

Travel

# Preferred Hotels & Resorts Celebrates 50th Anniversary

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Cape Rotale Luxury Hotel & Residence (Source:Preferred Hotels & Resorts)

Fifty years after 12 North American hoteliers established Preferred Hotels Association as a referral organization, the Preferred brand celebrates its 50-year anniversary of curating independent hotels that deliver authentic, memorable, and inspiring travel experiences. Over the past five decades - filled with expansion into every region of the world and the continued addition of experiential programs and technology - the company has evolved to become Preferred Hotels & Resorts, the world's largest independent hotel brand with more than 650 one-of-a-kind member hotels, resorts, and residences across 85 countries.

To commemorate the milestone, Preferred Hotels & Resorts has launched a year-long Golden Anniversary campaign that invites travelers to explore its portfolio of independent hotels through a series of consumer-driven initiatives. Among the celebratory activities launching are a video series; a new social media campaign, #PreferredCelebrates50; a Golden Anniversary package; a bonus points booking incentive; and a dedicated Golden Anniversary microsite that will serve as the hub of all related activity throughout the year.

"The story of the Preferred brand has been one of incredible success, growth, innovation, and perseverance, and stands as a true testament to the strong value the global travel community places on the truly independent hotel experience," said Lindsey Ueberroth, Chief Executive Officer of Preferred Hotels & Resorts.

"United by a deep passion for hospitality, our global network of associates and hoteliers continues to embrace authentic travel as an important and essential part of life. We are so excited to celebrate this momentous occasion with travel enthusiasts worldwide through our Golden Anniversary Campaign, which honors our strong heritage while highlighting the opportunities for discovery and evolution that lie ahead."



Nassima Royal Hotel (Source:Preferred Hotels & Resorts)

### Inspiring Travel for 50 Years - Video Series

For the first time in the brand's history, Preferred Hotels & Resorts is launching a dynamic consumer video series, entitled "Inspiring Travel for 50 Years," to honor the official theme of its Golden Anniversary.

Each month, up to two vignettes will be released via various digital and social media channels, with every video showcasing the rich meaning of #ThePreferredLife. The videos will highlight the perspective of different guests as they discover the joy, romance, and inspiration of authentic travel while staying at distinct independent hotels within the Preferred Hotels & Resorts portfolio. The first video in the series launched features

one man's experience at Cavallo Point in San Francisco.



The Franklin Hotel (Source: Preferred Hotels & Resorts)

### Golden Anniversary Package

Throughout 2018, guests can take advantage of the brand's Golden Anniversary package, which rewards travelers with the best available rate plus a \$50/£50/€50 hotel credit or a 50-minute activity at more than 200 participating hotels around the world.

Participating hotels offering the \$50 on-property credit range from The Alpina Gstaad in Switzerland and Cape Royale Luxury Hotel & Residence in Cape Town to Katamama in Bali and The Broadmoor in Colorado. Hotels extending a 50-minute themed experience for this package include The Franklin London, offering a Champagne Sabering and Testing class; Hotel

Chinzanso Tokyo, inviting guests to partake in two cultural activities such as a Japanese language lesson and a tour of the hotel's incredible gardens; Nassima Royal Hotel in Dubai, pampering guests with a couples massage; and Galeria Plaza Reforma in Mexico City, allowing guests to test their hand at authentic Mexican cuisine during a cooking lesson at its signature restaurant, Almara.

### #PreferredCelebrates50

Past and present guests are invited to join #ThePreferredLife social community by sharing photos and memories gathered during any stay at a Preferred Hotels & Resorts property and tagging them with #PreferredCelebrates50. Select user photos will be shared on the brand's @PreferredHotels social media channels, as well as on the newly launched [Golden Anniversary microsite](#).

The microsite will serve as the main source for all anniversary activity, featuring each vignette in the video series, news of the quarterly campaign promotions and other special messages. Travel enthusiasts who are not active on social media but who want to engage in the celebration can directly upload photos or video messages to the microsite, sharing a favorite travel memory or anniversary wishes with Preferred Hotels & Resorts.





### 50 Years of Heritage

Since its foundation on January 29, 1968, the Preferred brand has led the way in independent hospitality, helping to shape and develop the space through innovative programming, global expertise, and an unwavering commitment to championing the spirit of the independent hotelier and the unique, authentic, and local character of their respective properties.

In the 14 years since the Ueberroth family took ownership, the brand has accelerated its expansion by marking first-time presence in more than 30 new countries; introducing new technology, sales and marketing support services to its growing portfolio of member hotels; launching I Prefer Hotel Rewards, the world's first global points-based guest loyalty program for independent hotels; and introducing a variety of other niche programs to cater to the needs of family, LGBTQ and golf travelers.

Most recently, in 2015, CEO Lindsey Ueberroth demonstrated her innovative approach to keeping independent hospitality top-of-mind with today's consumer by spearheading the company's rebranding from Preferred Hotel Group, a multi-branded hotel platform, to Preferred Hotels & Resorts, one master brand with five global collections that provide an intuitive way for travelers to identify the hotel or resort that will meet their life and style preferences for each occasion.

The brand also includes 160 LGBTQ-welcoming properties through its [Preferred Pride Program](#).