

Laura Ashley announces global partnership with Preferred Hotels & Resorts



By **Eloise Hanson**

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Laura Ashley Tearoom at Burnham Beeches Hotel in Slough [Credit: Laura Ashley]

Worldwide: The partnership marks Laura Ashley as the newest member of the Preferred Hotels & Resorts' Alliance Partner program.

<https://www.boutiquehotelnews.com/home/news/2020/1/28/laura-ashley-announces-global-partnership-with-preferred-hotels-resorts/>

The partnership will bring new and existing Laura Ashley hotels into representation of the Preferred brand over the coming months, allowing Laura Ashley to market its properties to Preferred's global portfolio of more than 750 hotels, resorts and residences across 85 countries.

Laura Ashley will be able to tap into the results-driven benefits of Preferred's global infrastructure and distribution platform, while its guests will have access to the I Prefer Hotel Rewards loyalty program.

As a Preferred Alliance Partner, Laura Ashley will also receive marketing support sell Laura Ashley The Tea Room to Preferred's existing hotel membership, helping to drive high-quality volume daytime food and beverage revenue to participating hotels.

Kwan Cheong Ng, chief executive officer at Laura Ashley, said: "This relationship marks an exciting development in our brand's history not least for our expanding hospitality business, which has proven to help drive substantial increases in guest room revenue premium due to the distinctive Laura Ashley design, branding model, and global fanbase. We're delighted to be working with Preferred Hotels & Resorts and welcoming more of Preferred's guests and hotels to Laura Ashley."

Jonathan Newbury, senior vice president of strategic development for Preferred Hotels & Resorts, added: "This partnership with Laura Ashley Hospitality is perfectly aligned with our strategic goal to thoughtfully expand the Preferred brand footprint while complementing our existing portfolio through innovative alliances. We are pleased to represent Laura Ashley Hotels as the brand gears up for global expansion, and look forward to a fruitful relationship."

Laura Ashley Hospitality is an international lifestyle brand with a British heritage that is "underpinned by an ethical and environmental ethos" and a "fundamental belief in building enduring relationships".