



## **Preferred Hotels & Resorts Expands Partnership With The Leela Palaces, Hotels and Resorts**



*The Leela Palace Bengaluru, a member of Preferred Hotels & Resorts. (photo via Preferred Hotels & Resorts)*

Preferred Hotels & Resorts, the world's largest independent hotel brand, is pleased to celebrate its continued and growing partnership with The Leela Palaces, Hotels and Resorts through the addition of two new properties to its global portfolio.

With the launch of The Leela Bhartiya City Bengaluru in September 2021, and the addition of The Leela Palace Jaipur in November 2021, Preferred's partnership with the Mumbai-based group has expanded to encompass 10 globally recognized properties across

India, with plans to expand further in 2022 and beyond. This longstanding partnership with one of India's most awarded hotel brands is a testament to Preferred's strength in executing innovative global strategies that cater to the individual needs of its member hotels to create mutually beneficial relationships.

In support of The Leela's ambitious development strategy, the synergetic alliance enables the luxury hotel brand to tap into the results-driven benefits of Preferred's global infrastructure and distribution platform along with its corporate and leisure travel sales capabilities, expertise in the independent hotel space, and network of sales professionals located in 40 offices worldwide. In turn, Preferred Hotels & Resorts continues to expand its presence in one of the world's fastest growing economies and a burgeoning leisure and business travel market.

"With a shared vision to provide unparalleled hospitality, our continuing relationship with The Leela Palaces, Hotels and Resorts is pivotal to Preferred's development in India," said Saurabh Rai, Executive Vice President for Preferred Hotels & Resorts. "These recent additions showcase not only the diversity and sophistication of our properties in the region, but also lends itself to the creative and ambitious spirit behind The Leela, a brand we are truly honored to stand alongside."



*Rendering of The Leela Bhartiya City, Bengaluru, part of Preferred Hotels & Resorts.  
(photo via Preferred Hotels & Resorts)*

“Our alliance with Preferred gives us global reach and provides a platform to showcase our portfolio of distinctive hotels that embody true Indian luxury. As one of the world’s best hotel brands, as voted by the industry’s most acclaimed travel awards including Travel + Leisure’s World’s Best, we are committed to delivering an authentic and impeccable luxury experience that defines the essence of India and makes every guest’s stay a memorable one,” said Anuraag Bhatnagar, Chief Operating Officer, The Leela Palaces, Hotels and Resorts.

The association between Preferred Hotels & Resorts and The Leela Palaces, Hotels and Resorts began in 2008 with The Leela Kempinski Mumbai (now known as The Leela Mumbai), The Leela Palace Kempinski Bangalore (now known as The Leela Palace Bengaluru) and The Leela Kempinski Goa (now known as The Leela Goa). Since then, the portfolio has grown to encompass The Leela Palace New

Delhi; The Leela Ambience Convention Hotel Delhi; The Leela Ambience Gurugram Hotel and Residences; The Leela Palace Udaipur; The Leela Palace Bengaluru; The Leela Bhartiya City Bengaluru; The Leela Palace Chennai; The Leela Mumbai; The Leela Goa, and The Leela Palace Jaipur, with more hotels and resorts in process.

As a result of this partnership, Preferred Hotels & Resorts has grown its footprint in South Asia to 30 member hotels with 24 in India. Each of these member properties are located in key leisure and business destinations and comprise some of the market's finest independently owned and managed luxury hotels.

For stays at any of The Leela properties represented within the Preferred Hotels & Resorts portfolio, travelers are invited to book via the [Preferred brand website](#). Travel agents can book client stays via GDS using the "PV" chain code. For hotel owners and operators exploring options to stay or become independent, visit [www.PreferredHotels.com/Freedom](http://www.PreferredHotels.com/Freedom).