



5-Minute Guide

A Global Powerhouse



750 properties

countries

50 HOTELS **210** HOTELS **190** HOTELS 300 HOTELS

NORTH AMERICA

CENTRAL & SOUTH AMERICA

ASIA, MIDDLE EAST & AFRICA

The Collections



service, spectacular spas, and exquisite accommodations.

LEGEND



amenities like pools and fitness centers.



accommodations.



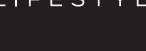
convenient and comfortable base from which to explore.







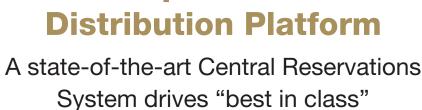








What We Do



Comprehensive

connectivity to our billion dollar pipeline



in 35 global offices, including new locations in South Korea, Johannesburg, and China

corporate, group, and leisure sectors



Innovative marketing programs that

deliver visibility to, and business from, a broad range of travel consumers with an 8:1 ROI achievement



points-based loyalty program for independent hotels



we help hotels increase bottom-line profits

REFER

Loyalty Performance

14% 10%

I PREFER

Member Value

I PREFER

Member Origins

NORTH AMERICA

75%

EUROPE

5/10 BOOKINGS ARE NEW,

INCREMENTAL CUSTOMERS.

ASIA, MIDDLE EAST & AFRICA

CENTRAL & SOUTH AMERICA

1%

usd **\$278M** STAY REVENUE

AVERAGE STAY VALUE

USD \$800



3.5M

MEMBERS

10% **ELITE MEMBERS**



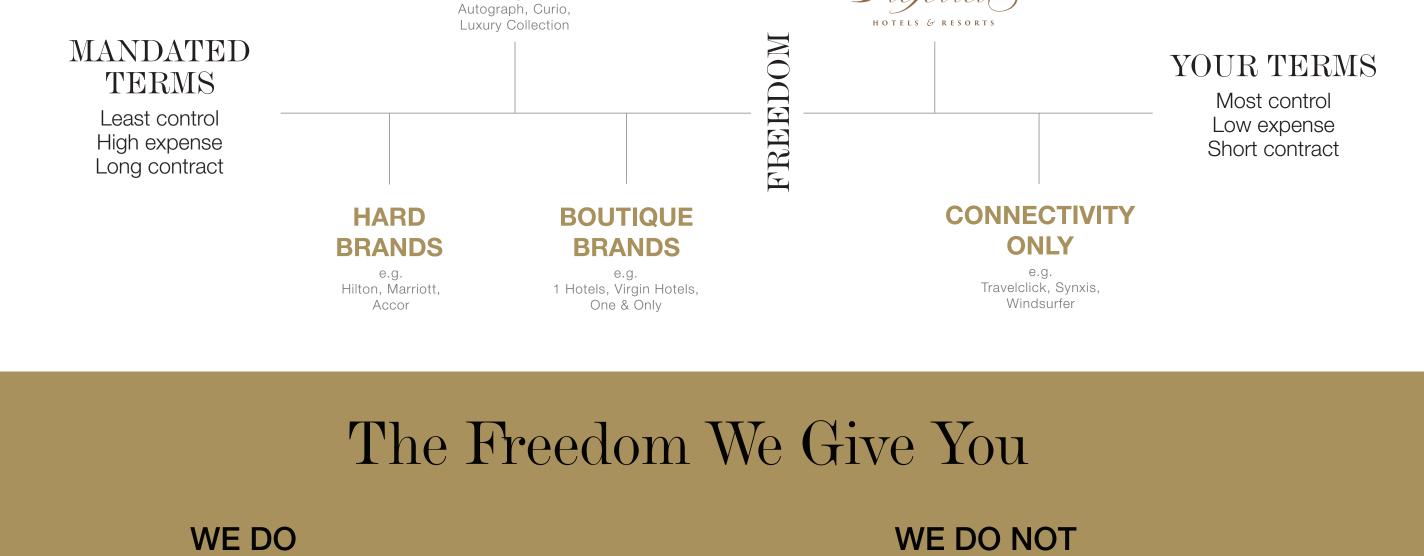
GROWTH IN MEMBER

RATE BOOKINGS

55%

FRANCHISE COLLECTIONS

Uniquely Positioned



• Allow hotels the freedom to keep their customer data Have hidden costs or charge-backs • Continuously upgrade our services and technology at Require vendor purchases Make frequent brand standard no additional cost to our members Work closely with hotels to ensure satisfaction,

resulting in a 95% retention rate

• Provide **fully transparent** terms

- Proven Results

modification requiring cost outlays

Over-saturate markets with hotels

MANAGED CORPORATE

ACCOUNTS

(36k RFP bids Processed with an

86% Acceptance ratio)



USD \$100M

CONTRACTED GROUP REVENUE

IN 2019

ROOM REVENUE

BOOKED IN 2019

123.4%

TRANSIENT RATE PENETRATION

(HVS Market Study 2018)

PROPERTIES "DE-FLAGGED", **ADDING SIGNIFICANTLY** TO THEIR NOI (In the last 10 years)



REVPAR PENETRATION INCREASE OVER THE FIRST THREE YEARS (HVS Market Study 2018)

Get in Touch

Believe in Travel



Freedom is Everything