

legendary
luxury

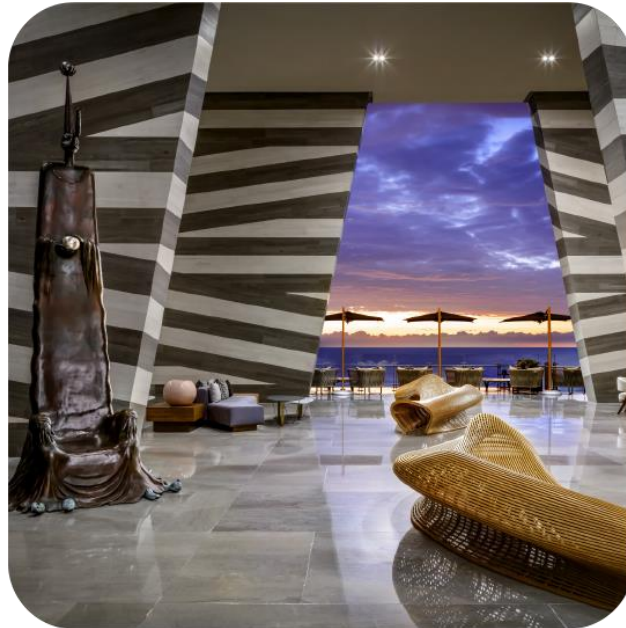
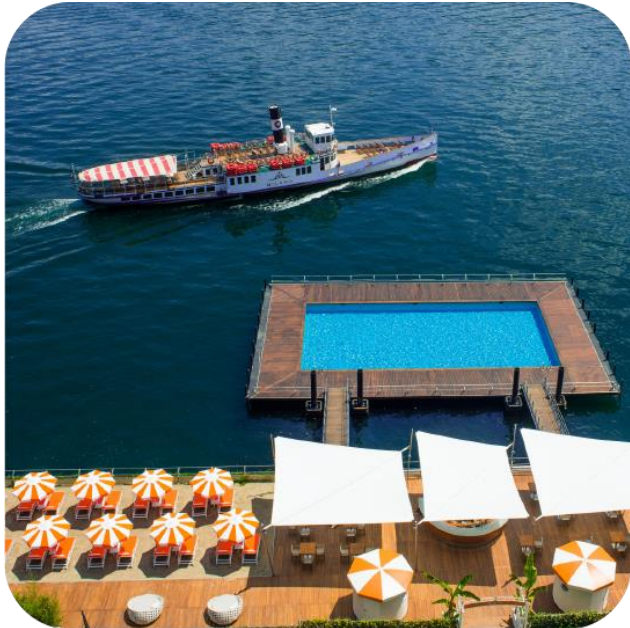
LEGEND™

Preferred

HOTELS & RESORTS

Confidential

A legendary perspective on luxury.



LEGEND™

Preferred

HOTELS & RESORTS



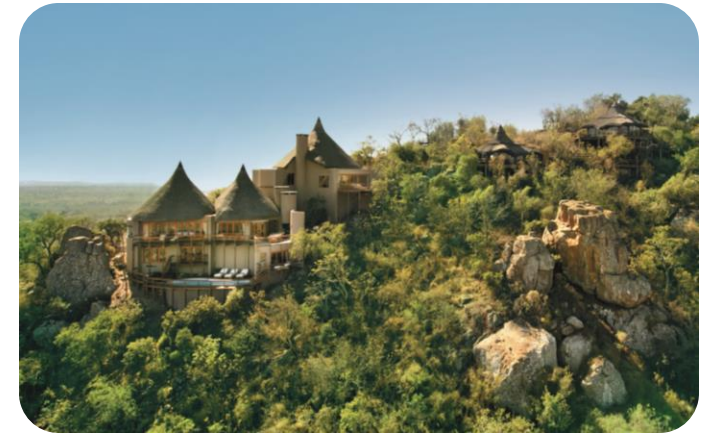
New Legend Collection Members



The Lodge
Verbier, Switzerland



Mont Rochelle
Franschhoek, South Africa



Ulusaba
Sabi Sands, South Africa



The Newman
London, United Kingdom



Necker Island
Necker Island, British Virgin Islands



Mahali Mzuri
Olare Motorogi Conservancy, Kenya

New Legend Collection Members



Finch Hattons Luxury Safari Camp

Tsavo West National Park, Kenya



Ajwa Cappadocia

Ürgüp, Turkey



Son Bunyola

Banyalbufar, Spain



The Branson Beach Estate

Virgin Gorda, British Virgin Islands



Kasbah Tamadot

Asni, Morocco









Al Habtoor Palace Dubai

Dubai, United Arab Emirates

LEGEND COLLECTION

Sales & Events

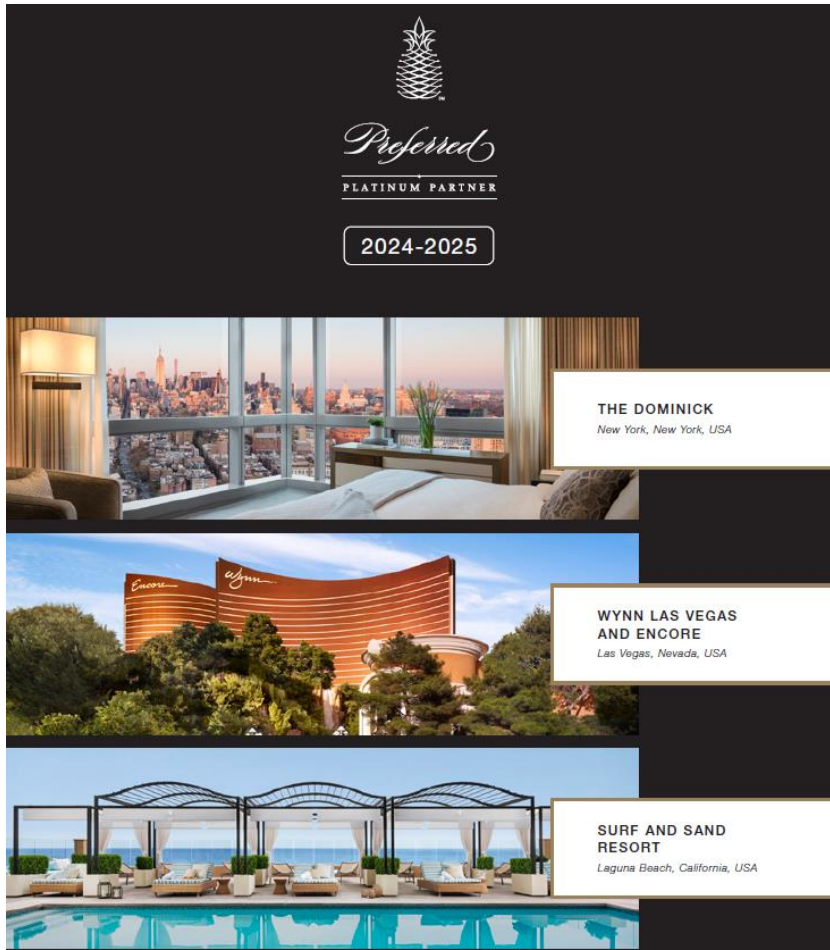
Luxury Organizations

ORGANIZATION	LEGEND HOTELS	TOTAL HOTELS IN PROGRAM
 <p>THE HOTEL COLLECTION FROM AMERICAN EXPRESS®</p>	5	74
 <p>AMERICAN EXPRESS® FINE HOTELS & RESORTS</p>	74	115
 <p><i>Preferred</i> PLATINUM PARTNER</p>	63	247
 <p>SERANDIPIANS By Traveller Made</p>	34	59
 <p>SIGNATURE TRAVEL NETWORK</p>	62	116
 <p>VIRTUOSO.</p>	84	116



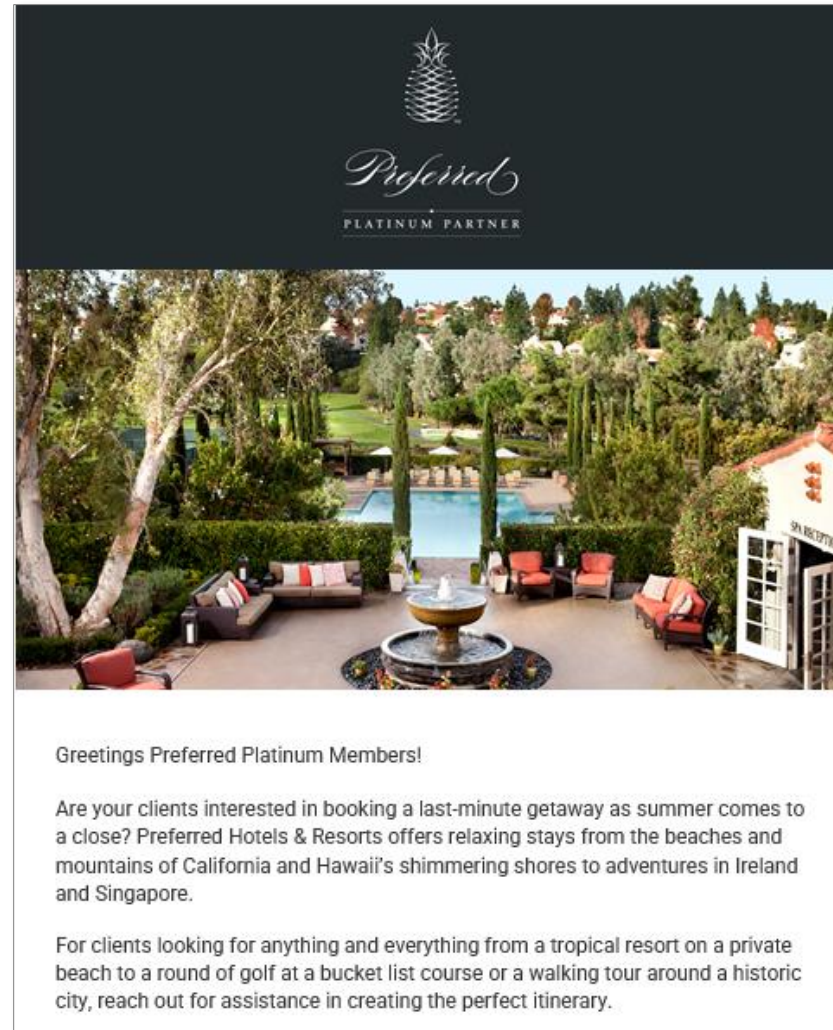
Preferred

PLATINUM PARTNER



Sales Brochure

Email Newsletter





Booking Instructions

For GDS-powered agencies, access the Preferred Platinum Partner program with the below rate access code(s):

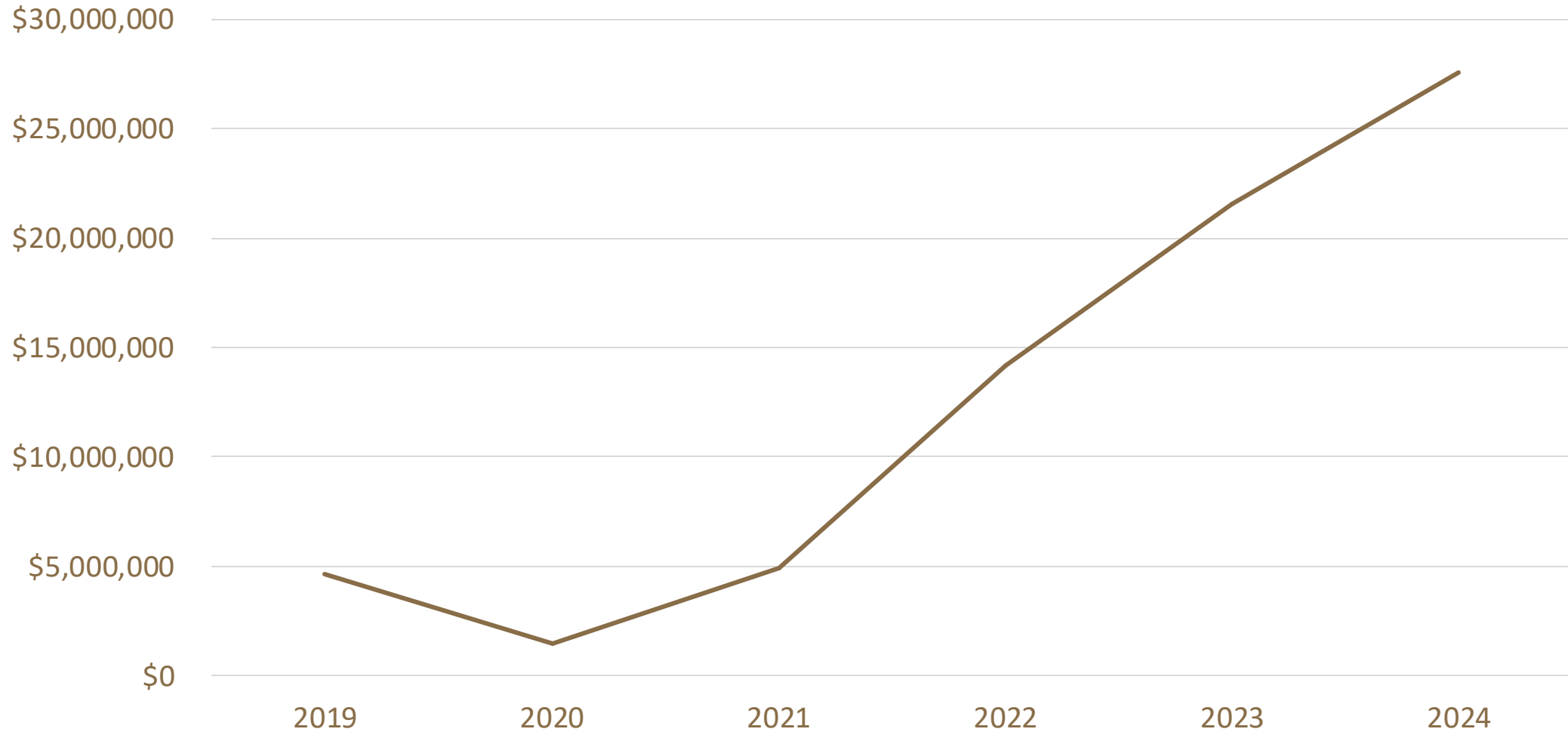
- Sabre: PUF
- Amadeus: PUF
- Worldspan: XX8
- Apollo/Galileo: PPREM

Rates will only be available and bookable through:

- GDS
- Phone - VIP Desk
- Website www.preferredhotels.com/platinum

Preferred Platinum Production

REVENUE



Travel Trade Communication

Travel Trade Email Marketing

The Legend Collection Video

Dedicated Legend Collection Sales Folio

PHGMeetings.com features

THE LEGEND COLLECTION
Preferred Hotels & Resorts Legend Collection represents the world's most independent hotels, resorts, and residences. These inspiring destinations, from idyllic islands and seaming beaches, to other remarkable destinations are an extraordinary service.

UNFORGETTABLE
Works of art, contemporary or steeped in history, with distinguished past or vision for the future, services are anticipatory at every turn.

RENOVED
These inspiring hotels and resorts deliver the highest level of luxury, define their destination, and are honored with awards from Michelin to Forbes and selected by readers and editors on "best lists" around the world.

UNPARALLELED
Celebrated globally, exquisite accommodations are complemented by personalized service, award-winning spa, acclaimed restaurants, and exclusive access to curated experiences and local attractions.

TRAVEL AGENTS & CORPORATE TRAVEL ADVISORS: Book via GDS, Use Chain Code **PH** or Master Code **PV**
MEETING PLANNERS: Find a legendary location for your event and submit an RFQ via PHGMeetings.com/Legend-Groups



LEGEND
Preferred
HOTELS & RESORTS

legendary
luxury

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The Legend Collection Sales Folio




Corporate Responsibility Matters
Creating Sustainable Travel Experiences

By offering powerful, memorable experiences, together we can bring home one of the central goals defining corporate ethics in today's world: corporate responsibility. Hands-on activities that connect small actions with meaningful change demonstrate that the travel and hospitality industry can "walk the talk," providing real-life engagement that can ultimately influence guest choices and changes – both personal and professional – long after they check out.

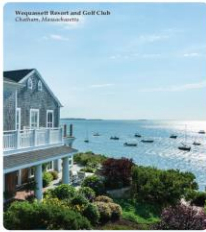
In this edition of the Preferred group sales newsletter, we're recommending one impactful way to partner with the hotel kitchens and their local farmer to engage in a sustainable food practice activity during your next group program.

[LEARN MORE](#)


Montage Laguna Beach
Laguna Beach, California, USA



Whispering Pines and Golf Club
Chilton, Massachusetts



Alpaca Retreat
Cortez, Colorado




TRAVEL AGENTS & CORPORATE TRAVEL ADVISORS: Book via GDS, Use Chain Code **PH** or Master Code **PV**
MEETING PLANNERS: Find a legendary location for your event and submit an RFQ via PHGMeetings.com/Legend-Groups

Proudly Preferred:



Amy Butterfield, CMP, CTS
Senior Vice President, Global Sales-Group
+1 312 356 9512
abutterfield@preferredhotels.com

Proudly Preferred:



Kimberly Wilson
Senior Vice President, Global Sales-Corporate
+1 312 356 9512
kwilson@preferredhotels.com


Legends of Italy
Home of the Best Hotel in the World

Italy is a dream destination for unforgettable events. It has everything: scenery, cuisine, art, and style.

That's why Preferred Hotels & Resorts is proud to present its Legend Collection of properties in Italy, the most prestigious and inspiring venues in the country. So follow along with us as we explore some of the amazing regions of Italy, such as the Portofino Coast, Tuscany, the Dolomites, and Lake Como – home to the 2023 World's Best Hotel according to 50 Best.

[ANDRATO IN ITALY](#)

Q2 Group Sales Events
See you there!




[VIEW NEW MEMBER HOTELS](#)

[Download Our Complete Worldwide Hotel Listing](#)


The Preferred Hotels & Resorts Group Sales team will be at IMEX Frankfurt, the Arabian Travel Market in Dubai, and will be hosting a series of client networking events throughout North America, Europe, and Asia Pacific. Click the button below for the complete list of locations and dates, and request an invitation via email to sales@preferredhotels.com before these events fill up.

[FIND OUT MORE](#)

Travel Trade Emails



THE GLOBAL AMBASSADOR




Make Wellness a Habit
Healthy Programs and Resources to Maintain Healthy Habits Away from Home

It's not always easy to make ourselves a priority. Work, family, and other demands can often nudge self-care right off our agenda. However, as hotels and resorts offer an ever-expanding array of wellness-centered programming, activities, and services, it's easier than ever to incorporate self-care into your schedule even when traveling, or better yet, make it the goal of your trip.

Discover how four exciting hotels in the Preferred family are embracing wellness with experiences for healthy, relaxing, and rejuvenating stays. We invite you to explore these and other exciting Preferred Hotels & Resorts destinations that support mind-body health on your next journey!

[LEARN MORE](#)

Proudly Preferred:




Kimberly Wilson
Senior Vice President, Global Sales-Corporate
+1 312 356 9512
kwilson@preferredhotels.com

Upcoming Corporate Sales Events

The Preferred Hotels & Resorts Corporate Sales team will be hosting a series of exclusive networking events throughout the summer – and you won't want to miss our G&A Atlanta Client Appreciation event in July!

Please email Karla Riccio to karla@preferredhotels.com, to request an invitation before these events fill up.

[VIEW EVENTS](#)



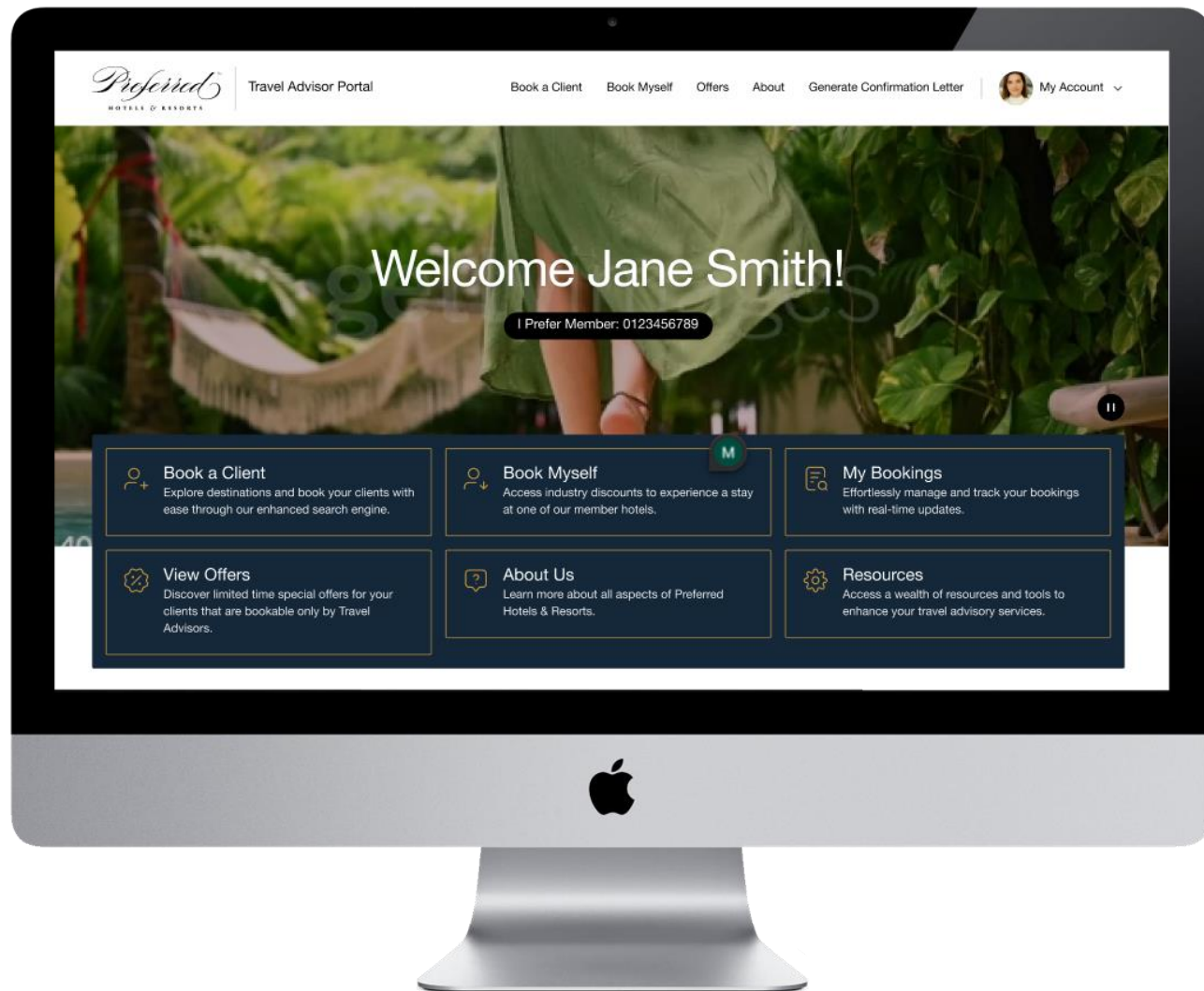
Experience, Explore, and Earn in Even More Places
New 1 Preferred Destinations to Discover

Your world of rewarding travel just got bigger with the latest additions to the 1 Preferred Hotel Rewards family. Enjoy your everyday Member stay benefits at these new locations, along with hundreds of other destinations across the globe.

[VIEW NEW MEMBER HOTELS](#)

[Download Our Complete Worldwide Hotel Listing](#)

The Legend Collection Sales Folio



NEW Travel Advisor Portal

GOING LIVE 2024/2025

To respond to the change in needs and ways to book travel, and to support our loyal Travel Advisor community, we are developing a Travel Advisor Portal.

Sales and Events

GLOBAL SALES CLIENT EVENTS FOR LEGEND COLLECTION PROPERTIES



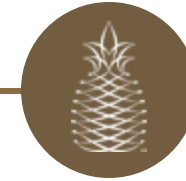
PARIS & LONDON

April 23–24, 2024



NEW YORK CITY, DALLAS, LOS ANGELES

September 17-19, 2024



INCENTIVE TRAVEL SUMMIT

December 16–18, 2024



Paris and London Legend Events





Paris Legend Event

April 23rd, 2024, La Galerie Bourbon

50 clients from the luxury segment and agencies such as Virtuoso, Serandipians, American Express TLS, Preferred Platinum





London Legend Event

April 24th 2024, LAVO at The Botree

Over 70 clients from the luxury leisure segment

New York, Dallas and Los Angeles

Join Preferred Hotels & Resorts
for a Legendary Evening



The Dominick
September 17, 2024 | 6:00 - 9:00 p.m.
[Click Here to Register](#)
*Invitation non-transferrable

Join Preferred Hotels & Resorts
for a Legendary Evening



Spago Beverly Hills
September 19, 2024 | 6:00 - 9:00 p.m.
[Click Here to Register](#)
*Invitation non-transferrable

LEGEND

Preferred
HOTELS & RESORTS

Join Preferred Hotels & Resorts
for a Legendary Evening



DEC on Dragon St.
September 18, 2024 | 5:30 - 8:00 p.m.
[Click Here to Register](#)
*Invitation non-transferrable

New York, Dallas and Los Angeles





Legend Incentive Summit

December 16-18, 2024

December 15-17, 2025

THE OBJECTIVE:

To marry our Legend Collection with our top Incentive/Luxury buyers from across the country and allow them to connect on a deeper level, through meaningful, thought-provoking content and engaging activations.

THE DETAILS

This event will provide an intimate setting optimal for memorable networking, thoughtful activations, curated learning and 1:1 time with clients

Sales and Events 2025

Global Sales Client Events For Legend Collection Properties



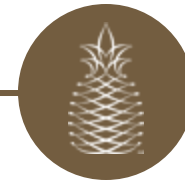
PARIS & LONDON

April 23–24, 2025



NEW YORK CITY, DALLAS, LOS
ANGELES

September 24–26, 2025



LEGEND INCENTIVE
SUMMIT

December 15-17, 2025

LEGEND COLLECTION

Sales & Events

LEGEND COLLECTION

Dedicated Marketing

Confidential

Launched Legend Dedicated Marketing in August 2023 – Strategy Continuing into 2024



IMPRESSIONS
JAN-SEP 2024

110M

Annual marketing impressions to
Legend Hotels & Resorts¹



BOOKINGS
JAN-SEP 204

145,000

42% BOOKED BY
I PREFER MEMBERS
to Legend Hotels & Resorts through
Preferred and Hotel IBE channels

1. 2024 total impressions for legend Hotels through digital media and email marketing

2. 2024 Bookings excluding OTA and GDS

2024 Dedicated Legend Marketing



Dedicated Legend
Landing Page on
preferredhotels.co
m



Digital Media



Themed Emails

- Romantic Escapes (Feb)
- Art & Design (April)
- Historic Heritage (July)
- Winter Escapes (Nov)

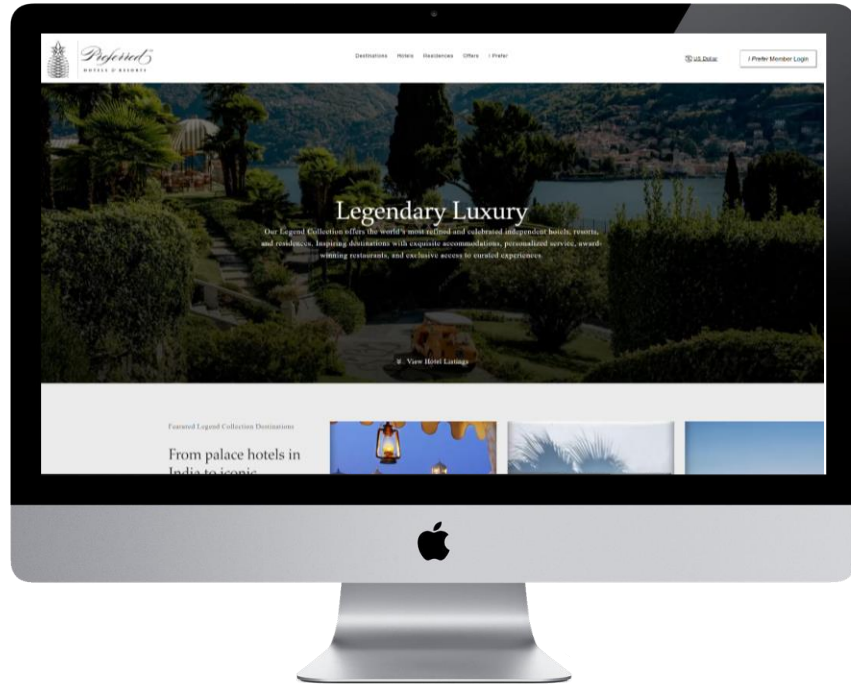


I Prefer Features



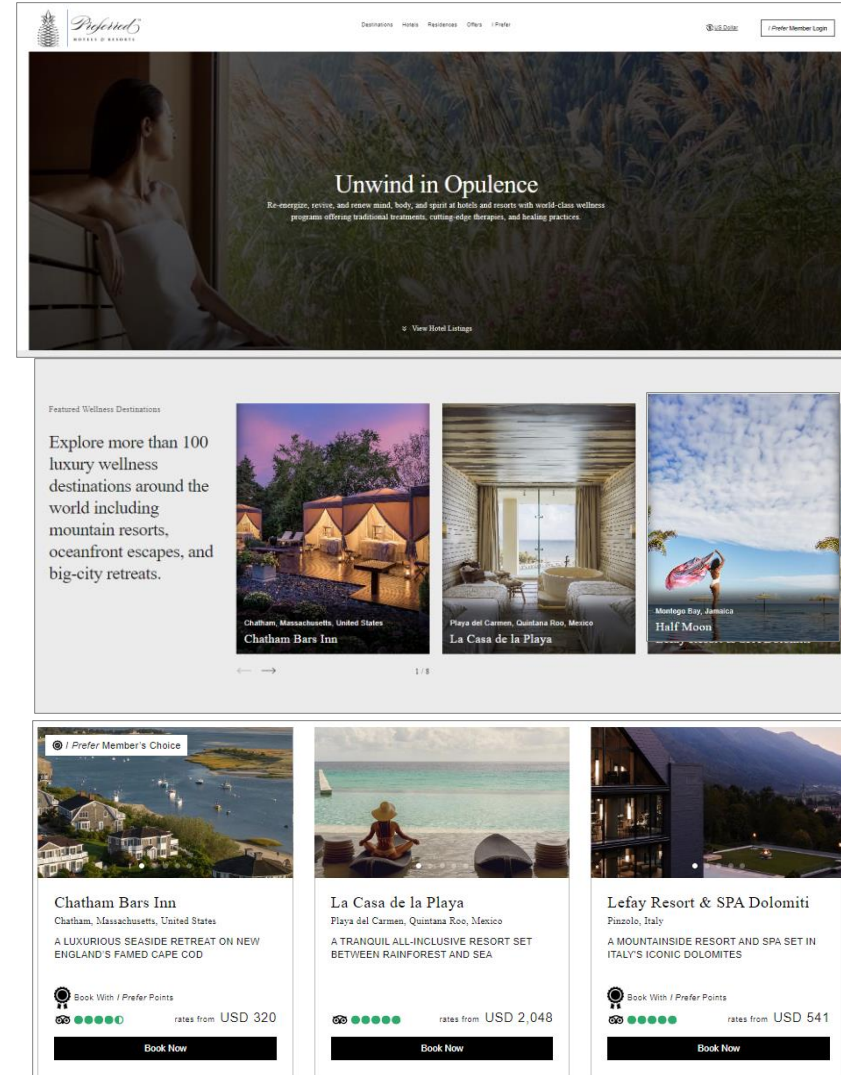
Partner Marketing

The MARKETPLACE Spotlight Pages Legend Features and Sort Order Updates

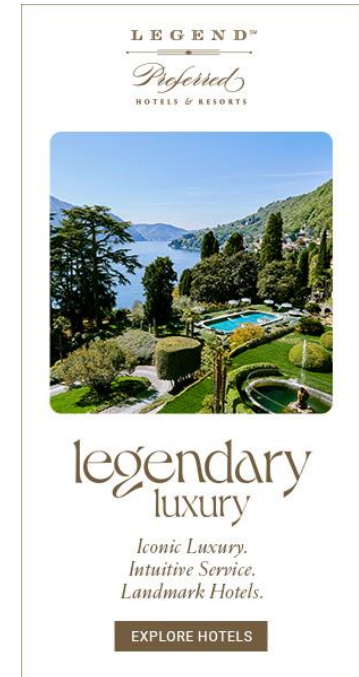
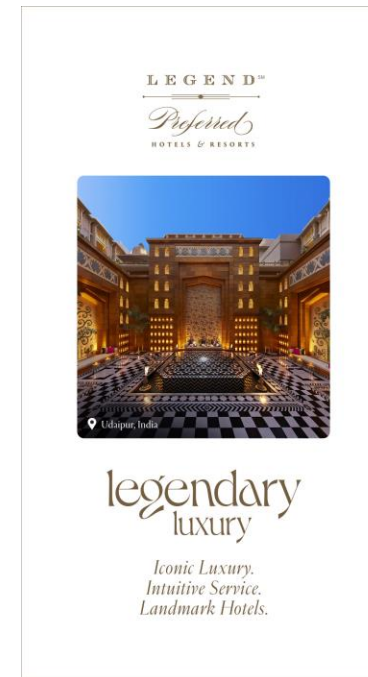


Dedicated Legend Landing page on PHR.com

The MARKETPLACE 2025: Now Registering!



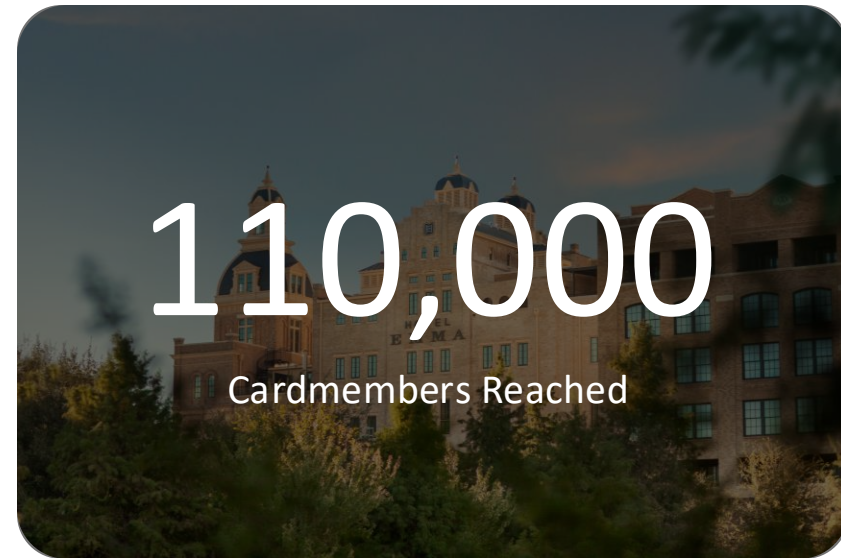
Digital Media - Ongoing



DEDICATED PAID MEDIA

The Legend Collection Banner Ads

Digital Media: AMEX
2024 Spring/Summer Campaign



Digital Media: AMEX

Departures & Centurion April 19 -July 15

DEPARTURES Menu

LEGEND Preferred

Discover Preferred Hotels Legend Collection

Legends of Luxury

Preferred Hotels & Resorts' Legend Collection highlights independent hotels around the world at their very best

Discover Preferred Hotels Legend Collection

DEPARTURES Menu

LEGEND Preferred

Discover Preferred Hotels Legend Collection

Legendary Stays

Preferred Hotels & Resorts' Legend Collection spotlights the world's finest independent hotels offering exceptional levels of luxury

Lilly Resort & SPA Lago di Garda

From seaside gateways to mountain retreats and island escapes, Preferred Hotels & Resorts' Legend Collection impresses with a diverse and exquisite selection of hotels, residences and resorts in alluring destinations around the world. Everywhere, what stands out is the commitment to delivering at the highest standards of excellence: whether picturesque places, sumptuous spaces, superlative service or indulgent dining, the Legend Collection delivers all that and more.

Editors' Choice

- Prime Property: Villa Trochetia, Mauritius
- The Real Amazon Prime
- This Is the Future
- Fresh Ports of Call

legendary luxury
Book. Lounge. Indulge. Savor. Landmark Hotel.

LEGEND Preferred **legendary luxury** EXPLORE HOTELS

legendary luxury
Book. Lounge. Indulge. Savor. Landmark Hotel.

LEGEND Preferred **legendary luxury** EXPLORE HOTELS

CENTURION Content On the Pulse Calendar

SPONSORED BY TRAVEL | APRIL 2024

Legends of Luxury

Preferred Hotels & Resorts' Legend Collection highlights independent hotels around the world at their very best

CENTURION Content On the Pulse Calendar

SPONSORED BY TRAVEL | AUGUST 2024

Legendary Stays

Preferred Hotels & Resorts' Legend Collection spotlights the world's finest independent hotels offering exceptional levels of luxury

Lilly Resort & SPA Lago di Garda

LEGEND Preferred

SEE MORE

United States	Europe	Asia	Latin America
Australia	South Africa	Mexico	Canada
India	Spain	Japan	United Kingdom
USA	UK	Canada	Latin America

LEGEND Preferred

legendary luxury

LEGEND Preferred

legendary luxury

With exclusive properties in iconic settings and island escapes, Preferred Hotels & Resorts' Legend Collection impresses with a diverse and exquisite selection of hotels, residences and resorts in alluring destinations around the world. Everywhere, what stands out is the commitment to delivering at the highest standards of excellence: whether picturesque places, sumptuous spaces, superlative service or indulgent dining, the Legend Collection delivers all that and more.

Consider Castleberry Resort in Cork, Ireland A delightful juxtaposition of heritage and modern luxury, the 22-acre resort is in fact a restored manor house set next to the ruins of a 16th-century old castle. Extensive guest rooms, suites and residences, as well as a Michelin restaurant, wellness spa and 18-hole golf course, offer contemporary comforts in one beautiful and historic location.

Head westward, and you'll find the **Grand Hotel Sen Jaki** - an exquisite 35-story boutique retreat nestled on a 19th-century estate in Malindi, Kenya de Tombrina range. The hotel's classically decorated rooms, spacious dining locations, spa, outdoor amphitheater and theater of arts, while in-house restaurants celebrate fresh Kenyan and authentic Mediterranean and Mexican traditions using only locally sourced produce.

If historic lodging is what you're seeking, visit the heavenly hilltop retreat **Lilly Resort & SPA**, a 5-star luxury resort with views overlooking Italy's Lake Garda. From the spa treatment to the pool and sauna, and from the health-focused dining to the relaxing surrounds with rising trails and serene lakeside, relaxation is the watchword here.

Not far off, perched on the cliffs of the Sorrento Coastline and offering gorgeous views of the Aeolian Sea, is a splashing of the Greek island spirit with a touch of new class. Another escape, The Doris, a 1900s-style resort far off, perched on the cliffs of the Sorrento Coastline and offering gorgeous views of the Aeolian Sea, is a splashing of the Greek island spirit with a touch of new class. Another escape, The Doris, a 1900s-style resort

Zuhdi: A Private Paradise

MEET THE LATEST

Subscribe to all new articles

ALREADY HERE? SIGN IN

https://www.departures.com/travel/linknav-us-departures-headermenu-travel

Travel **Cuisine** Shopping Style Arts Wellness

ADVERTISEMENT

LEGEND Preferred **legendary luxury** Exceptional stays at selected hotels and resorts. [Explore Hotels](#)

GUIDES

A Food Lover's Guide to Florence

Longtime Tuscan resident and cookbook author Emiko Davies shares her favorite culinary stops in the storied city.

WORDS BY EMIKO DAVIES

STAYS

On the Greek Island of Ios, Calilo Offers a Sweet, Surreal Dream

This beachside island resort is equal parts elevated getaway and ambitious conservation project.

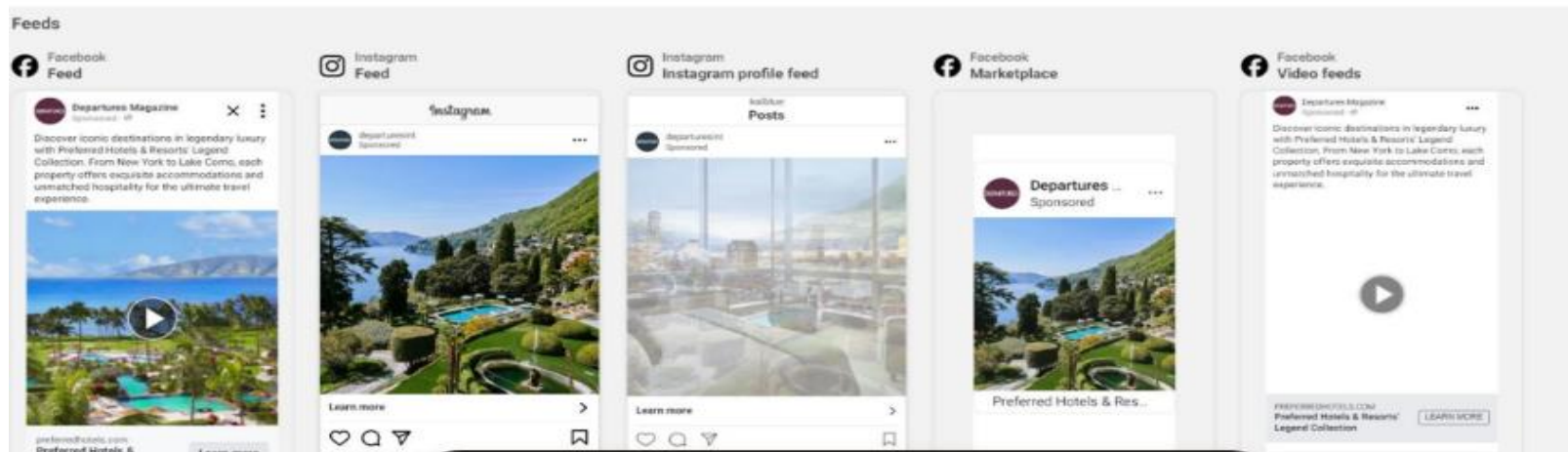
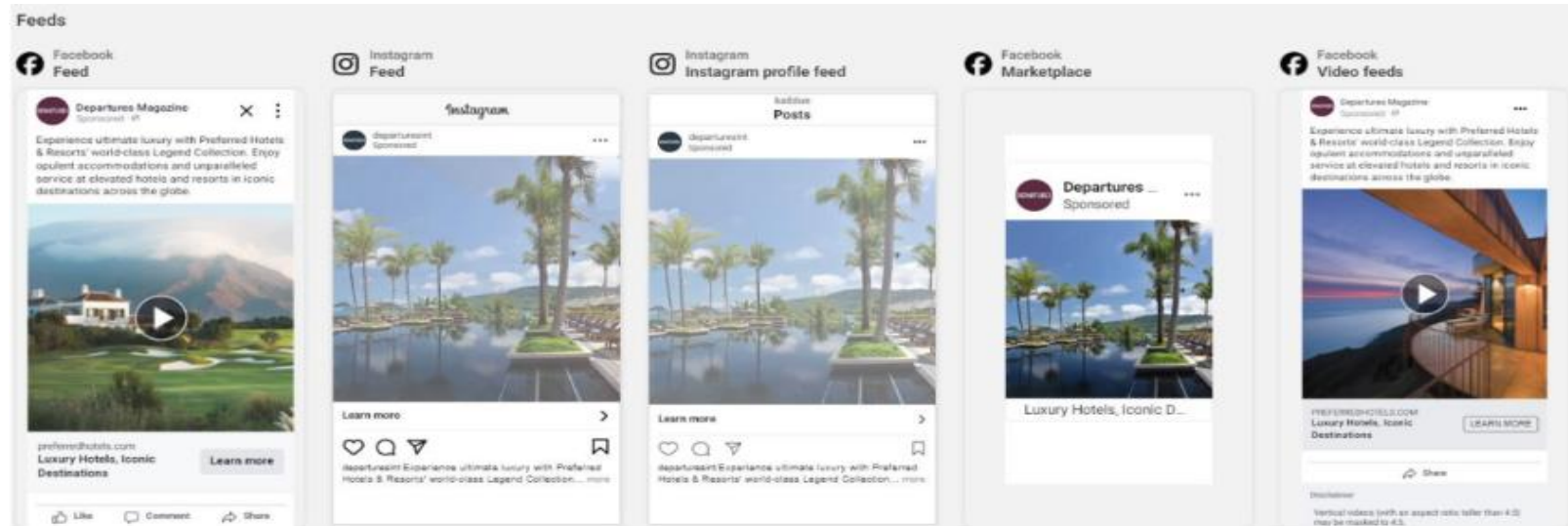
DEPARTURES

DIGITAL ADVERTISING

Dedicated Legend Banners

Digital Media: Departures

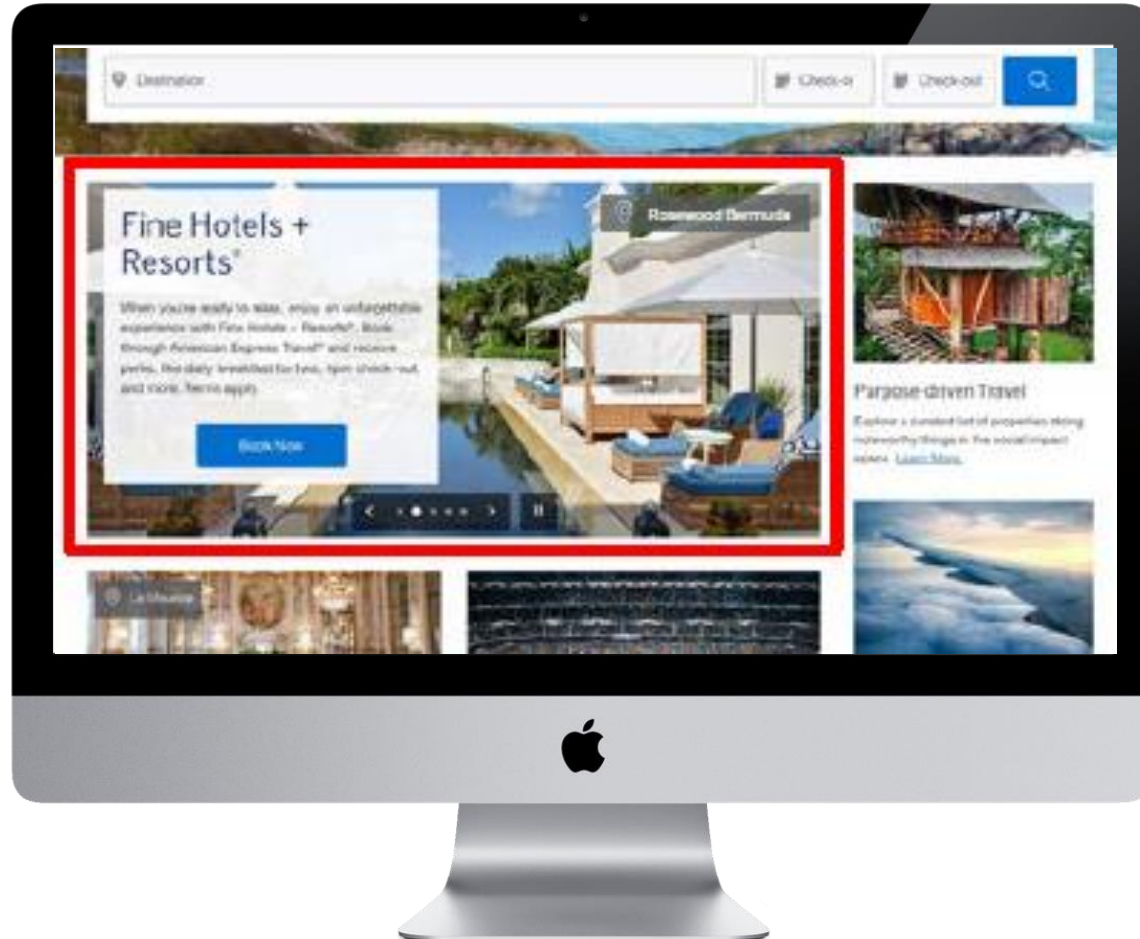
Social Media Paid Advertising, April 19 -July 15



Coming Soon: American Express Travel

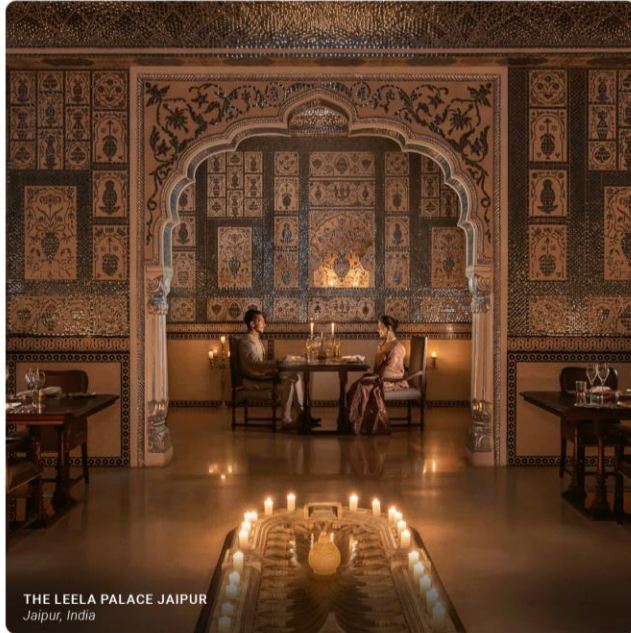
Amextravel.com (Cardholder-facing)

SAMPLE IMAGES – ACTUAL ASSETS NOT AVAILABLE YET

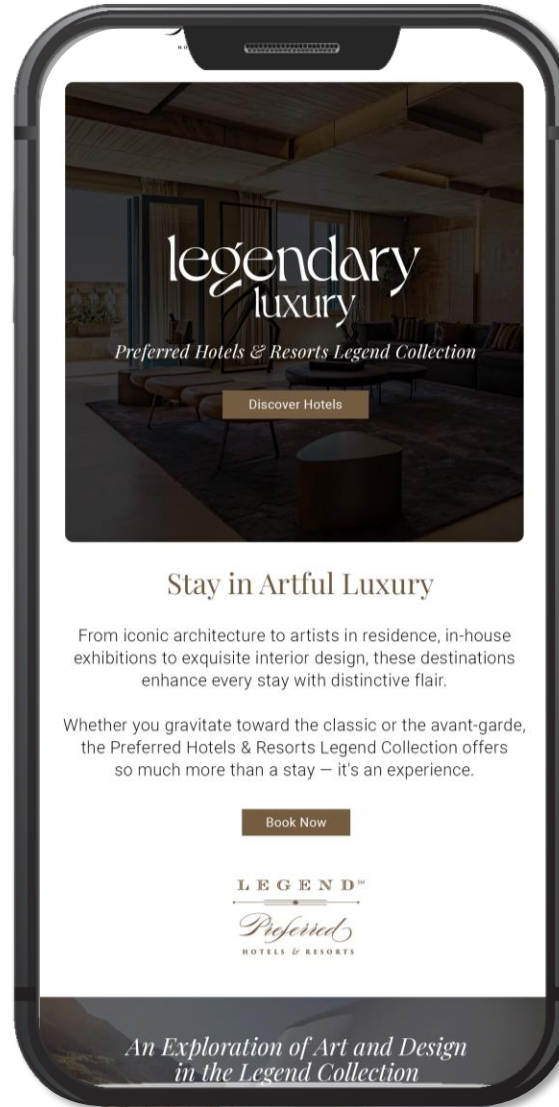


- AmexTravel.com homepage tile and Amex.com login banner
- Launching October 2024
- Featuring FHR /Legend properties

Quarterly Dedicated Legend Emails



February: Romantic Escapes



April: Arts & Design

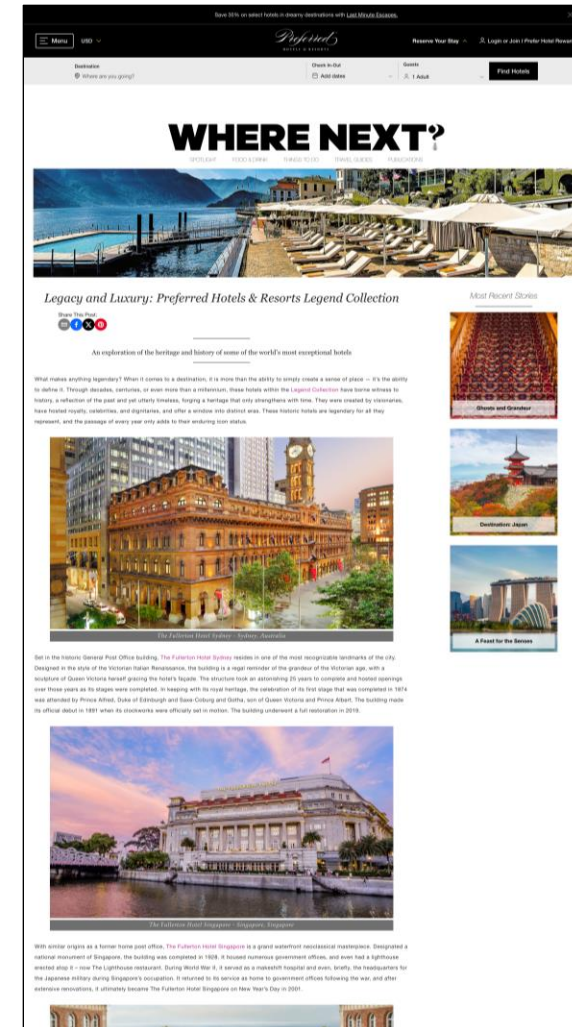
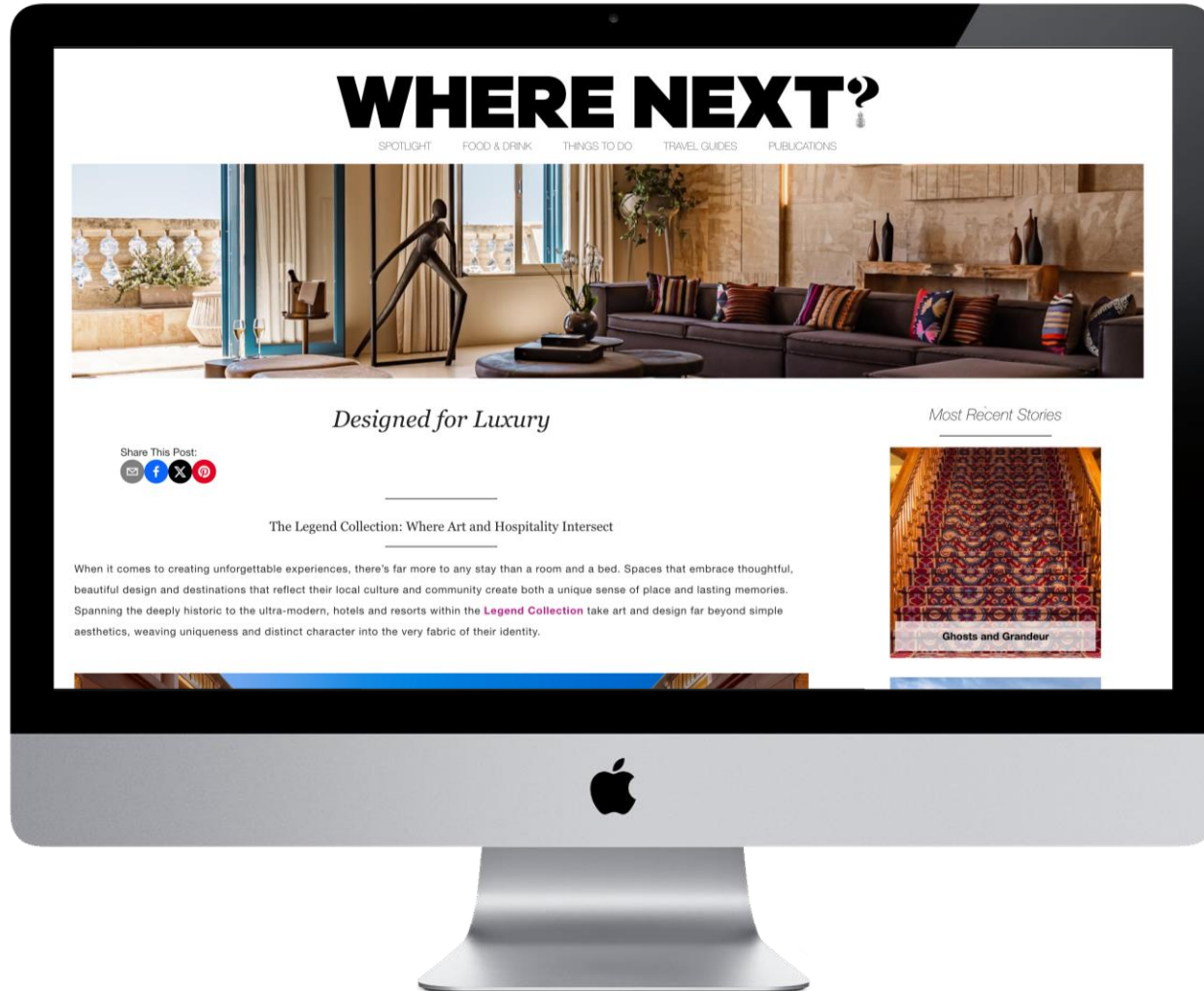


July: Historic Heritage

Coming In November:

Winter Escapes

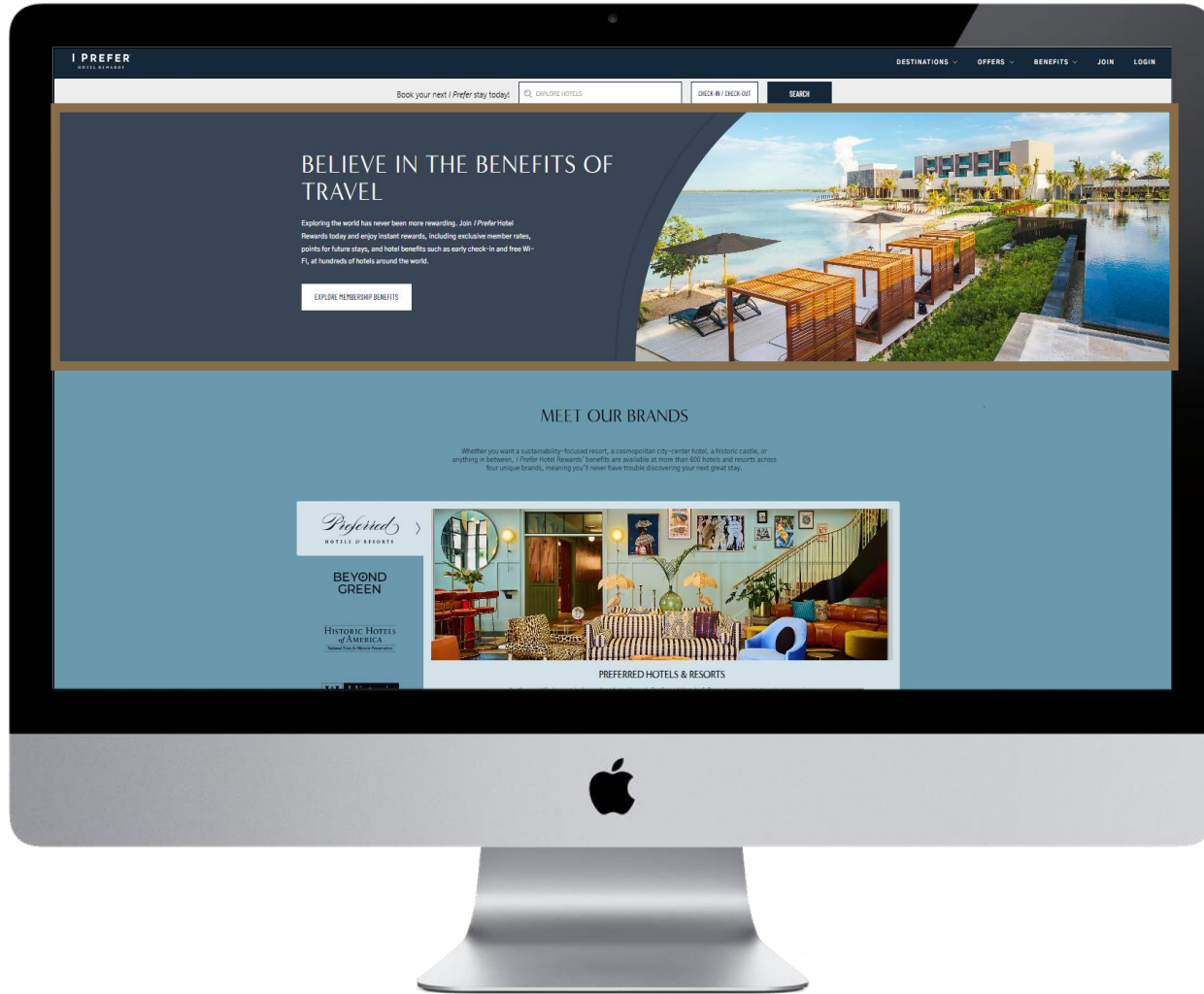
Quarterly Legend Dedicated Blogs



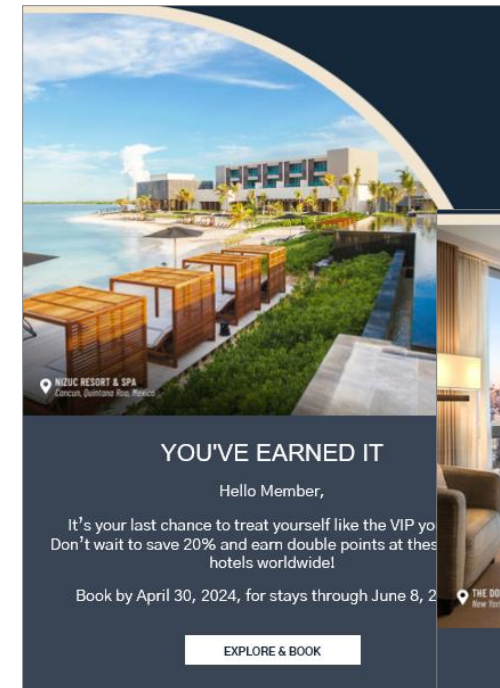
Features in I Prefer Member Channels

Ongoing features on iprefer.com and in I Prefer Monthly VIP Campaign

iprefer.com Homepage Featuring Legend Properties

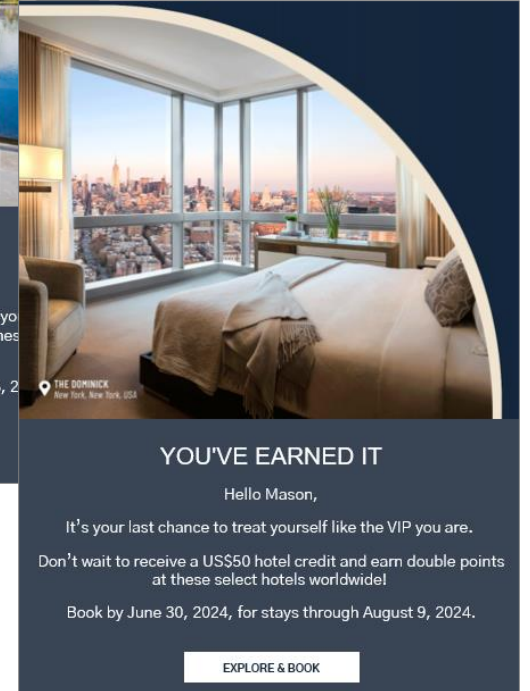


April 2024



I Prefer Monthly VIP

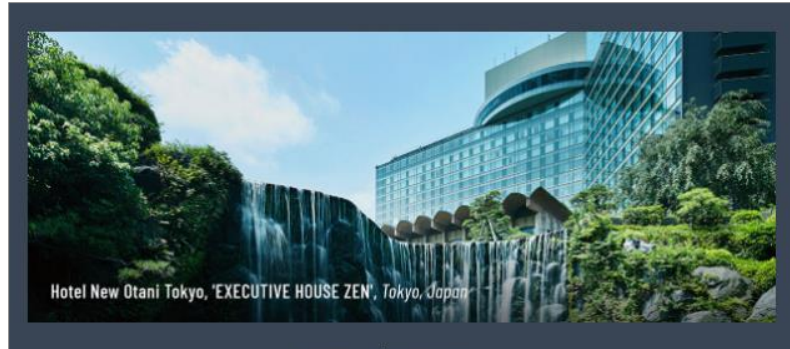
June 2024



Features in I Prefer Member Channels

Ongoing Feature Modules In I Prefer Monthly Account Summary

March 2024



May 2024



Discover Preferred Golf

Explore 2024's Must-Play Courses at Must-Stay Resorts

From seaside greens in California to sun-dappled fairways in Florida, challenge yourself with championship courses in renowned destinations and be rewarded with **a daily round of golf for two or a US\$75 credit** when you book your next great golf getaway with the **PlayMore Golf** offer.

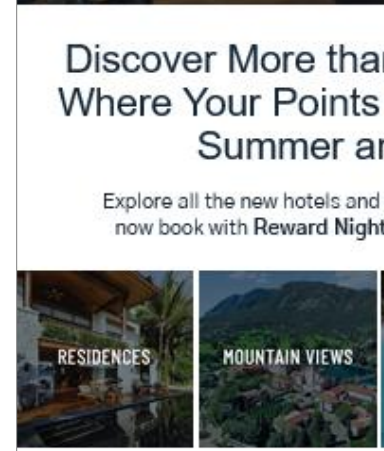
[VIEW & BOOK](#)

June 2024



Legend Features
At Least Monthly
or Bi-monthly

July 2024



Find Your Personal Paradise with Relaxing Resort Escapes

Get away to your perfect resort paradise and experience accommodations and amenities that are as luxurious as the location is relaxing.

[FIND RESORTS](#)

2024
ポイント
期間限定

Coming Soon: AMEX Platinum & Centurion India:

Acquisition Program



Enhanced *I Prefer* Benefits For
Centurion & Platinum
Members (India)



Launch Q4 2024



Drives New *I Prefer*
HNW Members



Robust 2 Year Marketing
Plan Showcasing Legend
Hotels



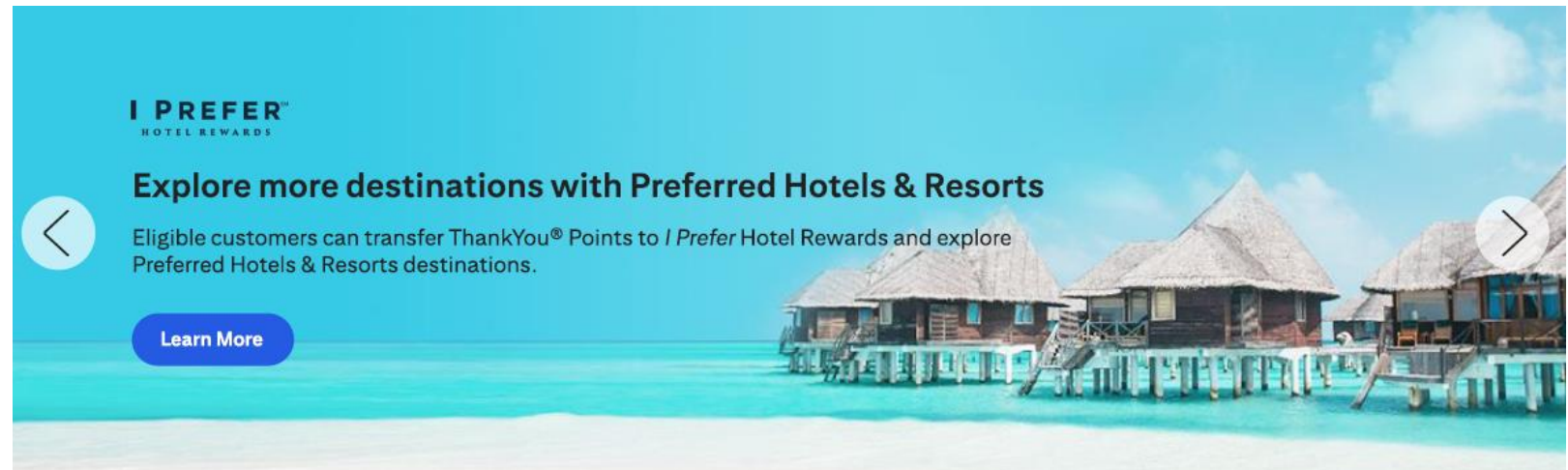
NEW: I Prefer Points Exchange Program

Coming October

Exchange Citi "Thank You" Points Into *I Prefer*

Target Citi Premium Card Members

Target 0.5m+ HNW Card Holders



I PREFER™
HOTEL REWARDS

Explore more destinations with Preferred Hotels & Resorts

Eligible customers can transfer ThankYou® Points to *I Prefer* Hotel Rewards and explore Preferred Hotels & Resorts destinations.

[Learn More](#)

The banner features a background image of a tropical resort with several thatched-roof bungalows on stilts over clear turquoise water. Navigation arrows are visible on the left and right sides.



Explore Preferred Hotels & Resorts

Transfer ThankYou® Points to *I Prefer* Hotel Rewards to redeem at over 600 luxury hotels. Participating cards only.

I PREFER™
HOTEL REWARDS

The banner features a background image of a tropical resort with thatched-roof bungalows on stilts over turquoise water.



Co-op Print Campaign Q2-Q3 2024

The Best Round is Your Next Round

Pack your clubs and prepare for a great game of golf paired with an unforgettable stay.
PreferredGolf.com

1. Camp CreekSM Inn Inlet Beach, Florida, USA | 2. The Inn & Club at Harbour Town Hilton Head Island, South Carolina, USA
3. The Engine Room, Jamaica, St. Peter | 4. Qpel Valley Inn Ojai, California, USA
5. ATELIER Playa Mujeres Cancun, Quintana Roo, Mexico | 6. Castlemartyr Resort Cork, Ireland

Preferred Hotels & Resorts | LEGEND | L.V.X. | LIFESTYLE | Preferred RESIDENCES

April
Kingdom Magazine

May
Departures International Hong Kong
Travel & Leisure Americas
Conde Nast Traveler Americas

June
Town & Country

August
Travel & Leisure Americas
Conde Nast Traveler India
Kingdom Magazine

September
Departures International
Travel & Leisure India

奢華旅遊從這開始
讓我們由80個國家的600家奢華酒店、高級度假村以及精緻公寓型酒店,開啟您的旅程。

Warmly Welcomed PreferredHotels.com

Luxusreisen beginnen hier
Genießen Sie herausragende Erlebnisse in über 600 Hotels, Resorts und Residenzen in 60 Ländern.

PreferredHotels.com Warmly Welcomed

Luxury Travel Begins Here
Create an exceptional journey at 600 hotels, resorts, and residences in 50 countries.

PreferredHotels.com

Los viajes de lujo comienzan aquí
Crea un viaje excepcional en 600 hoteles, resorts y residencias en 60 países.

PreferredHotels.com Warmly Welcomed

LEGEND COLLECTION

Dedicated Marketing

LEGEND COLLECTION

Public Relations

Confidential



Publicity Overview

225

Legend Collection mentions

62

Trade Publications

163

Consumer Outlets

Forbes

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Legend Collection Press Releases



PREFERRED HOTELS & RESORTS WELCOMES NEW LEGEND MEMBER PROPERTIES

World's largest independent hotel brand celebrates the expansion of its prestigious Legend Collection portfolio of ultra-luxury properties with over 100 members

NEW YORK, NEW YORK – June 24, 2024: Preferred Hotels & Resorts, the world's largest independent hotel brand, is pleased to announce that its prestigious [Legend Collection](#) is celebrating over 100 member properties. With a global portfolio of more than 600 distinctive hotels, resorts, and residences in over 80 countries, this growth reflects and further establishes its strength as the luxury brand of choice for independent hotels worldwide. The milestone is a testament to the strategic advantages offered to hotel owners, operators, and management companies through Preferred Hotels & Resort's strong brand reputation and global scale.

"I am honored to represent so many exceptional properties across the globe. This milestone also coincides with the 20th anniversary of my family's ownership - marking two decades of believing in the spirit of travel and independent hospitality," said Lindsey Ueberroth, CEO of Preferred Hotels & Resorts. "The expansion of our Legend Collection portfolio is not only an exciting growth landmark for our brand, it also aligns with an increase in demand we are seeing from luxury travelers who are prioritizing hotels that feature exquisite accommodations, stellar and intuitive personal service, renowned dining, and exceptional spas."

From palace hotels in India to iconic California coastal resorts, each of these legendary properties are works of art with timeless designs that tell a story, they set the standard for custom-curated guest experiences, with tailor-made and anticipatory service at every touchpoint. Being part of this exclusive group is only designated for distinguished properties who exemplify the very highest of luxury with iconic Collection members including [The Mark](#) (New York, New York), [Post Ranch Inn](#) (Big Sur, California), [Salamander Middleburg](#) (Middleburg, Virginia) and [Passalacqua](#) (Lake Como, Italy) which was named as no.1 in The World's 50 Best Hotels 2023. They are regularly selected by readers and editors on "best lists" around the



VIRGIN LIMITED EDITION JOINS PREFERRED HOTELS & RESORTS' LEGEND COLLECTION

World's largest independent hotel brand expands strategic partnership to add nine Virgin Limited Edition properties to prestigious Legend Collection

NEW YORK, NEW YORK – July 17, 2024: Preferred Hotels & Resorts, the world's largest independent hotel brand, is pleased to announce a new strategic partnership with Virgin Limited Edition. With immediate effect, [Mont Rochelle](#) (Franschhoek, South Africa), [Necker Island](#) (Necker Island, British Virgin Islands), [The Lodge](#) (Verbier, Switzerland), [Ulusaba](#) (Sabi Sand, South Africa), [Mahali Mzuri](#) (Maasai Mara, Kenya), [Son Bunyola Hotel & Villas](#) (Mallorca, Spain), [The Branson Beach Estate](#) (Moskito Island, British Virgin Islands), [Kasbah Tamadot](#) (Asni, Morocco) and Finch [Hattons](#) Luxury Safari Camp (Tsavo National Park, Kenya), set to go live on the website soon, are part of Preferred Hotels & Resorts' prestigious [Legend Collection](#). As the ultimate portfolio of exceptional properties in the world's most remarkable destinations, the Legend Collection is globally sophisticated and culturally refined with singular properties that feature exquisite accommodations, stellar and intuitive personal service, renowned dining, and exceptional spas – setting the stage for the most unforgettable experiences.

Virgin Limited Edition is Sir Richard Branson's collection of unique, ultra-luxury retreats located in some of the most breathtaking settings in the world. This agreement is an expansion of the strategic partnership with Virgin Hotels Collection, the parent company of Virgin Limited Edition and Virgin Hotels, announced in 2022 which saw Virgin Hotels Chicago, Virgin Hotels Dallas, Virgin Hotels New Orleans, Virgin Hotels New York, Virgin Hotels Edinburgh and Virgin Hotels Nashville join Preferred Hotels & Resorts' L.V.X. Collection. As the Virgin Hotels Collection portfolio continues to grow, more hotels will join the Preferred Hotels & Resorts brand, including the recent announcement of Virgin Hotels London-Shoreditch. Inspired by a mutual passion for personalized service and authentic guest experiences, this alliance is designed to create greater global awareness of Virgin Limited Edition and its growing portfolio, leveraging

Global Press Release distribution of Legend 100 and VLE partnership

Publicity Examples



The Newman joins Preferred's Legend Collection



UK: Ahead of Fitzrovia has

The Newman designed by

It will feature two private cabins, salt studio and gym

Oliver Milne to announce Crucially, the operator and teams alike. as we gear up sharing more which we are



印度尼西亚民丹岛 | The Sanchaya 璞富腾Legend系列

坐落于印度尼西亚民丹岛中心的 The Sanchaya 酒店坐拥宜夏，占地十公顷，隐藏在岛上热带花园和白色沙滩之间，从新加坡乘渡船 1 小时以内便可抵达，酒店拥有 30 间宽敞舒适的客房及带有露台和景观的别墅。其配套设施包括一个东南亚风格永续和两间餐厅，灵感取自曼谷街头美食，还有主打当地菜系的 Taansee Grill 和一间以欧洲美食和印尼菜为主的 The Dining Room。在酒店内可参加一系列丰富的活动，如早期的瑜伽课程，体验自行车，海上帆船和皮划艇。如参加当地的冒险之旅，也可前往附近的 Sungai Seban 乘坐小船穿越热带红树林，观赏野猴，翠鸟和水獭。



The Hotel Maria HELSINKI

On a mission to set a new benchmark in Nordic hospitality, a three-time Olympic gold medalist luxury real estate developer creates a luxury hotel defined by beauty, elegance and grace.

Photo: Niklas Lager-Boman - Photography Courtesy of The Hotel Maria Group (information concealed)

The Hotel Maria has been the first of its kind in Finland, offering a unique experience in the heart of Helsinki. The hotel is a masterpiece of modern design and luxury, featuring a central courtyard, a spa, and a fitness center. The hotel is a masterpiece of modern design and luxury, featuring a central courtyard, a spa, and a fitness center. The hotel is a masterpiece of modern design and luxury, featuring a central courtyard, a spa, and a fitness center.



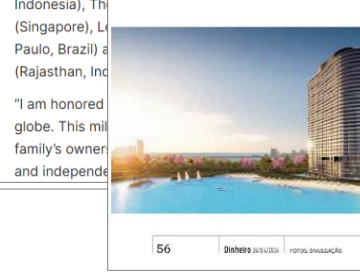
LUXURY TRAVEL ADVISOR | Hotels Cruises Your Business Destinations Transport Magazine

Preferred Hotels & Resorts Adds New Legend Member

Propo

By Newsdesk

Preferred Hotels



(The Alpa Gstaad)

Preferred Hotels reached over 1 resorts in California guest experience in New York, NY, Pos (Middleburg, VA, Indonesia), The (Singapore), L (Paulo, Brazil) a (Rajasthan, India)

"I am honored globe. This mil family's owner and independe

Safari Online

STAY & TRAVEL

ステイ&トラベル

2021.08.26

【アメリカ/ビッグサー (カリフォルニア)】ポスト・ランチ・イン

ホテルを巡るビッグサーに続いて、バイエニアとして知られるポスト・ランチ・イン。後者が代々100エーカーの土地は、直樹や牧場にはじまり、いまや世界にも名を知られるラグジュアリーリゾートへと発展。その成長の軌跡は、この北米女子ロケーションに、クリフトップの上に広がる敷地は、星島や海を望むにはサンタリタ山脈、ダイナミックな自然の美しさを堪能できる。

SERIES: [カリフォルニアのラグジュアリーリゾート](#)

TAGS: [Big Sur](#) [カリフォルニア](#) [Post Ranch Inn](#)

100エーカーの土地に、自然を尊重する姿勢が特徴的な敷地は、室内はテレビも、アワードも持たない。そして最高級の大人オンリーな中で、顧客が少ない。さらに宿泊料にはグルメな朝食やミニバー、パレーパーキング、ヨガやハイキング、歴史博物館といったサービスが含まれている。また滞在が、お洒落な敷地にある20のスイートルーム、わずか100のスイートルームに滞在できるというわけだ。

加えて高層階では、自然を尊重する姿勢が特徴的な敷地は、室内はテレビも、アワードも持たない。そして最高級の大人オンリーな中で、顧客が少ない。さらに宿泊料にはグルメな朝食やミニバー、パレーパーキング、ヨガやハイキング、歴史博物館といったサービスが含まれている。また滞在が、お洒落な敷地にある20のスイートルーム、わずか100のスイートルームに滞在できるというわけだ。

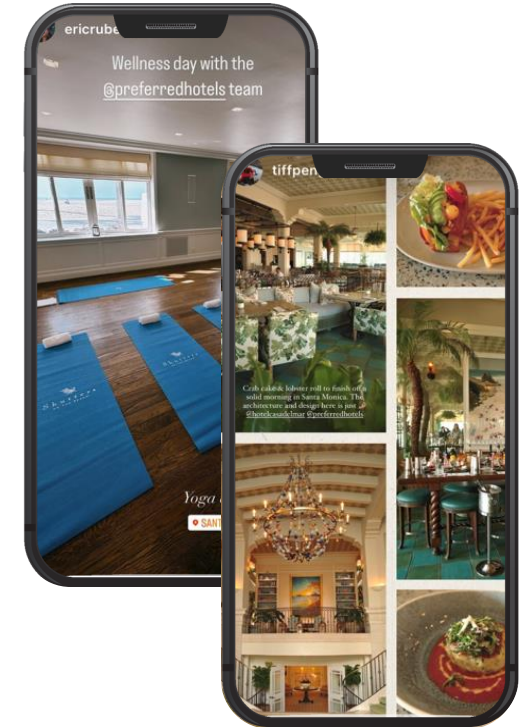
Social Media Overview



503 Posts spotlighting Legend Collection properties across social media channels



Partnered with eight content global content creators with total IG following of almost 6 Million followers across 17 hotels.



Wellness content creator event at Casa del Mar and Shutters on the Beach

- @LaxtoLuxury (301K IG, 1M TikTok)
- @EricRuebens (449K IG)
- @TiffPenguin (359K IG)
- @LiveLikeItsTheWknd (135K IG)

Legend Collection Media Events



April 2024

- Hotel Unique in **Sao Paulo** Media Event

June 2024

- **New York City** Media Event at The Mark
- **London** Media Event at The Londoner
- Fullerton **Sydney** Media Event

July 2024

- **Singapore** Media Event at Artyzen

September 2024

- **Shanghai** Legend at Artyzen Media Event

October 2024

- **Madrid** Media Event at the Only YOU Boutique Hotel

November 2024

- Global Ambassador Travel Classics in **Arizona**

Media and Influencer FAMs



Legendary Exploration of Ireland (US Media)

- 5 Legend Properties
- 4 US Media



Summer Mountain Escape in Austria/Italy (UK Media)

- 4 Legend Properties
- 4 UK Media



Influencers to India

- 3 Legend Properties
- 4 Content Creators (1.8M)



Influencers to South Carolina

- 2 Legend Properties
- 4 Content Creators (1.67M)

FAM Coverage (To Date)



WHY AGENTS SHOULD SUGGEST A COOLCATION IN THE MOUNTAINS OF AUSTRIA AND ITALY

19 JUL 2024 BY JO

Coolcations are surging in popularity as travelers opt to spend summer away from the coast and heading inland for some more scenic experiences a twin-hotel trip with wellness-focused resorts to see what all the



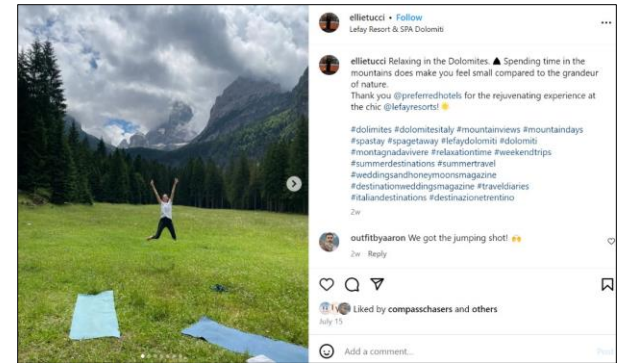
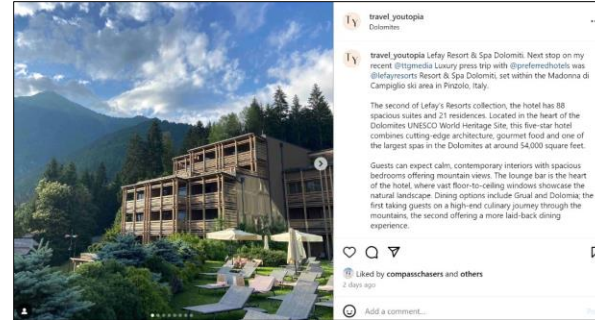
Hotels such as Interlpen-Hotel Tyrol look set to benefit from the coolcation trend

ORACLE TIME

Interlpen-Hotel Tyrol Austria is an Action Packed and Wellness-Focused Luxury Getaway



As I get older, I've come to realize that holidays are about rest. My travel preferences have shifted from exploring all day and partying all night to cathartic sauna sessions, well-equipped gymnasiums, and, naturally, a swimming pool with an epic view. All while being coddled in authentic luxury. From the moment you arrive at the five-star Interlpen-Hotel Tyrol resort, you feel pampered. The drive-in reception is perfect for the cold winter months and upon exiting the lift, the alpine style, ornate wooden walls and grand carved staircase invite you to explore the numerous nooks and crannies of the spacious yet cozy 282-room hotel.



Attendee Feedback

ttg LUXURY

“My feedback from the trip is all positive. I think there was a good mix of activities and experiences - I loved the trip to Solden and the James Bond museum and also the wellbeing day in the Dolomites. I also liked the fact that the two properties were so different.”

Harpers
BAZAAR

“I really loved the trip. It was great to experience the contrasts between traditional/contemporary and Italian/Austrian cultures within the same region. All in all, such a great experience. One I'm looking forward to writing about!”

attitude

“Thank you for a great trip! I had a great time with a lovely group of people. I really enjoyed experiencing the hotel’s facilities and getting a sense of what they offer. The excursions were special and meeting the respective hotel teams was great to connect and get key facts. Everyone was so attentive and friendly.”

WEDDINGS
& HONEYMOONS

“Thank you so much for having me on the trip. I really enjoyed getting to know more about Preferred Hotels & Resorts. It was a pleasure travelling with you. I enjoyed both properties and only have really positive feedback.”

2025 Proposed Legend PR FAMs



Media FAMs

- Q1: Legendary Winter Sun Getaway
- Q2/3: Legendary Summer Retreat
- Q3/4: Legendary Caribbean Escape



Influencer FAMs

- Q2: Singapore & Indonesia
- Q3: U.S. East Coast *Boston & Cape Cod*



Media Breakfast Opportunity



Event Details

- Exclusive media breakfast event
- Date: Thursday, Dec. 5
- 100 guests, including 70-80 top-tier travel editors and freelance contributors



Partnership with Member Properties

- 15-20 member properties from the portfolio
- Selection based on geographic diversity and unique offerings



Event Theme

- Wake Up with Preferred "Une Pyjama Party Preferee"
- Focus on wellness and sleep tourism



Integration of Visual Elements

- *Luxurious Linens*
 - Show-stopping bed dressed in SFERRA linens
 - Styled with luxurious props like silk eye masks and embroidered duvets
 - Partnership with SFERRA
- *Instagram wall*
 - 'Do not disturb' door hangers from global hotels

LEGEND COLLECTION

Public Relations



ILTM
CANNES



Climate Action Plan



INNOVATE

PREFERRED HOTELS & RESORTSSM
GLOBAL CONFERENCE 2025



GIFTTS & Golden Compass



- MY ACCOUNT
- FORUM
- IDEOLOGY
- SALES
- EVENTS
- MARKETING
- TRENDS & REPORTS
- I PREFER HOTEL REWARDS
- REVENUE & DISTRIBUTION
- PARTNERS & SERVICES
- COMMUNITY
- PHILANTHROPY & SUSTAINABILITY
- Q

We Believe in Travel.

And we are honored to have you as a valued member of our brand network.

Your journey with us begins here – a dedicated destination where our member hotels, resorts, residences, lodges, and camps around the world can access a suite of benefits, programs, services, best practices, and more.

NEWS UPDATE





Cheryl Williams, Preferred Travel
Group Chief Revenue Officer
To Melinda Bloomfield

7:11 AM

@PREFERREDHOTELS
SEPTEMBER 24, 2024



**COMMERCIAL INSIGHTS
AND HIGHLIGHTS**

from Chief Revenue Officer Cheryl Williams

READ MORE

Cheryl shares a Q3 update with the latest on our 2024 progress and forecasts, new program launches, and what the Commercial team is doing to drive revenue to your hotels. Read her [full letter](#) for all the details.

TO DO:



Thank You

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Feedback & Discussion

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