

# FREEDOM

ON YOUR TERMS

## 5-Minute Guide

### A Global Powerhouse

**160,000**  
rooms

**750**  
properties

**85**  
countries



**300** HOTELS  
NORTH AMERICA

**50** HOTELS  
CENTRAL & SOUTH AMERICA

**210** HOTELS  
EUROPE

**190** HOTELS  
ASIA, MIDDLE EAST & AFRICA

## The Collections



Utterly unforgettable destinations defined by personalized service, spectacular spas, and exquisite accommodations.



Upscale and exclusive locations featuring acclaimed amenities, exceptional dining, and elegantly appointed accommodations.



Approachable luxury in vibrant locations focusing on active amenities like pools and fitness centers.



Eclectic and welcoming worldwide properties offering a convenient and comfortable base from which to explore.



The space, privacy, comfort, and conveniences of home with the services and amenities of a luxury hotel or resort.



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, Johannesburg, and China



### Global Marketing

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



### Global Loyalty

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



### Cost-Saving Benefits

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

## Loyalty Performance

### I PREFER<sup>™</sup> HOTEL REWARDS

**I PREFER**  
Member Origins

**75%**  
NORTH AMERICA

**14%**  
EUROPE

**10%**  
ASIA, MIDDLE EAST & AFRICA

**1%**  
CENTRAL & SOUTH AMERICA

**I PREFER**  
Member Value



**5/10 BOOKINGS ARE NEW, INCREMENTAL CUSTOMERS.**



**USD \$278M**  
STAY REVENUE



**USD \$800**  
AVERAGE STAY VALUE



**3.5M**  
MEMBERS



**10%**  
ELITE MEMBERS



**55%**  
GROWTH IN MEMBER RATE BOOKINGS

## Uniquely Positioned



## The Freedom We Give You

### WE DO

- Provide **fully transparent** terms
- Allow hotels the freedom to serve their customer data
- Continuously upgrade our services and technology at no additional cost to our members
- Work closely with hotels to ensure satisfaction, resulting in a 95% retention rate

### WE DO NOT

- Over-saturate markets with hotels
- Have hidden costs or charge-backs
- Require vendor purchases
- Make frequent brand standard modification requiring cost outlays

## Proven Results



**USD \$1.8B**  
ROOM REVENUE  
BOOKED IN 2019  
(12.5% increase from 2018)



**700+**  
MANAGED CORPORATE  
ACCOUNTS  
(36k RFP bids Processed with an 86% Acceptance ratio)



**90+**  
PROPERTIES “DE-FLAGGED”,  
ADDING SIGNIFICANTLY  
TO THEIR NOI  
(In the last 10 years)



**USD \$100M**  
CONTRACTED GROUP REVENUE  
IN 2019



**123.4%**  
TRANSIENT RATE PENETRATION  
(HVS Market Study 2018)



**10%**  
REVPAR PENETRATION INCREASE  
OVER THE FIRST THREE YEARS  
(HVS Market Study 2018)

## Get in Touch

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