

FREEDOM
ON YOUR TERMS



*Preferred*TM

HOTELS & RESORTS



ADDRESSING TOMORROW, TODAY.

Preferred Hotels & Resorts has been committed to supporting the world's finest independent hotels, resorts, and residences since 1968. At the heart of our organization is the belief in travel.

We believe travel makes people mentally and emotionally richer, building their confidence, opening their minds, and introducing them to the joy, romance, adventure, traditions, and inspiration that the world has to offer.

With more than 50 years of dedicated service to the luxury hospitality segment, we have always been passionate about travel – and always will be. We are the true champions of independent hotels, bringing competitive advantage to owners and operators through our long-standing brand equity, a deep understanding of regional markets, and global reach marked by fruitful partnerships that, as a member, you can access. As a family-owned company, we celebrate your individuality, protect your autonomy, and provide you with the right kind of exposure.

After all, remaining true to what makes you unique is the key to our collective and continued success, as well as your profitability.

As we strengthen our presence to stay ahead of the needs and aspirations of our loyal hotel members, we remain focused on aligning with the ideal hotels for each market. We prioritize growth through the addition of distinct properties that are important to their communities, while also complementing our existing portfolio.

Inspired by the pineapple – the international and ultimate symbol of hospitality, dating back nearly 500 years – we seek out like-minded partners who celebrate travel as an uncompromisable and essential element of a life worth living.

We invite you to join our exceptional portfolio of independent hotels, resorts, and residences in the world's most sought-after destinations of today and tomorrow. In the spirit of true hospitality, our door is always open should you wish to speak to my team or me about our company.

A handwritten signature in black ink that reads "Lindsey Ueberroth".

Lindsey Ueberroth
Chief Executive Officer

Believe
in
Travel



WE *believe* IN *travel*.

WE ARE *committed listeners* AND THE
deliberate storytellers IN HOSPITALITY.

We care. WE NURTURE *independence*
AND *celebrate* INDIVIDUALITY.

FAMILY VALUES *inspire* US.

WE BELIEVE *change* CREATES *opportunity*.

WE ENGINEER *potential*, FOSTER *trust*,
AND CO-CREATE *brighter futures*.

WE ARE *forever* CURIOUS.

WE BELIEVE THE BUSINESS OF
hospitality IS *borderless*.

WITH THE  AS OUR GLOBAL GUIDE,

WE ARE *Proudly Preferred*.



- 1 What Makes Us Different
- 2 A Truly Global Soft Brand
- 3 Driving Contribution
- 4 Impacting the Future of Travel
- 5 What Our Partners Say

WHAT MAKES US DIFFERENT

A HYPER-COMPETITIVE *landscape*

The market is noisy. New brands, experiences, and hospitality concepts are emerging at an unprecedented rate, with each vying to capture the hearts and minds of your future guests. With the additional challenge of finding, keeping, and nurturing service-oriented talent, weathering the market storm has become harder than ever before.

Recent times have also seen increasing consolidation of hospitality operators and the emergence of supersized loyalty programs dominating the strategic agenda.

By affiliating with us, you join more than 650 hotels, resorts, and residences that have placed their trust in the Preferred team. We provide the tools necessary to present your own unique story and enhance your position, all while retaining the autonomy and identity you've so carefully crafted and inculcated at your independent property. We believe you should compete on your own terms – always.

USD
\$1.8 BILLION
ROOM REVENUE 2021

80
COUNTRIES

THE WORLD'S LARGEST, POINTS-BASED LOYALTY PROGRAM FOR INDEPENDENT HOTELS



THE PERFECT *reflection*

The next wave of travelers seeks community-embedded and meaningful explorations as they travel to discover new places and shape their life journeys. Moreover, thanks in part to the rising demand for ultra-personalization, no two guests are ever the same. While formulaic offerings were the norm a decade ago, guests today crave perpetual inspiration delivered intelligently.

These are guests who gravitate toward independent properties that are not afraid to declare their freedom, because neither are they. Each of our hotels is unique. They are anchors in their communities and celebrate bold personalities. You could say that our hotels are a perfect reflection of today's traveler.

By aligning with us, your property will benefit from data-driven expertise that is firmly focused on meeting the needs of today and tomorrow's guests, resulting in a positive impact to your bottom line, guest experience, and brand equity.

FROM PIXELS *to people*

Websites, word of mouth, online travel agents, influencers, AI-powered chatbots, traditional media, destination films, and a plethora of other channels influence the way people make travel choices. Standing apart seemingly requires audacious investments in market penetration and building share of mind.

At Preferred Hotels & Resorts, we believe in the power of human connections. Our international sales offices and global marketing teams focus their expertise to promote your property without costing you the world. This gives you the ability to slipstream trade events, social media conversations, and publicity in key feeder markets.

AHEAD OF *the curve*

In an industry obsessed with predicting future trends, but reticent to take the first step, Preferred stands out. Supported by our market-leading tools and array of internal and partner expertise, we are constantly looking for intelligent ways to challenge the status quo.

As a Preferred Hotels & Resorts member property, you will benefit from our astute foresight, along with the innovative tools we provide that can help you realize your property's future in a meaningful way.

Our foundation of entrepreneurship has spurred the introduction of multiple new products and services. In 2007, we started the professionalization of alternative accommodation by launching Preferred Residences, following the early identification of this need among certain consumer segments. This novel product enables guests to live like a local in home-like comfort without compromising on the services of a luxury hotel. In 2011, we unveiled an Integrated Quality Assurance solution to incorporate growing forms of social commentary with real-time reporting. More recently, we introduced PHG Consulting - a strategic advisory service for our member hotels.



A TRULY GLOBAL SOFT BRAND

Powered by our expertise, we pride ourselves on meeting the ever-evolving needs of today's traveler. This manifests itself in myriad ways, most notably in our five distinct collections. Our soft brand approach redefines the way hospitality is rated – not by tiers or stars, but by experiences.

Created to organize and curate the diverse array of 650 hotels, resorts, and residences within one powerful master brand, each collection carries a robust consumer presence while simultaneously allowing the individual hotel to remain independent.

THE COLLECTIONS

LEGEND

The ultimate in luxury.

L.V.X.

Upscale luxury with local flair.

LIFESTYLE

A brilliant life and style.

 CONNECT

Global quality, value, and comfort.

*Preferred*SM
RESIDENCES

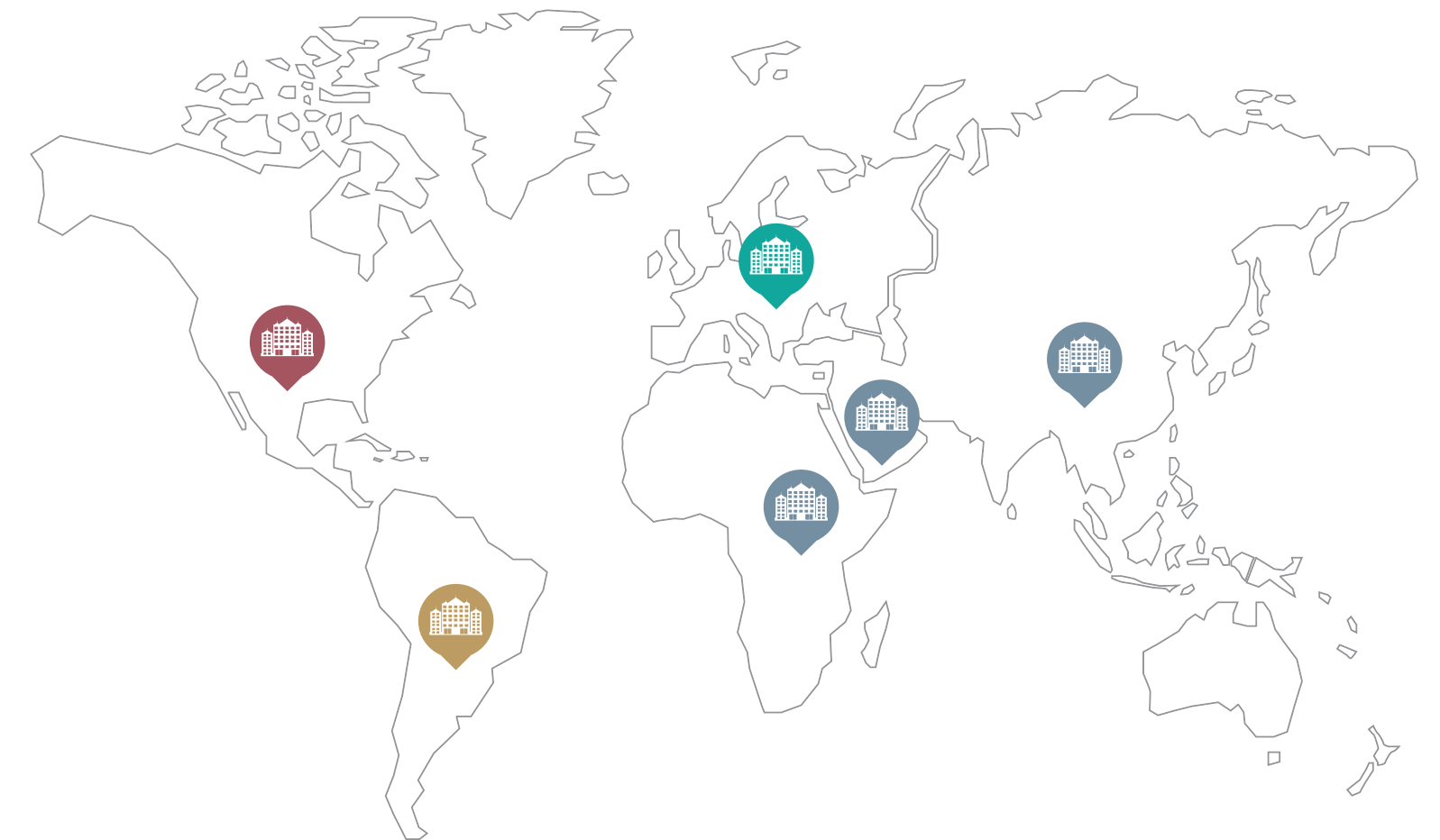
Live inspired.

A GLOBAL POWERHOUSE

120,000
rooms

650
properties

80
countries



265 HOTELS
NORTH AMERICA

35 HOTELS
CENTRAL & SOUTH AMERICA

200 HOTELS
EUROPE

150 HOTELS
ASIA, MIDDLE EAST & AFRICA

WHERE LUXURY *is a legacy*

Founded a half-century ago by 12 independent luxury hoteliers, Preferred Hotels & Resorts was acquired by the Ueberroth family in 2004. Since that time, we have consistently grown to proudly represent more than 650 hotels, resorts, and residences in 80 countries.

It is the Ueberroths' spirit of self-determination that inspires us to create value for a community of distinctly different hotels and serviced residences.

With a global sales presence, we personally work with you to craft unique solutions that will meet your needs in an ever-changing global marketplace.

Our extensive sales network allows us to be the true champion of the independent hotel owner, infusing each establishment with powerful tools, global support, and dynamic soft brand strength - allowing you to thrive on your own terms.

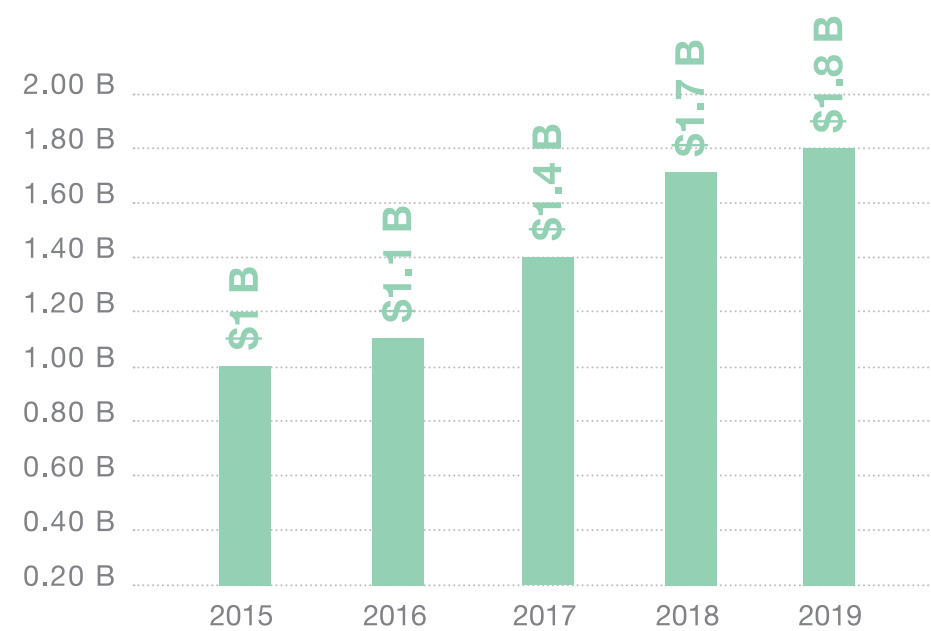


DRIVING CONTRIBUTION

With a collective passion for extraordinary service, we orchestrate our proven capability in Distribution Solutions, Revenue Optimization Strategy, Global Sales, and Integrated Marketing, exposing your property to a global audience of influential travel trade partnerships, new consumers, and loyal members of *I Prefer* Hotel Rewards — our award-winning guest rewards program.

KEY PERFORMANCE METRICS

SYSTEM ROOMS revenue growth



MEASURING IMPACT through success

As a Preferred Hotels & Resorts member, you will join a portfolio of successful hospitality brands that retain their freedom to operate while seeing their figures climb.

Through an independent study conducted by global hotel valuation consultancy HVS, it was determined that the set of North American hotels who joined us in 2015 showed an average of 10% RevPAR penetration increase in the first three years of branding with us, compared to non-member peer properties.

HVS MARKET STUDY North America

10% REVPAR PENETRATION INCREASE

123%
TRANSIENT ADR PENETRATION

105.4%
AVERAGE REVPAR INDEX OVER THE LAST 3 YEARS

LOYALTY PERFORMANCE



I PREFER Member origins

75%
NORTH AMERICA

10%
EUROPE

12%
ASIA, MIDDLE EAST & AFRICA

2%
CENTRAL & SOUTH AMERICA

I PREFER Member value



1/4 BOOKINGS ARE NEW, INCREMENTAL CUSTOMERS.

USD \$275M
STAY REVENUE

USD \$869
AVERAGE STAY VALUE

4M
MEMBERS

2%
ELITE MEMBERS

2%
EXPLORER MEMBERS

128%
GROWTH IN MEMBER RATE BOOKINGS

WHERE LOYALTY never ends



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

Members redeem points for cash-value reward certificates valid for room charges and package rates, activities, and amenities, including dining or spa services at participating Preferred Hotels & Resorts locations around the world.

I PREFER Member benefits

- FREE WI-FI
- PRIORITY EARLY CHECK-IN, LATE CHECK-OUT
- ROOM UPGRADE
- POINTS FOR FREE NIGHTS
- EXCLUSIVE MEMBER RATES



INTEGRATED CONNECTIVITY



- SynXis Central Reservations System (CRS) by Sabre
- Preferred Hotels & Resorts Booking Engine
- Preferred Hotels & Resorts Central Reservation Office (CRO)
- Global Distribution System (GDS)
- I Prefer Hotel Rewards

ACCESS TO
250+
DIRECT OTA CHANNELS

INTERFACE WITH
100+
PMS, CMS, AND RMS

CONNECTED TO
100+
REGIONAL TOUR OPERATORS & DMCs

SUPPORTED BY
4
GLOBAL CALL CENTERS, 10 LANGUAGES

WHERE INNOVATION is inspiration

Our raison d'être is to connect your hotel with the channels and partners that matter the most. We achieve this by fostering strong partnerships with tech industry leaders who are at the forefront of solutions in distribution, CRM, guest engagement, and revenue management.

Possessing a remarkable level of business intelligence, our technology partners have a proven track record of success that also benefits from our routine feedback and direction into their product plans.

Our third-party technology drives best-in-class connectivity to our billion-dollar pipeline, promising our member hotels the highest standards of efficiency.

WORLDWIDE SALES SOLUTIONS AND SUPPORT

WHERE ENGAGEMENT is a daily commitment

Preferred Hotels & Resorts provides member hotels with a specialized network spanning multiple sales and marketing disciplines. Each member of our team lives and breathes luxury travel and is uniquely qualified to adapt to the diverse challenges of a globalized marketplace.

01

Sales Solutions

With more than 60 sales associates located across 29 offices, specializing in Corporate, Leisure, and Group markets, we are committed to sourcing and driving the right demand to your hotel. Through our proven, 50-year legacy, your property will benefit from our long-standing relationships with premium travel industry partners — providing you with access to sales opportunities typically reserved for large, franchise brands.

02



Preferred
PLATINUM PARTNER

An exclusive amenity-based program offered to a select audience of 300+ luxury travel agencies around the world.

Participation is offered to qualifying Legend, L.V.X., and Lifestyle collection properties — providing each with the opportunity to increase visibility and share of the luxury consumer market.

03

I PREFER
PLANNER

This incentive-based program targets MICE specialists by awarding them *I Prefer* points based on actualized room revenue.

As an additional selling advantage, member hotels may also reward planners who book directly with property-based sales representatives.

04

Dynamic Rate Chain Program

For smaller markets where negotiated corporate rates are not already in place, our Dynamic Rate Chain program offers a 12% discount on best available rates and a 10% commission at more than 320 of our hotels.

Being a part of the Dynamic Rate Chain Program makes your hotel more attractive to travel agencies with smaller and mid-sized accounts because their comparatively modest account size still supports a revenue model based on commission. Dynamic corporate rates, along with best available rate discounts, means increased interest from travel agencies, leading to more bookings and, in turn, increased profitability.

05

People & Talent

As shown in the accompanying chart, our geographically-dispersed talent in regional account management, hotel revenue management, global sales, and marketing simultaneously builds exposure and demand for your property and Preferred Hotels & Resorts.

At Preferred Hotels & Resorts, your personal champion is your Regional Director. Offering complete account management support, Regional Directors ensure that your investment with us is a rewarding one. They work closely with Hotel Revenue Optimization Directors to make certain that your property takes full advantage of our distribution, connectivity, sales, and marketing tools. Simply put, they help your property team identify and maximize appropriate opportunities.

Led by a stellar team of seasoned marketing professionals, Preferred Hotels & Resorts increases exposure through a broad selection of brand media placements, digital strategy, and premium industry partnerships including American Express and Mastercard. Our integrated approach across all disciplines allows your hotel to effectively connect with multiple audiences and channels.

THAT'S WHAT SETS US APART AND SETS YOU FREE.



		Regional Directors	Hotel Revenue Optimization & Distribution	Global Sales	Group Sales	Global Marketing	Public Relations	PHG Consulting
Americas								
USA	Arizona				×			
	California	×	×	×	×	×	×	×
	Colorado				×			
	Connecticut				×			
	Florida	×	×					
	Illinois	×	×	×	×			×
	New York	×	×	×	×		×	×
	Texas			×				×
	Virginia				×			
	Wisconsin	×						
Canada	Toronto			×	×			
Mexico	Mexico City	×	×	×	×			×
Brazil	São Paulo			×				
Europe								
Spain	Barcelona	×	×	×				
Italy	Milan	×	×	×				
UK	London	×	×	×	×	×	×	×
Germany	Munich	×	×	×	×			
France	Paris	×	×	×				
Russia	Moscow			×				
Asia & Australia								
China	Beijing	×	×	×		×	×	×
	Chengdu	×						
	Shanghai	×		×				×
	Guangzhou							×
	Hong Kong	×	×	×				
Japan	Tokyo	×	×	×		×		
Singapore	Singapore	×	×	×		×		
South Korea	Seoul			×				
India	New Delhi	×	×	×		×		
Australia	Sydney			×				
Africa & Middle East								
South Africa	Cape Town	×	×					
	Johannesburg			×				
UAE	Dubai	×	×	×				

CORPORATE
Sales

750+
MANAGED CORPORATE
ACCOUNTS

85%
RFP BID
ACCEPTANCE RATIO

GROUP
Sales

30
DEDICATED
GROUP SALES
PROFESSIONALS

23K+
UNIQUE LEADS
ANNUALLY

36K
RFP BIDS
PROCESSED

15K
MEETING PLANNERS
NETWORK

**GLOBAL, TIER-ONE TRAVEL
MANAGEMENT COMPANY (TMC)**
partnerships

Access to TMC offices, biasing,
and preferential joint marketing
opportunities.



STRATEGIC PARTNERSHIPS
for Group Sales



LUXURY TRAVEL PROGRAMS
participating properties

Preferred Hotels & Resorts retains
strong relationships with the top
luxury programs in the world.

88
AMERICAN EXPRESS®
FINE HOTELS & RESORTS

41
THE HOTEL COLLECTION
FROM AMERICAN EXPRESS®

26
ENSEMBLE
TRAVEL® Group

87
VIRTUOSO MEMBER
SPECIALISTS IN THE ART OF TRAVEL

85
PREFERRED SUPPLIER OF
SIGNATURE
TRAVEL NETWORK

46
SERANDIPIANS
By Traveler Made

SALES
events

150+
EVENTS IN 2021

35+
GROUP SALES
CLIENT EVENTS

40+
GLOBAL SALES
CLIENT EVENTS

15+
TRADESHOWS

25+
ROADSHOWS



BRAND MARKETING

COMMUNICATE WITH THE WORLD on your terms

By leveraging our own brand marketing media and robust relationships with respected luxury travel publications and travel influencers, we effectively disseminate content to amplify your luxury positioning.

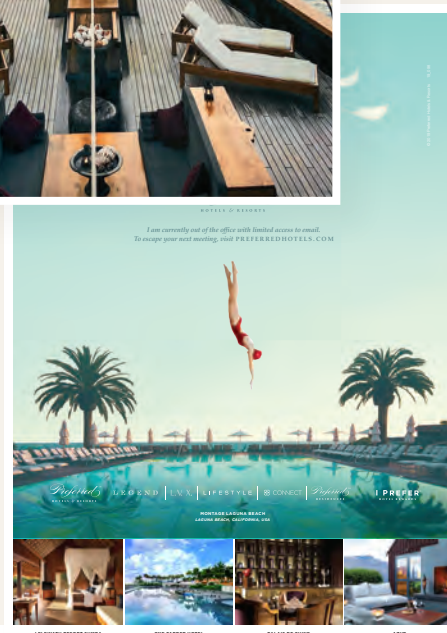
With our premium print publications, brand websites, and global public relations team, we uncover unique media opportunities and deliver timely exposure.

160K

GUEST ROOMS

Travel Planning Guide

Showcasing all 700 hotels and residences, the Travel Planning Guide is our print directory displayed in more than 160,000 guest rooms around the world. Due to its popularity, the publication is also widely used at major tradeshow and client events.



USD \$5M+

BRAND MEDIA VALUE

30M+

AUDIENCE REACH

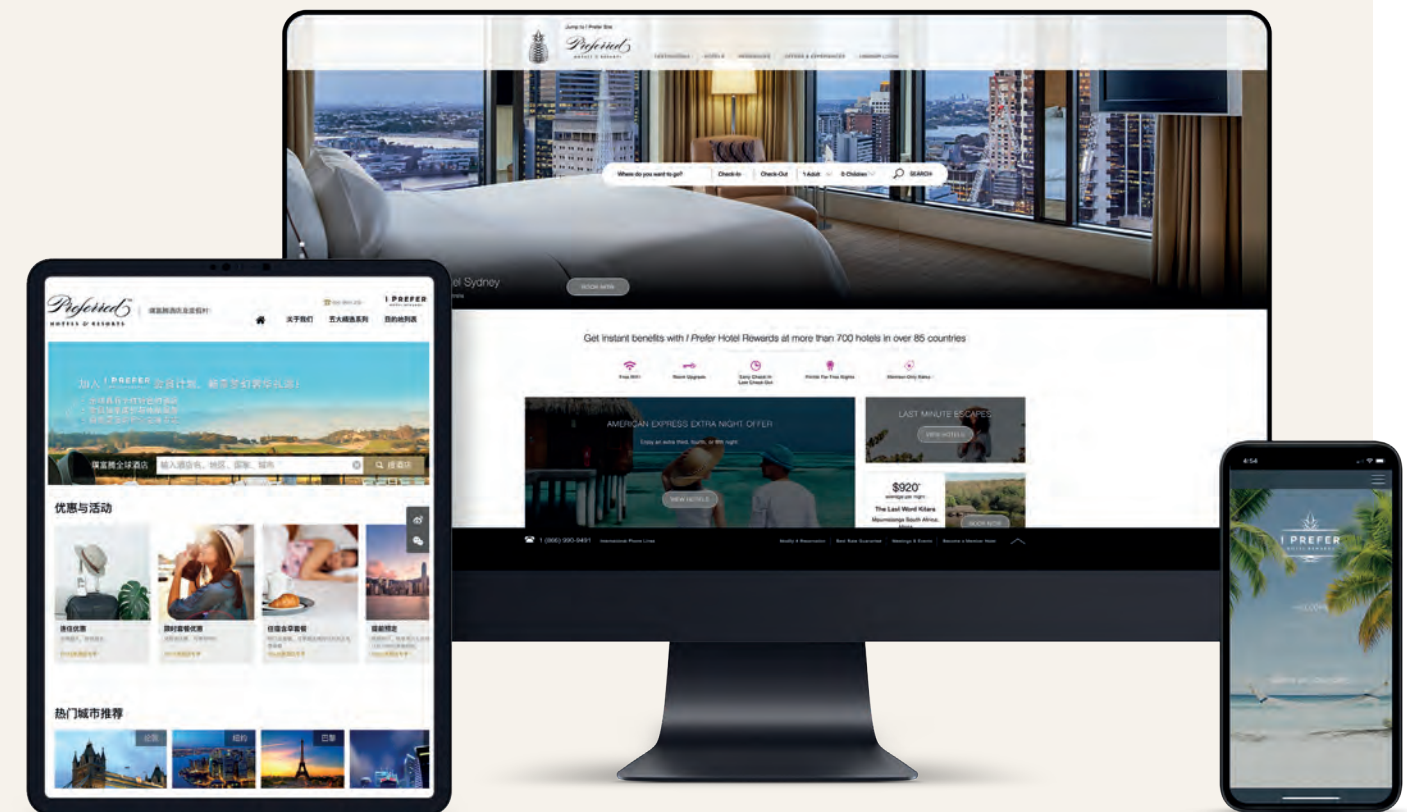
PRINT PUBLICATIONS

Our premium travel publication, the Preferred Travel magazine, reaches an estimated audience of 30 million travelers, in addition to an enviable placement in all American Express Centurion airport lounges, visited by 700-1,200 frequent travelers daily.

BRAND website

Digital capability, innovation, and compliance are core to our brand engagement strategies. Through a consistent and rigorous optimization methodology, we ensure that our brand websites prioritize user experience and conversion.

As the primary commercial platform for our 100+ marketing campaigns delivered annually, PreferredHotels.com and our mobile solutions benefit from routine investment and significant internal resources.



PUBLIC RELATIONS and social media

In 2019, Preferred Hotels & Resorts' PR department produced 5 billion earned editorial media impressions across 2,000+ media placements, an average of 5.5 stories per day that generated \$12 million in ad value.

Through strategic social media engagements, compelling content, and creative influencer activations, Preferred Hotels & Resorts generated 50 million social media impressions across its Instagram, Facebook, Twitter, WeChat, and Sina Weibo channels, helping expose member hotels to targeted global and regional audiences.

5B

EARNED EDITORIAL IMPRESSIONS

#ThePreferredLife

17.6K POSTS

3.2M ENGAGEMENT

GLOBAL MERCHANDISING



HOW IT works

For hotel members looking to complement their own property-based marketing efforts, we have developed a highly effective collective merchandising solution – The Marketplace.

Offering access to coveted strategic partnership programs, 60+ creative campaign choices that your hotel may elect to participate in, and an 8:1 revenue guarantee, it's risk-free.

WE GUARANTEE
We believe in results. Our commitment to you is a guaranteed 8:1 return on investment.

YOU GROW
Grow your revenue and your knowledge with a complimentary subscription to Skift.



YOU CHOOSE
Choose to participate in up to 15 branded rate programs with proven success.

WE CREATE
Consider us your marketing concierge. We plan, build, deploy, and measure each campaign on your behalf.



THE ESSENTIALS
High-performance branded rate programs to elevate your visibility and revenue.



THE SPOTLIGHTS
Focused campaigns to illuminate your points of difference and strategically reach new customers.



THE ACCELERATORS
Advanced marketing to move you faster when you need it most.

STRATEGIC partnership programs



WHAT it does

The Marketplace campaigns are designed to illuminate your hotel's individuality and deepen familiarity with our ever-popular branded rate programs: *Stay More, Save More*; *Preferred Suites*; *American Express Extra Night Offer*; *Visa Worlds Offer*; and *Preferred Bed and Breakfast*.

Utilizing a blended approach, we deploy our marketing activities to both B2B (travel trade) and B2C (consumer direct) communities, generating revenue across multiple channels.

60+

COMMERCIALLY FOCUSED CAMPAIGNS

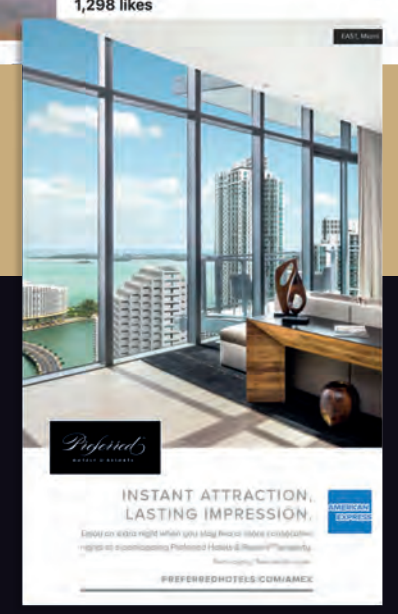
USD

\$250M+

BRANDED RATE PROGRAM REVENUE

+16%

PERFORMANCE GROWTH VS 2018



TOOLS TO SUPPORT YOUR BUSINESS

A THRIVING ECOSYSTEM
fueled by innovation

As a member of Preferred Hotels & Resorts, your property will benefit from our significant investment in the right tools, products, and services to help keep you connected and up to date. Exercise your freedom and choose what you need.

PREFERREDNET

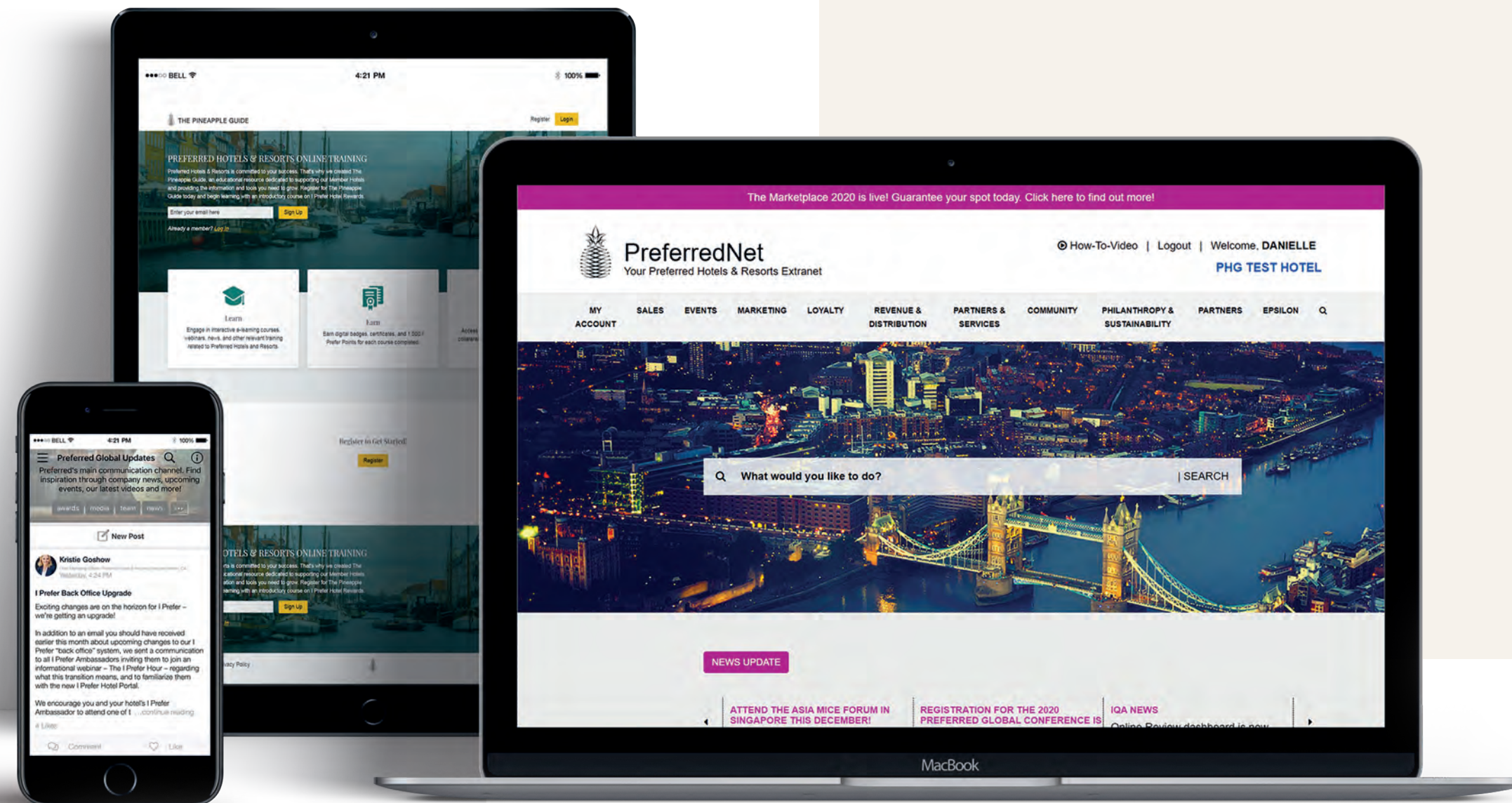
PreferredNet.net, our online guide to all things Preferred, is a robust platform where hoteliers and property-based teams can access valuable resources engineered to enhance your business. Features like reporting, quality assurance tools, critical sales information, billing detail, and marketing programs are all available to help you sow the seeds of success.

EDUCATION & DEVELOPMENT

The Pineapple Guide is an online training platform that offers an interactive way to learn about the Preferred brand, products, and services. Online students have the opportunity to earn product badges and the flexibility to take courses at any time, from anywhere in the world.

INTEGRATED QUALITY ASSURANCE PROGRAM (IQA)

Our custom-designed Integrated Quality Assurance Reputation Management system enables the Preferred brand to stand by its commitment to the highest luxury standards and provide confidence to the traveling consumer. The IQA tool empowers your team to immediately view and manage guest comments posted on channels such as Expedia and TripAdvisor, as well as social media sites including Facebook, Twitter, Instagram, and WeChat.



PROFESSIONAL TOOLS AND SERVICES

As a member of Preferred Hotels & Resorts, your hotel may take advantage of additional services to further its reach among the global community, establish its online presence, and facilitate successful property operations. Our selection of professional tools, ProTools, can help you achieve just that.

With options covering your needs in business intelligence, systems integration, travel management RFP services, call gating, commission processing, and competitive rate shopping, we've picked the best in class and negotiated at scale.



PREFERRED ALLIANCE PARTNER PROGRAM

Simplify sourcing and benefit from our aggregated buying power.

The Preferred Alliance Partner Program comprises more than 30 partners, providing your independent hotel access to high-volume purchasing power much like a large hard brand chain. Enjoy major savings on products and services your hotel needs, so you can thrive on your own terms.

Whether you're in search of lower merchant rates on credit card processing and fees, discounted hotel amenities like toiletries and mattresses, more engaged technology solutions, or proven marketing support through digital agencies, the Preferred Alliance Partner Program is here to help you improve guest relations, increase savings, and strengthen revenue opportunities.

EXAMPLE PARTNERSHIPS AND DISCOUNTS

With more than 30 partners to choose from, Preferred Hotels & Resorts can deliver significant savings and grow your bottom line.

Partner with **American Express** and save money on every transaction through negotiated rates.

Partner with **Coca-Cola** for discounted fountain pricing and reduced bottled beverage fees, along with legacy fountain equipment loaned at no charge.

Partner with **Forbes Travel Guide** for preferential pricing on service training, quality assessment, and custom standards development.

Partner with **Gilchrist & Soames** for reduced pricing on luxury hotel amenities and accessories to save money on supplies and enhance your guest experience.

PREFERRED ALLIANCE PARTNER PROGRAM CATEGORIES AND SERVICES

- Beverages
- Creative & Marketing Services
- Credit Card Partner & Processing
- Fitness Equipment
- Furniture/Furnishings
- Guest/Spa Amenities
- Operating Supplies & Equipment
- Property Operations Technology & Solutions
- Publications
- Revenue Optimization
- Service Training & Quality Assessments
- Staffing, Recruiting & Benefits
- Sustainable Travel & Tourism Programs
- Transportation
- TV/In-Room Entertainment

BENEFITS OF THE PREFERRED ALLIANCE PARTNER PROGRAM

Receive access to high quality branded products and services, where you qualify for volume pricing as an individual hotel, along with extra services, longer warranties, and other benefits derived from the combined purchasing power of our hotels.

PROTOOLS
Hotel Booking Engine

PROTOOLS
Call Gating

PROTOOLS
Business Intelligence

PROTOOLS
Distribution Target

PROTOOLS
Reputation Management

PROTOOLS
Competitive Rate Shopping

PROTOOLS
OTA Direct Connectivity

PROTOOLS
Travel Agent Commission Processing

PROTOOLS
PMS, RMS, & CMS Interfaces

PROTOOLS
Customer Relationship Management

THOUGHT LEADERSHIP



DRIVING THE INDUSTRY *forward*

Change and progress only come about when your voice is heard. Members of our leadership team are proud to be present on the boards of some of the world's most influential travel and hospitality organizations.

Ranging from technology-led companies to non-profits and hotel alliances, our place at the table allows us to more completely represent the best interests of independent hotels globally.





IMPACTING THE FUTURE OF TRAVEL

At Preferred Hotels & Resorts, we are fueled by the desire to provide meaningful value to our members and their guests — be it a hotel, legacy resort, serviced residence, or even a destination in need of a fresh marketing approach.

This is why we have extended our services to positively impact the environments and communities in which our guests thrive through GIFTTS: Great Initiatives for Today's (Tomorrow's) Society, and PHG Consulting.

PHILANTHROPY & CORPORATE RESPONSIBILITY



LOYALTY TO PEOPLE *and planet*

As a family-owned company, Preferred Hotels & Resorts is strongly committed to philanthropic efforts by showing unconditional support for communities in need.

While spending quality time together on vacation in Bermuda at Cambridge Beaches Resort & Spa, a long-standing member of Preferred Hotels & Resorts, the Ueberroth Family realized that member hotels were often important pillars of the community, especially in markets affected by social, economic, or sustainability issues.

Believing that the positive actions of a few can make a meaningful impact on many and, powered by the global reach of Preferred Hotels & Resorts, we created GIFTTTS: Great Initiatives for Today's (Tomorrow's) Society. This program recognizes exceptional actions on the part of member hotels and employees in the areas of philanthropy, the environment, and community.

The programs support member hotels and internal associate initiatives alike and aim to inspire philanthropic efforts within the local community and on a global scale.

Along with its philanthropic efforts focused on community, Preferred Hotels & Resorts is also expanding its efforts in the important world of environmentally sound and sustainable tourism with the 2020 acquisition of Beyond Green Travel, a world-renowned leader in providing sustainable tourism services and consulting, as the first step toward our commitment of sustainability to Member hotels. Beyond Green Travel will help guide GIFTTTS through sustainability initiatives on a variety of levels and with an eco-conscious ethos elevating and increasing the scope of its pre-existing mission of corporate social responsibility to also include the environment.



PHG CONSULTING

EXPERTISE *borne from experience*

Powered by more than 50 years of diverse skills and experiences, PHG Consulting is a world leader in crafting creative solutions for the travel and hospitality industry. Through an extensive portfolio of consulting services across sales, marketing, public relations, social media, branding, revenue management, property operations, talent management, pre-opening, and brand transitions, our trusted consortium of global hospitality industry experts generates lasting results and increased revenue for independent hotels worldwide.

In addition to the standard suite of consulting services, PHG Consulting is also dedicated to helping you and

your hotel create a comprehensive sustainability strategy in collaboration with its in-house environmental experts at Beyond Green Travel.

From preserving nature to ensuring social and economic benefits for local communities, Beyond Green Travel provides sustainable tourism expertise through leadership, assessment, and guidance and helps Member hotels advance their environmental initiatives in a variety of ways such as the creation of innovative guest experiences, conducting property sustainability audits, delivering sustainable tourism staff training, or creating annual hotel sustainability reports to monitor progress and document success.



WHAT OUR PARTNERS SAY



Our member hotels have placed their trust in Preferred Hotels & Resorts and witnessed a unique shift in the way their properties have evolved. These are their stories.

ROYAL PLAZA ON SCOTTS



**PATRICK
FIAT**

GENERAL MANAGER
ROYAL PLAZA ON SCOTTS
SINGAPORE



“

It is extremely reassuring to know we can rely on Preferred's global network of sales experts to promote our property with key clients internationally.

The brand truly excels in helping us penetrate global markets that we would not otherwise be able to reach.

”



**RAJIV
KAUL**

**PRESIDENT
THE LEELA PALACES,
HOTELS AND RESORTS
INDIA**

“

We are now in the eleventh year of our partnership with Preferred Hotels & Resorts. I find them to be a valued partner, who have helped us to significantly strengthen Leela Palaces, Hotels and Resorts' visibility and penetration overseas. They invest efforts in understanding the individual brand/hotel needs, and then build a plan to deliver it competently.

”

THE LEELA PALACES, HOTELS & RESORTS



SALAMANDER HOTELS & RESORTS



**PREM
DEVADAS**

PRESIDENT
SALAMANDER HOTELS & RESORTS
THE AMERICAS

“

As an operator of independent luxury hotels and resorts, having Preferred as a partner is key to our success. Our properties are in highly competitive markets, and with Preferred, we stay one step above the competition in the eyes of meeting planners, travel agents, and leisure guests, which drives more direct revenue.

”





ROYAL LANCASTER LONDON

SALLY BECK

GENERAL MANAGER
ROYAL LANCASTER LONDON
UNITED KINGDOM

“

What has Preferred done for us? Where do I start? Last year, we spent a little more than \$7,000 USD on Preferred's collective marketing and promotional campaigns. The program's branded rate codes produced nearly \$525,000 USD in net room revenue for us, and this doesn't even include the 'halo' bookings we received on other rate codes through our hotel website. The return is invaluable, and the value is unmatched within the industry.

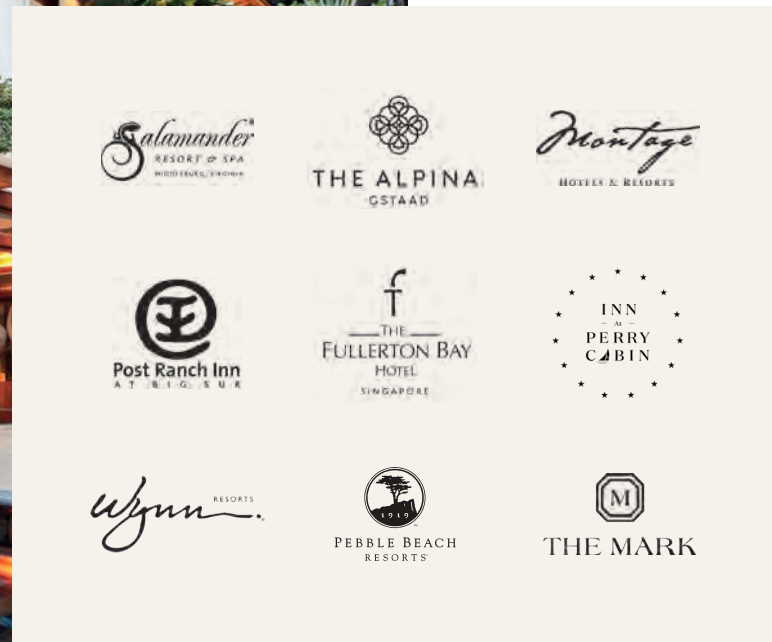
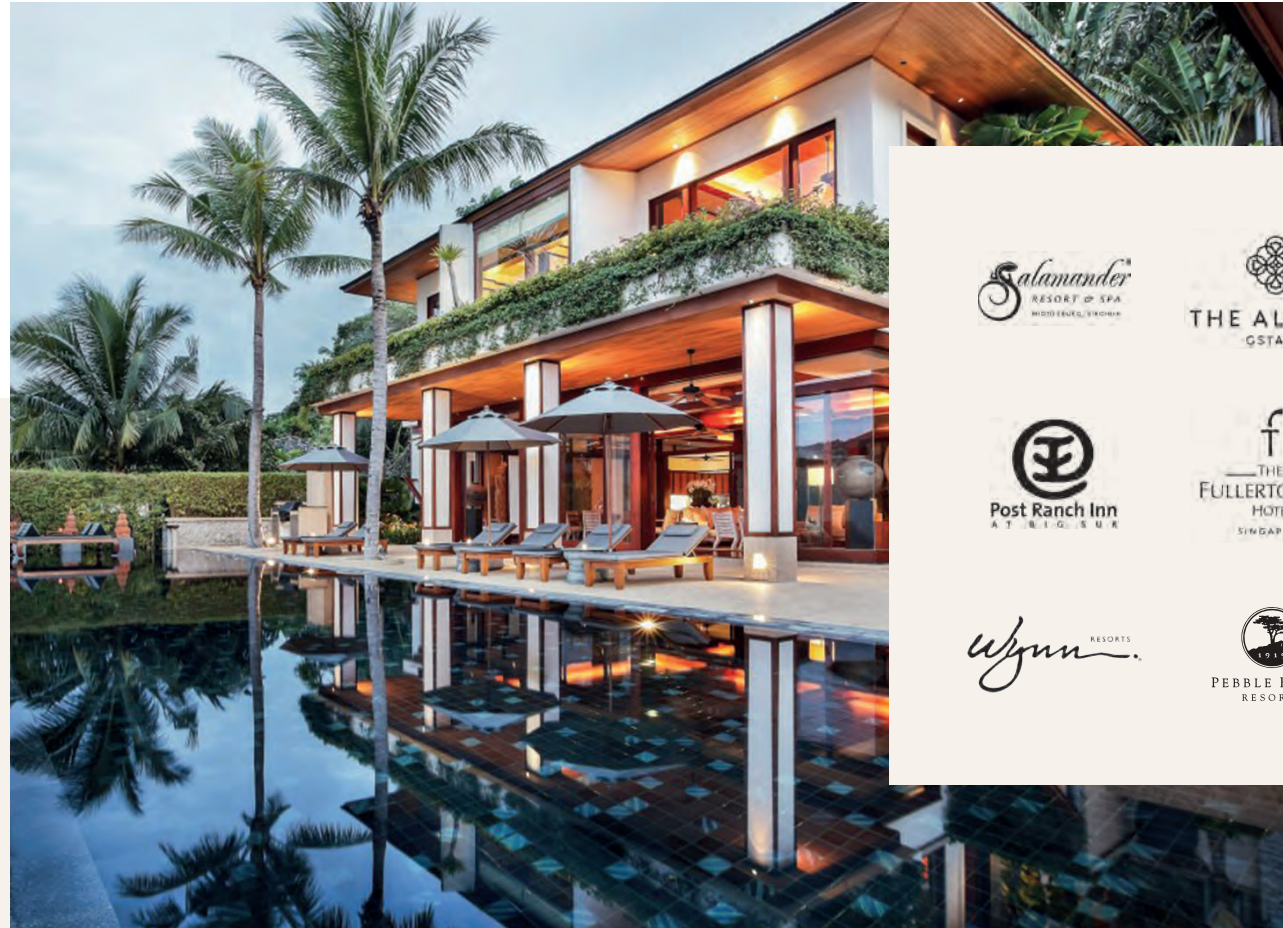
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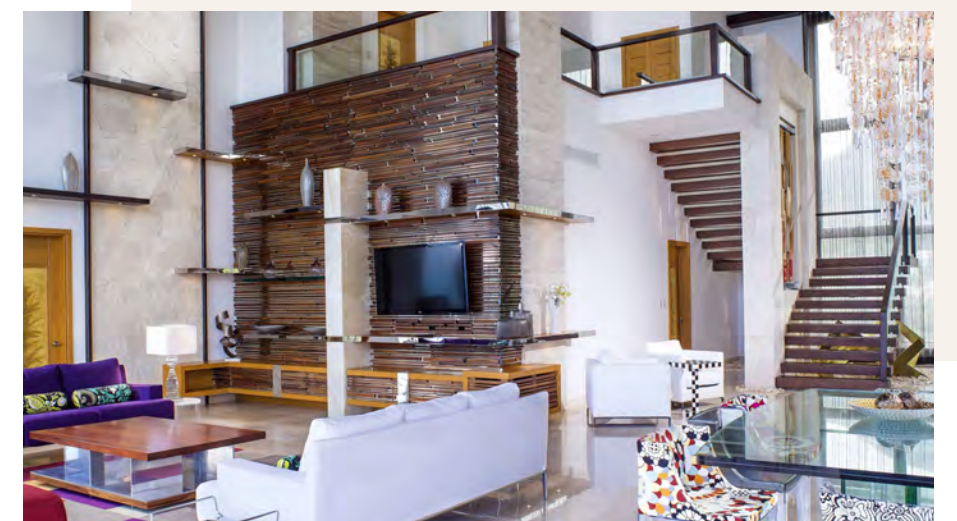
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