**BRAND LICENSE APPLICATION**

**I. Hotel Details**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Hotel Name: |  | | | |
| Hotel Website: |  | | | |
| TripAdvisor Link: |  | | | |
| Address Line 1 |  | | | |
| Address Line 2 |  | | | |
| City |  | | Postal/Zip Code |  |
| State |  | | Country |  |
| Year Hotel Built |  | | Official Rating (Forbes/AAA/Govt. etc.) |  |
| Does the property have any historical significance? | | |  | |
| Is there a Shared/Fractional Ownership element? | Yes  No | | Name of Fractional/ Exchange company? |  |
| Number of rooms (incl. suites) |  | | Number of Suites |  |
| Does the hotel offer apartment style Residences for long or short term stays? | | Yes  No | Number of Residences |  |
|  | |  | Kitchen Type-Residences  *(Full or Efficiency)* |  |
| General Manager Name |  | | General Manager Email |  |
| Last Renovation Year |  | | Amount Invested per key |  |
| Any Planned Renovations? Provide details in section XII |  | | Total SqFt/SqM Meetings |  |
| Number of meeting rooms |  | |  |
| Management company name |  | | | |
| Owning Company Name |  | | | |
| Golf on Site? | Yes  No | | Golf Course name |  |

|  |  |  |
| --- | --- | --- |
| **II. Priorities**  What are the major priorities for the property at this time? | |  |
| 1. |  | |
| 2. |  | |
| 3. |  | |

**III. Business Mix**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Revenue and Channels** | **Last Year** | **This Year**  **(projected)** | | **Next Year**  **(projected)** |
| Average Daily Rate |  |  | |  |
| Occupancy |  |  | |  |
| Average Length of Stay |  |  | |  |
| % of revenue direct to hotel (voice call Center and/or Groups) |  |  | |  |
| % of revenue via GDS/electronic channels |  |  | |  |
| % of revenue via hotel website |  |  | |  |
| % of revenue via Online Travel Agencies |  |  | |  |
| **Business Segmentation** | **Current (%)** | | **Desired (%)** | |
| Leisure |  | |  | |
| Corporate |  | |  | |
| Groups & Meetings |  | |  | |
| Tour Operators/Wholesale |  | |  | |

|  |  |  |  |
| --- | --- | --- | --- |
| **Do you currently subscribe to the STAR/Benchmark program through STR?**  Key Geographic Feeder Markets | | Yes  No |  |
| 1. |  | | |
| 2. |  | | |
| 3. |  | | |
| 4. |  | | |
| 5. |  | | |
| Competitor Hotels | |  |  |
| 1. |  | | |
| 2. |  | | |
| 3. |  | | |
| 4. |  | | |
| 5. |  | | |

**IV. Current Vendors**

|  |  |  |  |
| --- | --- | --- | --- |
| Credit Card Processor |  | PR Company |  |
| Toiletries |  | Linens |  |
| Website Developer |  | Digital/Online Security |  |
| Online Marketing |  |
| Annual American Express  Volume (all outlets) USD |  | Current American Express Card Discount Rate |  |

**V. Technology**

|  |  |  |  |
| --- | --- | --- | --- |
| Current Property Management System (PMS) |  | CRS🡪PMS Interface  (1-way, 2-way, 2-way enhanced) |  |
| Revenue Management System |  | On Property Revenue Management Expertise | Basic Intermediate Expert  (Please Circle) |
| Current Central Reservations (CRS) System |  | CRS Contract End Date and Notice Period |  |
| 3rd Party Call Center |  | Call Center Hours |  |
| Payment Gateway Tool |  | Travel Agent Commission Processing Tool |  |

**VI. Luxury Travel Program Participation**

|  |  |  |
| --- | --- | --- |
|  | **Currently  Participating** | **Interested in Participation** |
| Amex Fine Hotels & Resorts |  |  |
| Amex The Hotel Collection |  |  |
| Virtuoso |  |  |
| Signature Travel Network |  |  |
| Ensemble Travel |  |  |
| Serandipians by Traveller Made |  |  |

**VII. Existing Sales Representation or Loyalty program**

|  |  |
| --- | --- |
| Do you currently work with any sales representation or loyalty companies? | Yes  No |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Group Sales Reps** |  | **Transient Sales Reps** |  | **Loyalty Programs** |
| If “Yes”, Please list them here: |  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

**VIII. Service Standards**

|  |  |  |  |
| --- | --- | --- | --- |
| Valet on Property? |  | Valet Hours |  |
| Bell Service? |  | Bell Services Hours |  |
| Number of Restaurants |  | Meals Served/Operating Hours |  |
| In Room Dining? |  | Meals Served/Operating Hours |  |
| Daily Housekeeping? |  |  |
| Evening Service (Turndown)? |  | Evening Service Included or Upon Request? |  |
| Dedicated Concierge or Similar on Site? |  | Concierge Hours |  |
| Fitness Center? |  | Fitness Equipment Brand |  |
| Spa? |  | |  | | --- | |  | | |

**IX. Contracting Party Details – Legal Entity**

|  |  |  |  |
| --- | --- | --- | --- |
| Authorized Signatory Name |  | Contact Title |  |
| Telephone |  | Auth Signatory Email |  |
| Legal Company name |  | | |
| Official Address 1 |  | | |
| Official Address 2 |  | | |
| City |  | State |  |
| Postal/Zip Code |  | Country |  |

**X. Your Details**

|  |  |  |  |
| --- | --- | --- | --- |
| Your name |  | Your Title |  |
| Signature |  | Date |  |

Please submit this completed form your local Preferred Hotels Representative or email to [development@preferredhotels.com](mailto:development@preferredhotels.com)

**-----OPTIONAL APPENDIX - NOT REQUIRED FOR APPLICATION----**

**XI. Cost Saving Benefits: Preferred Alliance Partner Program**

|  |  |
| --- | --- |
| **Region Available: Global** | |
| **Amadeus (TravelClick)** | *Innovative Revenue Solutions*  Already using | **Annual Spend: $**  Not Interested  Provide me additional information | **Gilchrist & Soames** I *Luxury Toiletries & Amenities*  A green leaf on a black background  Description automatically generated  Already using | **Annual Spend: $**  Not Interested  Provide me additional information |
| **Bacardi** | *Luxury Spirits*  A green leaf on a black background  Description automatically generated  Already using | **Annual Spend: $**  Not Interested  Provide me additional information | **Onyx CenterSource** | *Commission Payment Solutions*  Already using | **Annual Spend: $**  Not Interested  Provide me additional information |
| **Canary Technologies** |*Contactless Guest Solutions & Upsells*  Already using | **Annual Spend: $**  Not Interested  Provide me additional information | **Standard Textile** l *Luxury linens, Textiles*  A green leaf on a black background  Description automatically generated  Already using | **Annual Spend: $**  Not Interested  Provide me additional information |
| **Region: Americas & EMEA** | |
| **Selfbook** | *Booking/Digital Wallet & Secure Payment Links Partner*  Already using | **Annual Spend: $**  Not Interested  Provide me additional information | **Sensible Weather** | *Weather Information and Risk Management Technology Tool*  Already using | **Annual Spend: $**  Not Interested  Provide me additional information |
| **Region: Americas** | |
| **Enseo** | *In-Room Entertainment & Associate Distress Technology*  Already using | **Annual Spend: $**  Not Interested  Provide me additional information | **Hydrow** l*Top Commercial & Connected Rower Machines*  Already using | **Annual Spend: $**  Not Interested  Provide me additional information |
| **GCommerce** |*Digital Marketing Agency*  Already using | **Annual Spend: $**  Not Interested  Provide me additional information | **Milestone Internet Marketing**l*Digital Marketing Software & Website Development*  Already using | **Annual Spend: $**  Not Interested  Provide me additional information |
| **Henson Shaving** l VIP Gift Program, *Sustainable Aluminum/ Titanium Razors* A green leaf on a black background  Description automatically generated  Already using | **Annual Spend: $**  Not Interested  Provide me additional information | **Revenue Analytics** |*Revenue Software Management*  Already using | **Annual Spend: $**  Not Interested  Provide me additional information |
| **Region: North America** | |
| **Chase** |*Credit Card/Payment Processing Services*  Already using | **Annual Spend: $**  Not Interested   Provide me additional information | **Mananalu** | *Custom Co-branded Sustainable Water*  A green leaf on a black background  Description automatically generated  Already using | **Annual Spend: $**  Not Interested  Provide me additional information |
| **Coca-Cola/Simply Juice** l *Beverage Program* A green leaf on a black background  Description automatically generated  Already using | **Annual Spend: $**  Not Interested   Provide me additional information | **Tayst Coffee Roasters** | *100% Compostable Coffee Pods* A green leaf on a black background  Description automatically generated  Already using | **Annual Spend: $**  Not Interested  Provide me additional information |
| **Corsicana Mattress** l *Crafted Mattresses*  Already using | **Annual Spend: $**  Not Interested  Provide me additional information | A white line on a green background  Description automatically generated Alliance Partners offering products and services focused on sustainability. |

**XII. New Hotels & Redevelopments Only**

Please choose: New Development  Redevelopment

|  |  |  |  |
| --- | --- | --- | --- |
| Total Development Expenditure |  | Planned Opening Date |  |
| Is there a residential component (i.e., will you be selling part/all of the hotel to private individuals)? Explain. | | | |
|  | | | |
| If Yes, how will the residential units be sold to the public? | | | |
|  | | | |
| Will the property have a shared/fractional ownership element? Will you be working with an exchange company? Explain. | | | |
|  | | | |
| Is there an existing structure? Will it be demolished or renovated? Please explain. | | | |
|  | | | |
| Any upcoming renovations? Please list full details below. | | | |
|  | | | |