

LEGEND™

Preferred

HOTELS & RESORTS

**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 world and acknowledged by leading industry bodies from Michelin to Forbes, with 60 Legend properties recognized in the 2024 Forbes Travel Guide Star Awards announced in February 2024. These inspiring hotels and resorts deliver the highest level of luxury while defining their destination. They encourage travelers to explore a range of diverse and enchanting locales across the world, including [The Sanchaya \(Bintan, Indonesia\)](#); [The Alpina Gstaad \(Gstaad, Switzerland\)](#); [The Fullerton Bay Hotel \(Singapore, Singapore\)](#); [Lefay Resort & SPA Dolomiti \(Pinzolo, Italy\)](#); [Hotel Unique \(São Paulo, Brazil\)](#) and [The Leela Palace Hotels](#), including [Udaipur](#) and [Jaipur](#).

The Legend Collection continues to see strong global growth as it surpasses 100 members, adding hotels and resorts that range from iconic grand dames to exciting new launches and everything in-between. The latest properties to debut in the Legend portfolio are:

- [The Hotel Maria \(Helsinki, Finland\)](#) - Opened December 2023
- [Grand Velas Boutique Los Cabos \(Los Cabos, Mexico\)](#) - Opened December 2023
- [The Global Ambassador \(Phoenix, Arizona\)](#) - Opened December 2023

- **The Newman (London, United Kingdom)** - Opening spring 2025

Through its four global collections – Legend, L.V.X., Lifestyle, and Preferred Residences – Preferred Hotels & Resorts connects travelers to luxury hospitality experiences that meet their lifestyle preferences. For stays at any of these hotels, travelers are invited to book via the Preferred [brand website](#). Travel advisors and agents can book client stays via GDS using the “PH” and “PV” chain codes. For hotel owners and operators exploring options to stay or become independent, visit www.PreferredHotels.com/Freedom.

To view the full Preferred Hotels & Resorts Legend Collection portfolio please visit www.preferredhotels.com/collections/legendary-hotels.

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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 nearly 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.

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