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INSPIRING THE BUSINESS WORLD

INSPIRE

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FINALISTS REVEALED

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50+

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TO THE FINER
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BE A GOOD BOARD CHAIR
HOW TO LEAD, NOT RULE

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5 MINUTES



with **MICHELLE WOODLEY**

*President of Preferred
Hotels & Resorts*

1 *Preferred Hotels & Resorts turns 50 in 2018. How are you celebrating?*

We're celebrating our legacy of 'Inspiring Travel for 50 Years' while putting in place exciting innovations to drive our success into the next five decades. We're committed to taking what we do to the next level, with a focus on consumer desires and experiences.

2 *How is the hotel industry adapting to shifting social trends?*

The popularity of residential stays continues to grow with travellers globally, regardless of their reason for travel. This prominent shift in mindset is a reason why residence rentals, such as Airbnb, have become so widespread. Our customer base is looking for a residential experience with the features, comfort and safety of a luxury hotel. Our Preferred Residences collection offers 70-plus properties that combine the space, privacy and flexibility of a home with the luxuries and convenience of a hotel stay.

3 *How do you deliver a hotel experience like no other?*

Our brand is special because of the independent nature of our hotels: no two hotels are alike, and all deliver a unique guest experience with authenticity and a sense of local culture.

4 *What is your go-to motivator?*

Focus and prioritisation. When I pull back, prioritise and focus, this leads to a great sense of accomplishment of the truly meaningful things.

5 *What is one thing you do every day?*

I take a lap around the office to say hello to our team and thank them for their work. They're the ones driving the business.