

FREEDOM

ON YOUR TERMS

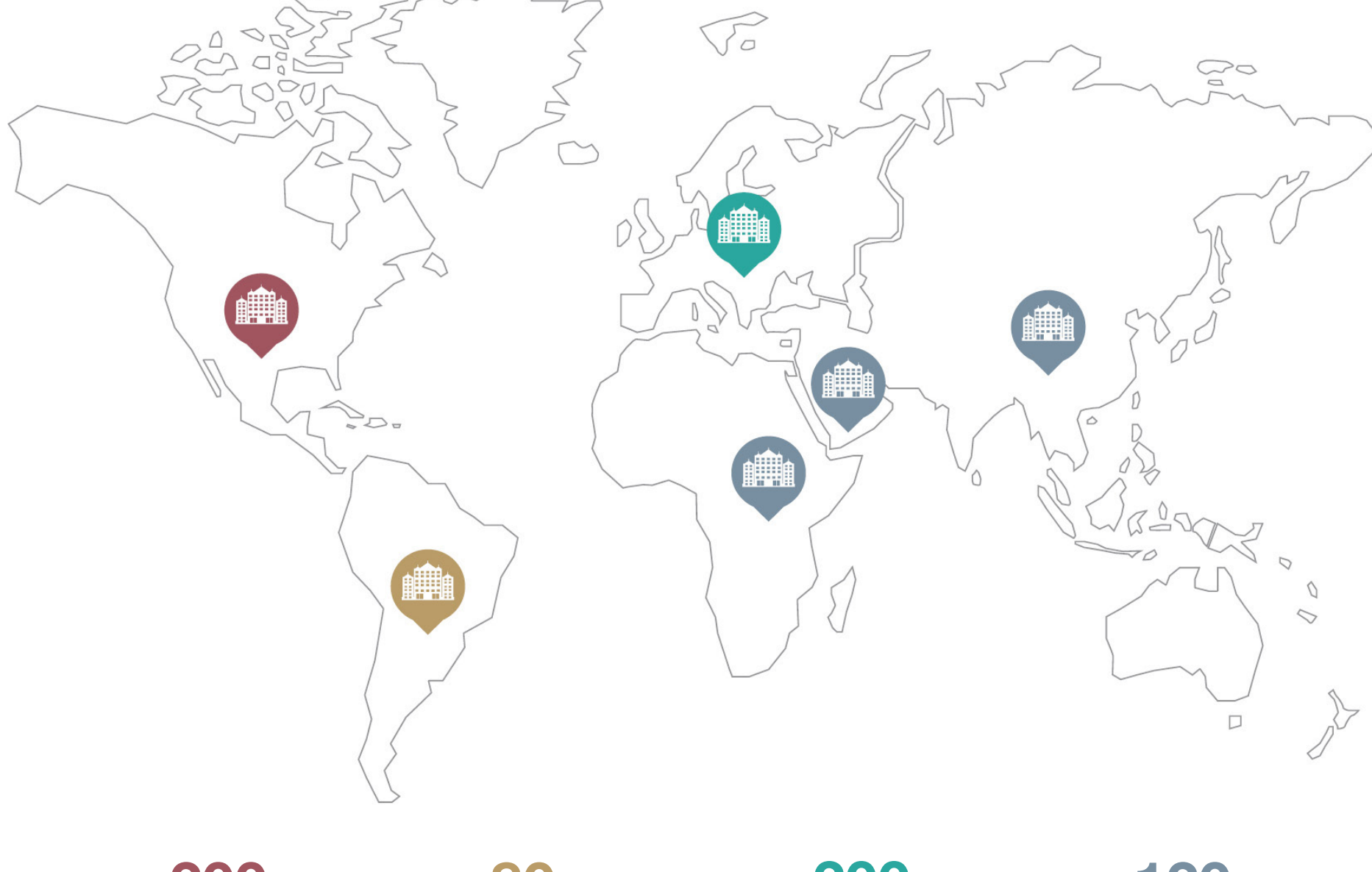
5-Minute Guide

A Global Powerhouse

120,000
rooms

600
properties

80
countries



200 HOTELS
NORTH AMERICA

80 HOTELS
LATIN AMERICA

200 HOTELS
EUROPE

120 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.



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



LEGEND

L.V.X.

LIFESTYLE



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 70 sales people covering corporate, group, and leisure sectors in 35 global offices.



Global Marketing

Innovative marketing programs that deliver visibility to, and business from, a broad range of travel consumers with an 10:1 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 HOTEL REWARDS

I PREFER Member Origins

75%
NORTH AMERICA

10%
EUROPE

12%
ASIA, MIDDLE EAST & AFRICA

3%
CENTRAL & SOUTH AMERICA

I PREFER Member Value

USD \$370M
STAY REVENUE

+12%
STAY VALUE PREMIUM

4.2M
MEMBERS

3%
ELITE MEMBERS

3%
EXPLORER MEMBERS

32%
CROSS-BRAND STAY REVENUE

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 \$2.2B
ROOM REVENUE GROWTH IN 2022



830+
MANAGED CORPORATE ACCOUNTS
(26K RFP Bids Processed with an 85% Acceptance ratio)



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



20K+
UNIQUE GROUP SALES LEADS ANNUALLY



123.4%
TRANSIENT RATE PENETRATION
(HVS Market Study 2019)



10%
REVPAR PENETRATION INCREASE OVER THE FIRST THREE YEARS
(HVS Market Study 2019)

Get in Touch

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