

FREEDOM

ON YOUR TERMS

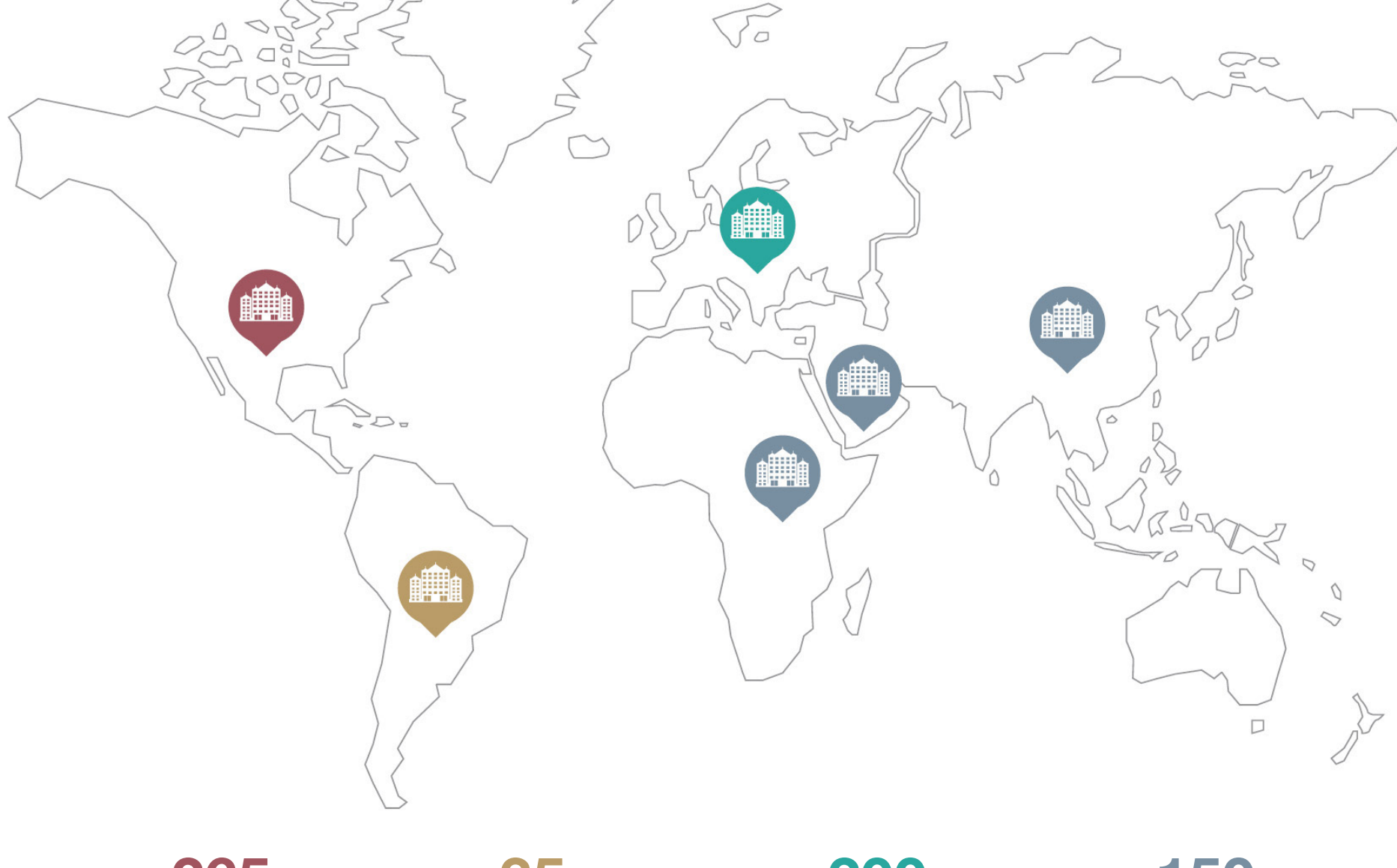
5-Minute Guide

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

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 60 sales people covering corporate, group, and leisure sectors in 29 global offices.



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
Member Origins

76%
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

Uniquely Positioned



The Freedom We Give You

WE DO

- Provide **fully transparent** terms
- Allow hotels the freedom to keep 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 2021



750+
MANAGED CORPORATE
ACCOUNTS
(36K RFP Bids Processed with an 85% Acceptance ratio)



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



23K+
UNIQUE GROUP SALES
LEADS ANNUALLY



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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