

# LUXURY TRAVEL ADVISOR

## Preferred Hotels & Resorts Launches "Loving Local: The Open Road" Series



*(Preferred Hotels & Resorts) Biltmore Hotel Miami Coral Gables*

Preferred Hotels & Resorts has launched “Loving Local,” a global travel series designed to facilitate highly localized, luxury hotel experiences across 21 regional markets as consumers prepare to “hit the open road.” This limited-time global campaign—valid for bookings made by July 31, 2020 for stays of two nights or more through December 31, 2020—entices travelers to staycation within their hometown or venture further into their surrounding region for the opportunity to enjoy value-rich amenities at more than 200 participating hotels and resorts.

Travelers who book Loving Local will receive the best available rate, daily breakfast options for two and a stay credit ranging from \$25 to \$70 that can be used toward on-property expenditures, along with immediate fast-track to Elite status in the brand's I Prefer Hotel Rewards program, which includes a VIP amenity, next category room upgrade, 2,500 bonus points and complimentary internet. Upon confirmation, all Loving Local bookings will also unlock access to special benefits from partner brands, including Sixt (for car rentals in Europe), Avis (for car rentals in the Americas and Asia), and Travel Curious (for those who want curated tours of their chosen destination).

In addition, Preferred Hotels & Resorts is offering a 3 percent bonus on top of the standard 10 percent agency commission for Loving Local bookings made through the GDS or direct channels with a qualifying IATA/TIDS number.