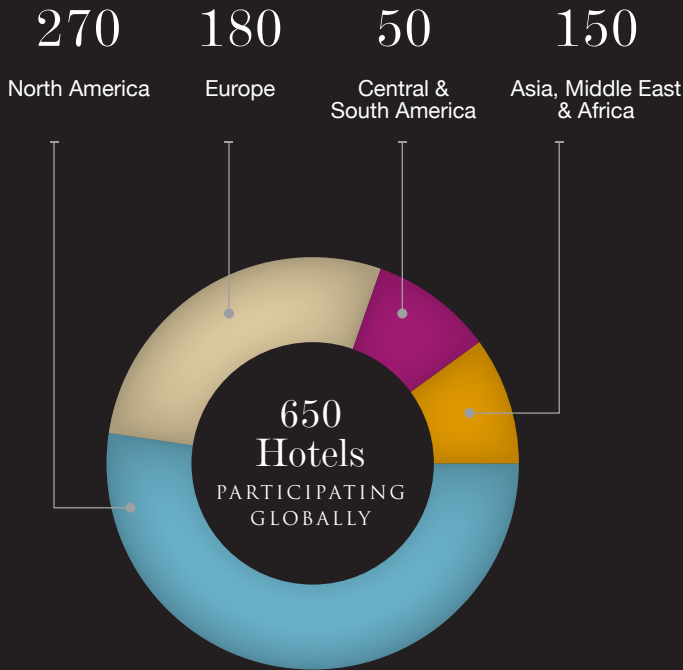
GLOBAL LOYALTY

*I Prefer*SM Hotel Rewards is the
world's largest global points-based
loyalty program for independent hotels



COST-SAVING BENEFITS

From linens to toiletries,
we help hotels increase
bottom-line profits



2.5M
members and counting

The world's largest points-based loyalty program for independent hotels

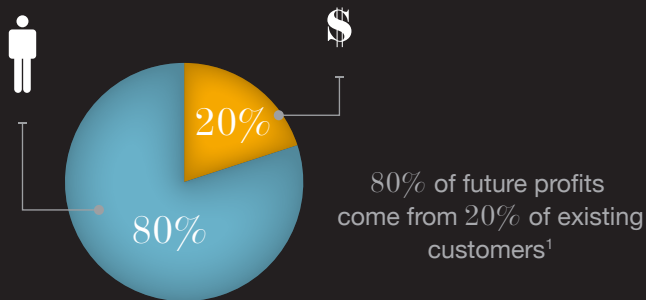


US\$200M
Member stay revenue in 2017

US\$761.00
2017 average stay value

OTA vs. I Prefer

I Prefer bookings reduce costs and increase profitability vs. OTA bookings*



¹: NcompassTrac 'The Economics of Loyalty'

18%
Commission
(OTA)

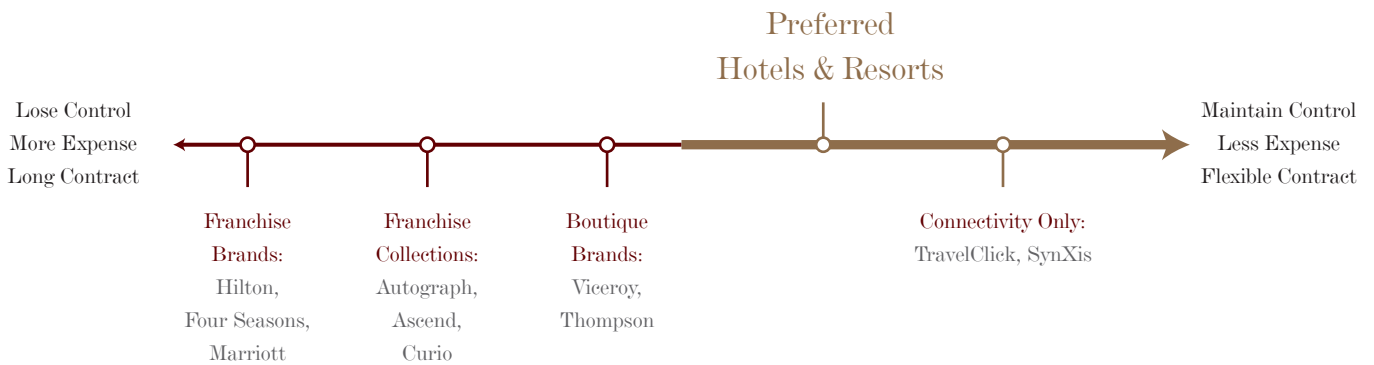


2.5%
Commission
(*I Prefer*)



*hotel direct bookings

Flexibility



WE DO

- Issue flexible term contracts
- Allow hotels to keep their own customer data
- Constantly upgrade our systems
- Work with our hotels in partnership to ensure satisfaction, resulting in a 95% retention rate

WE DO NOT

- Oversaturate markets with hotels
- Require mandatory corporate advertising
- Require vendor purchases
- Make frequent brand modifications that involve cost for the hotel

Proven Results

More than **US\$1.2 Billion**
in revenue generated
in 2017 (up 10% from 2016)

9.9%
Occupancy increase
and 32% RevPAR increase
2012 through 2017

25
Properties
“de-flagged” since 2013,
adding significantly
to their NOI

US\$301.00
2017 average ADR
across all collections

114
New properties
contracted in 2017

Independent Analysis

141.5%

RevPAR penetration

12%

ADR Premium vs. market

3.7% of GRR

Aggregate fees payable to PH&R

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

2014 Horwath HTL study of a cross-section of PH&R Hotels in Asia using STR data from 2009 to 2013.



Horwath HTL™



Get in Touch

Need more info?

PreferredHotels.com/Join

Patrick Fiat

General Manager, Royal Plaza on Scotts

“Our partnership with PH&R has helped us to connect globally with MNCs and TMCs. Working closely with their responsive and dynamic team, we are able to extend our reach to the USA and Europe, helping us diversify our business.”

Chris Green

SVP Operations, Chesapeake Hospitality

“We were ‘Brand Guys,’ but the results speak for themselves. Working with Preferred has altered our view of the industry and we have plans for further properties, avoiding the restrictive terms and fees set by franchise brands.”

Or Email:

development@preferredhotels.com