



Women in Travel: Three Successful CEOs on How They Do It

Working in travel can be a dream job, but the challenges never stop, especially when you're leading a company. I talked to three trailblazing women CEOs about how they get it done.

The Woman Who Makes Independent Hotels Matter
Lindsey Ueberroth: CEO, Preferred Hotels & Resorts



Why she rocks: As the head of [Preferred Hotels & Resorts](#), a global portfolio of more than 750 independent properties, Ueberroth has seen major growth through three key drivers: [I Prefer](#) Hotel Rewards, experience-focused programs (like Preferred Pride, Preferred Residences, and Preferred Golf), and a focus on adding hotels in strategic markets. Since she became CEO in 2014, Preferred has added more than 100 hotels to the portfolio (from 650 to 750+), expanded *I Prefer* membership from 1.3 to 3.5 million, and increased reservations revenue on behalf of member hotels from \$882 million to \$1.66 billion. Under Ueberroth's leadership, the brand has also launched its presence and seen great growth on social media.

“Our hotels are one of a kind and experiential,” she says. “They provide guests with an authentic flavor of the local community.”

How she does it: “I travel 50 to 60 percent of the time to meet partners like hotels and travel agents. When I'm not traveling, I answer the seemingly never-ending stream of emails, spend time with my leadership team, read up on trends, and plan future travels. The world economy is always fluctuating, and as a global company, there is always one region that isn't doing as well as another. We help our partners manage those difficult times and come out on top. Today's traveler has brand fatigue, but our rebranding in 2015 was a huge success for brand awareness and consumer loyalty.”

What's next? “I'm excited about the industry's growth in places like Myanmar, Cambodia, parts of Africa, and Cuba,” she says, “and the increased interest in independent hotels, something we've been doing for more than 51 years.”

So, what are your three favorite hotels? “Tricky question! The Upper House in Hong Kong, the Mark in New York City, and Finca Cortesin in Spain.”