

L E G E N D SM

Preferred

HOTELS & RESORTS

Peter Island Resort Joins Preferred Hotels & Resorts' Legend Collection

NEW YORK, NEW YORK – December 17, 2024: [Peter Island Resort](#), a newly reimagined Caribbean private island hideaway in the British Virgin Islands, has been accepted into membership of [Preferred Hotels & Resorts'](#) prestigious [Legend Collection](#). The ultimate portfolio of exceptional properties in the world's most remarkable destinations, the Preferred Hotels & Resorts Legend Collection is globally sophisticated, culturally-refined, and promises unforgettable guest experiences. Featuring exquisite accommodations, stellar and intuitive personal service, renowned dining, and exceptional spas, being part of this exclusive group is designated for distinguished properties who represent the very highest levels of luxury.

Set on hundreds of acres of lush private island in the British Virgin Islands, Peter Island Resort boasts five pristine beaches, and 52 room, suite and villa accommodations just steps from the sea. After undergoing a seven-year transformation following the Virgin Islands' 2017 hurricane season, Peter Island Resort reopened on December 1, unveiling an elevated standard of luxury while preserving its intimate, casual elegance and charm.

The heart of the refined resort relocated to the island's spectacular stretch of Deadman's Beach, where all rooms, suites, and mini villas are just steps from the sea and a new infinity pool invites relaxation with breathtaking views. The 10,000 square foot seaside spa features seven treatment rooms, a fitness center, saltwater pool, outdoor relaxation areas, and an alfresco hot tub overlooking Big Reef Bay. Two restaurants include Drake Steakhouse's Caribbean-inspired surf & turf and the Yacht Club's Drunken Pelican, known for casual bites and craft cocktails. Other standout features include the ultra-luxurious Falcon's Nest Villa perched on a mountain peak, offering sweeping views of the Virgin Islands, a full-service marina at Peter Island Yacht Club, and an array of outdoor activities, from snorkeling to hiking the picturesque Sunset Loop.

"After over seven years, we are excited to share Peter Island Resort's transformation to a new level of luxury," states David Van Andel, President, Peter Island Resort. "Our evolved and re-imagined private island hideaway opened December 1 and is welcoming guests with the same warm, Caribbean hospitality, casual elegance and natural tropical wonders that have captivated visitors for decades. For generations we have been honored stewards of Peter Island and we are delighted to be sharing this revitalized Caribbean treasure once again."

"We are thrilled to introduce Peter Island Resort as the newest member of Preferred Hotels & Resorts' prestigious Legend Collection," said Dan Coyle, Executive Vice President of United States and Canada for Preferred Hotels & Resorts. "After an inspiring reimagination, this exclusive private island resort exceeds any expectations previously set with its iconic intimacy and elegance, presenting a refreshed level of unparalleled sophistication and service that distinctly embodies our distinguished Legend Collection."

Preferred Hotels & Resorts brings strategic advantage to hotel owners, operators, and management companies through brand prestige and global operating scale, supporting the goals of its member hotels by providing strategic group, corporate, and leisure sales, integrated marketing solutions, comprehensive revenue management, global connectivity through reservations services, progressive distribution technology, and individualized guest support. Every property within the portfolio is required to maintain the high-quality standards and unparalleled service levels required by the Preferred Hotels & Resorts Integrated Quality Assurance Program. Through its four global collections – Legend, L.V.X., Lifestyle, and Preferred Residences – Preferred Hotels & Resorts connects discerning travelers to the singular luxury hospitality experience that meets their needs and life and style preferences for each occasion.

All guests of Peter Island Resort are now eligible to enroll in *I Prefer* Hotel Rewards, the brand's points-based loyalty program with more than 5 million travelers currently enrolled globally. Complimentary to join, *I Prefer* members earn points redeemable for cash-value Reward Certificates, Titanium status, and other value-rich benefits from eligible stays at over 600 participating hotels and resorts worldwide. Travelers seeking memorable independent hotel experiences are invited to sign up at www.IPrefer.com/enroll.

For more information about Peter Island Resort and Preferred Hotels & Resorts, please visit www.preferredhotels.com.

###

About Preferred Hotels & Resorts

Preferred Hotels & Resorts is the world's largest independent hotel brand, representing more than 600 distinctive hotels, resorts, residences, and unique hotel groups across 80 countries. Through its curated global collections, Preferred Hotels & Resorts connects discerning travelers to the singular luxury hospitality experience that meets their life and style preferences for each occasion. Every property within the portfolio maintains the high-quality standards and unparalleled service levels required by the Preferred Hotels & Resorts Integrated Quality Assurance Program. The *I Prefer*[™] Hotel Rewards program, Preferred ResidencesSM, Preferred PrideSM, and Preferred Golf[™] offer valuable benefits for travelers seeking a unique experience. For more information, visit PreferredHotels.com.

About *I Prefer* Hotel Rewards

Launched in August 2013, the *I Prefer* Hotel Rewards program from Preferred Travel Group – the parent company that operates hotel brands Preferred Hotels & Resorts, Beyond Green, Historic Hotels of America, and Historic Hotels Worldwide – extends points, status, and other complimentary benefits to members upon eligible stays at over 600 participating hotels and resorts worldwide. In addition to earning points for eligible room nights, members receive additional benefits based on their tier status. The *I Prefer* program also offers a free mobile app, available on Apple and Android devices, which allows members to search and book hotel stays, and easily redeem Reward Certificates. With 5 million travelers currently enrolled in membership, *I Prefer* is complimentary to join. To learn more and to enroll in the program, please visit IPrefer.com/enroll.

About Peter Island Resort

Peter Island Resort, the British Virgin Islands' newly reimagined luxury private island hideaway, has been a treasured secret among sophisticated travelers for decades. The island features hundreds of lush, tropical acres, five pristine beaches, two luxury villas, and a variety of beachfront accommodations just steps from the sea. Peter Island Yacht Club, a must on every sailing itinerary, offers a full-service marina with dockage that accommodates superyachts of up to 200 feet. The 10,000 square foot Spa is a seaside sanctuary of wellness that takes pampering to the next level. With its

unspoiled natural wonders and abundance of land and sea activities including diving, snorkeling, sailing, windsurfing, deep sea fishing, pickleball, hiking the island's scenic Sunset Loop and more, Peter Island continues to enchant guests as a one-of-a-kind, private island paradise.