

Global Traveler Web Q & A: Casey Ueberroth,  
Senior Vice President of Marketing, Preferred Hotel  
Group

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From packing light to security an upgrade and discovering little-known gems to talking your way into the best seat in the house, frequent travelers pick up a few tricks along the way. We've convinced some of the top voices in the travel industry to share their experience.

On the Road With...

**NAME:** Casey Ueberroth

**OCCUPATION (Title and Company):** Senior vice president of marketing, [Preferred Hotel Group](#)

**INTRODUCTION:**

I live in Newport Beach, Calif., home to amazing surfing beaches, with my three children Cole, Ozzy and Wren and my wife Brooke, and within a quick drive from my sister, Lindsey, and my parents, John and Gail.

Travel is part of my DNA. When I was six, I went on my first international trip to India. By age 13, I had traveled to more than 50 countries. Today, that number is somewhere around 100.

Seven years ago, after working in banking for Wells Fargo, I was drawn to the allure of working for the family business. My parents bought Preferred Hotel Group in 2004, and my sister joined the company that

same year. It was a natural transition for me. Since then, I've worn many hats from development to publications to golf to guest loyalty programs.

**NUMBER OF ROUND-TRIP FLIGHTS PER YEAR:** 30

**FOR BUSINESS:** 28

**FOR LEISURE:** 2

**FAVORITE DESTINATION:** [Maldives](#) (leisure), New York City (business)

**FAVORITE AIRLINE BUSINESS CLASS:** United

**FAVORITE HOTEL:** Ojai Valley Inn & Spa (leisure), Wynn Las Vegas (business)

**FAVORITE RESTAURANT:** Nobu Sushi in San Clemente, Calif. — not linked to the infamous Nobu chain. This is a true “diamond in the rough” that takes a little sleuthing to locate.

**MOST MEMORABLE TRAVEL EXPERIENCE:** This is a tough question because there are so many. Yet, the most impactful experience took place in 1988 when my family traveled to East Germany. I will never forget the moment we crossed from West Berlin into East Berlin through Checkpoint Charlie. It was startling to go from the warm and happy side of Berlin to one that was dark and harsh — two completely different worlds and ways of life. I can still recall the exact feeling as we turned the corner and watched the “golden glow” of the West Side fade, encountering the East Side filled with dilapidated ash grey buildings and residents who seemed to hurry around, hunched and nervous. Within weeks of returning home, the Berlin Wall came down. It was amazingly powerful to witness the two different sides, especially at such a young age, and have a first-hand understanding of why the fall of the Berlin Wall was such a meaningful, powerful and important event in history.

**MUST-HAVE TRAVEL GEAR:** My Tumi Vapor — it's light and nimble. Also, an iPod with lots of tunes and a drawing pad to sketch on.

**ON A LONG-HAUL FLIGHT, I SPEND MY TIME:** Reading magazines, catching up on items for meetings the next day, meditating, sketching and, occasionally, watching a movie.

**BEST TRAVEL ADVICE I EVER RECEIVED:** The best piece of advice I've received is “Enjoy your work travel. Find the flights that allow rest — one that lands in the evening but still provides a few extra hours for dinner upon arrival or one that doesn't leave too early in the morning so you can have a few extra hours to rest before heading to the airport.” This advice has been extremely helpful and was given to me by a colleague who is also father to several children. The second piece of advice was given to me by an industry peer: “Work the loyalty programs. Maximize everything.”

**MOST VALUABLE TRAVEL LESSON I'VE LEARNED:** Be aware and present. Keep your eyes, ears, and nose open and absorb the experiences fully. You can always find time to catch up on e-mails and phone calls. Be in the place you are in the moment you are in it and appreciate what the experience is sharing with you. Travel is a gift.