



## SERANDIPIANS

Serandipians is the first European luxury consortia. Founded in 2013 to connect independent hotels and agencies, Serandipians now brings together approximately 450 member agencies in more than 70 countries, 125 Destination Management Companies (DMCs) and nearly 1000 member hotels worldwide. The share of independent hotels within the Serandipians collection is 63% compared to 37% for hard brands. Member agencies primarily work with Ultra High Net Worth (UHNW) travelers and they average a yearly sale of US\$7 million. Serandipians is an ideal way to reach discriminating travelers seeking unique experiences, and the agencies that make just the right connections for them.

### PROGRAM OVERVIEW, REQUIREMENTS AND SELECTION CRITERIA

Serandipians is a by-invitation-only consortia. The decision can be influenced by various factors, including demand for the destination, number of properties in the same area already partnering with Serandipians, type of product, recommendations from member agencies, etc.

- Rates must be loaded in the GDS (average daily rates starting at US\$150)
- All room categories must be contracted
- No program blackout dates
- Property must comply with program requirements (mystery shop, rate audits, benefit delivery, etc.)

### BENEFITS

The program is based on Best Available Rate (BAR) commissionable at 10% and added values, which must include the following:

- Free WiFi
- Upgrade at check-in upon availability
- Early check-in subject to availability
- Late check-out subject to availability

In addition, Serandipians recommends including three amenities in addition to those mentioned above, which positively differentiate the hotel from competitors in the same area. These benefits do not need to be of great monetary value, but rather focused on experiences (e.g. a welcome cocktail on arrival, turndown amenity, etc.).



## PARTICIPATION FEE

- Participation fees are based on the number of keys
- Starting from January 2021, fees are as follows:

31+ keys	€ 7800
15-30 keys	€ 5600
Up to 14 keys	€ 4000



## MEMBERSHIP/APPLICATION

- Participation is by invitation only
- For more information on the program and the application process, please contact your Preferred Hotels & Resorts regional sales contact listed below

## TIMELINE

Applications are ongoing throughout the year; there is no specific timeline. When approved, hotels can be added to the Serandipians portfolio at any point and their membership will be valid for the following 12 months.

## GET IN TOUCH

### REGIONAL GLOBAL SALES CONTACTS

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