

TRAVEL AGENT CENTRAL

Preferred Hotels And Resorts Welcomes 26 New Members



Preferred Hotels & Resorts has welcomed 26 new member hotels across 14 destinations from January 1 and April 30, 2020. Along with sales, marketing, revenue optimization and distribution services, each of these new member hotels now has access to Preferred’s global network of corporate, leisure and group sales professionals and can tap into the turnkey benefits of **I Prefer Hotel Rewards**, the brand’s global points-based loyalty program.

Since January 1, the following properties have joined Preferred Hotels & Resorts:

- **Biltmore Hotel (Coral Gables, FL)** – A favorite of celebrities since opening in 1926, the 271-room property offers a championship golf course, European spa, Italian dining and Biltmore Culinary Academy Miami offering adult and children’s classes.
- **Montage Healdsburg (Healdsburg, CA)** – From November, the 258-acre resort, surrounded by Sonoma County’s sought-after wineries and restaurants, will offer 130 bungalow-style guestrooms, Montage Spa, hiking trails and vineyard yoga.

- **Banyan Tree Tamouda Bay (Fnideq, Morocco)** – Located on the northwest coast, the luxury resort has 92 pool villas with Andalusian-Moorish design and views out to the Mediterranean. For wellness seekers, Banyan Tree Spa offers customizable treatments.
- **The Social House (Nairobi, Kenya)** – Following its February launch in the capital city, the 83-room property brings guests and locals together with four stylish bar and restaurant venues and an ever-changing line-up of cultural events, concerts, and pop-up experiences.
- **La Villa Haussmann (Paris, France)** – Centrally located with Arc de Triomphe views, the boutique hotel reflects the legacy of architect Baron Georges-Eugène Haussmann. In addition to 43 soundproofed rooms and suites, facilities include a spa, indoor pool, lounge bar and restaurant.

