



Preferred Travel Group Inspires Inclusion Across its Global Portfolio this International Women's Day

NEW YORK, NEW YORK – February 29, 2024: In honor of International Women's Day on March 8, [Preferred Travel Group](#), is celebrating some of the influential women leading the way and inspiring inclusion in hospitality – both at member hotels globally and within the company.

Preferred Travel Group is the parent company of hotel and travel consultancy brands [Preferred Hotels & Resorts](#), [Beyond Green](#), [Historic Hotels of America](#), [Historic Hotels Worldwide](#), [PTG Consulting](#), and [Beyond Green Travel](#), representing more than 1,000 hotels, resorts, and residences across 90 countries, in addition to a global portfolio of destination marketing organizations and tourist boards. Its global team consists of over 300 travel professionals located across 20 countries with women represented across all levels of leadership, including the company's three most senior posts **Chief Executive Officer, Lindsey Ueberroth; President, Michelle Woodley, and Chief Revenue Officer, Cheryl Williams.**

“International Women's Day serves as a timely reminder that we are fortunate to work alongside so many inspiring women around the world. This day allows us to celebrate the progress and achievements we have made throughout our organization and across the wider hospitality community. We are committed to recognizing the value that all diversity, equity and inclusion brings to the workplace and strive to empower all our associates to fulfil their potential.”

As more women continue to assume executive roles across the hospitality industry, development and retention of talent have been vital to inspire and drive inclusion at Preferred Travel Group, ensuring balanced recognition for all associates. These internal achievements are also reflected at member hotels across the global Preferred Travel Group portfolio with female leaders including:

- **Amy Yu, General Manager of [Palais de Chine](#) (Taipei City, Taiwan, China) – Preferred Hotels & Resorts L.V.X Collection**

With 25 years of hotelier experience, Amy leads and inspires her team to create exceptional experiences, overseeing all aspects of hotel operations, from ensuring top-notch service delivery to strategizing innovative solutions to meet guests' needs. She takes great pride in fostering a positive and inclusive work environment where every team member feels valued, motivated, and empowered to excel, suggesting that aspiring female general managers need to “remember that diversity and inclusion are strengths, and your unique perspective and experiences will contribute to your success as a leader”.

- **Eva Codina Candelich, General Manager of [Casa di Langa](#) (Cerretto Langhe, Italy) - Beyond Green and Preferred Hotels & Resorts L.V.X Collection**

An experienced hotelier, Eva held her first General Manager role at 28 and joined Casa di Langa ahead of its opening in 2021. Located at the foothills of the Italian Alps, Casa di Langa is driven by a

deep respect for nature, dedicated to the future, and devoted to creating luxury through sustainability. Overseeing the hotel's operations, Eva's philosophy is based on warmth and refined simplicity, bringing kindness, care, and service to the workplace, helping to develop the potential and professionalism within the team.

- **Eva Mount, General Manager of [The BoTree](#) (London, United Kingdom) - Legend Collection**

As General Manager of The BoTree, a newly opened hotel at the crossroads of London's upscale Marylebone, Mayfair, and Soho neighborhoods, Eva believes that everyone on property should be given the opportunity to have their voice heard. With a wealth of experience in hotel openings and rebranding, she relishes this opportunity for creativity and focuses on establishing an inclusive workplace culture early on to ensure that it flourishes as the team grows and develops, stating that 'success breeds success'.

- **Shernette Crichton, General Manager of [Half Moon](#) (Montego Bay, Jamaica) - Legend Collection and Historic Hotels Worldwide**

Award-winning hotelier Shernette has had a long tenure in Jamaica's tourism industry, with more than 30 years at Half Moon, Jamaica's highest-rated resort. She first joined Half Moon in 1990 as a Trainee Manager and has progressed through the company to become the resort's first female General Manager overseeing numerous milestone achievements. An avid volunteer and member of multiple tourism-focused boards, Shernette advises that any women aspiring to the role of general manager will need a combination steadfast self-motivation, diligent self-care, and an unwavering ardor zeal for management and leadership; all qualities that are essential for navigating challenges.

- **Mary Rogers, Managing Director and Area General Manager of [Montage Laguna Beach](#) (Laguna Beach, California, United States) - Legend Collection**

With over two decades of luxury hospitality experience, Mary Rogers began her hotelier journey on a front desk and through dedicated effort and strong ambitions, has now progressed to become Managing Director and Area General Manager, overseeing the day-to-day operations at Montage Laguna Beach. She also lends leadership and operational guidance to sister properties [Montage Healdsburg](#) and [Pendry San Diego](#), fostering workplaces where team members can find joy and support in their work. Mary encourages fellow women to embrace diligence and persistence, avoiding hesitation when asserting themselves or articulating their aspirations.

- **Sara Masterson, President of Olympia Hotel Management including [SOPHY® Hyde Park](#) (Chicago, Illinois, United States) – Preferred Hotels & Resorts Lifestyle Collection**

Sara joined Olympia in 2006 and spent several years at the property level, including the award-winning [Inn by the Sea](#) in Maine, and is now responsible for maximizing owner value through property performance and growing the organization's managed portfolio of unique hotel and food & beverage assets across the United States. Adhering to a workplace philosophy of 'progress over perfect', Sara advises that women should strive have such conviction and self-belief that they are eager to surround themselves with the best possible talent.

- **Undraa Buyannemekh, President of [Three Camel Lodge](#) (South Gobi, Mongolia) - Beyond Green**

Deeply connected to her Mongolian heritage, having been raised with her nomadic grandparents, Undraa has been instrumental in guiding Three Camel Lodge (and its parent organization Nomadic Expeditions) towards sustainable tourism practices and is actively involved in the expansion of the Nomadic Foundation, aiming to increase its sustainable and positive impact on non-profit activities. Witnessing the tangible impact the organization has on both individuals and the environment, Undraa feels passionately about ensuring that each team member has equal opportunities for advancement while prioritizing educating and training the team on cultural diversity and awareness.

- **Valentina de Santis, Owner and CEO of [Grand Hotel Tremezzo/Passalacqua](#) (Lake Como, Italy) – Preferred Hotels & Resorts Legend Collection and Historic Hotels Worldwide**

Third-generation hotelier and CEO, Valentina de Santis is inspired by her family heritage and dedicated to striking the perfect balance between tradition and innovation. This family legacy is apparent at Passalacqua, which one year after its opening was named the World's Best Hotel in the prestigious 50 Best list. As recipient of a host of industry accolades and with a professional manta of "stronger together", Valentina was taught by her father that being a woman in a male-dominated industry was not something to overcome but something to celebrate.

- **Vimbai Masiyiwa, Founder of [Zambezi Sands](#) (Victoria Falls, Zimbabwe) - Beyond Green**

Vimbai Masiyiwa is the co-founder of Batoka Africa, Africa's first black female founded hospitality company. Her mission is to create sustainable social enterprises in the travel industry to empower communities and reimagine travel. At Zambezi Sands Vimbai intentionally creates diverse, empowered teams – seeking representation at every level and upskilling talent if they are unable to find enough candidates. One highlight of her role is seeing the impact ecosystem that she imagined growing, establishing the Shingani Women's Embroidery Sewing Club and empowering them to make reusable pads that in turn go to young women in the local village.

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About Preferred Travel Group

Owned and operated by the Ueberroth Family, Preferred Travel Group is the parent company of Preferred Hotels & Resorts, Beyond Green, Historic Hotels of America, Historic Hotels Worldwide, PTG Consulting, and Beyond Green Travel, representing more than 1,000 hotels, resorts, and residences across 90 countries, in addition to a global portfolio of destination marketing organizations and tourist boards. With more than 300 seasoned travel professionals situated across 35 locations worldwide, the company connects independent hotels, hospitality companies, and destinations to key markets worldwide through strategic branding, sales, integrated marketing, revenue management, distribution services, and other consultancy services. Fueled by its brand promise, Believe in Travel, the company and its hotel and travel brands champion an unwavering belief in the transformative power of travel and its ability to enrich lives, inspire a greater respect for the planet, and expand hearts and minds to other cultures and ways of living. For more information, visit PreferredTravelGroup.com