

News and Notes

Preferred Hotel Group unveils new master brand to provide wider variety of travel experiences

In a move that goes against prevailing industry trends, the Preferred Hotel Group on March 4 announced a strategic brand change as it transitions from a conglomerate of hotels to one master brand: Preferred Hotels & Resorts.

"It was a monumental change for us for a lot of reasons as it's rare in today's hotel and hospitality market to choose to do this rather than launching new brands," said Lindsey Ueberroth, President and CEO of the company.

"The decision could be seen as controversial in a lot of ways as we're saying that stars and diamonds and traditional rating systems are really becoming less relevant. This isn't only because they are inconsistent globally, but also because travelers are booking travel based on life-

style requirements and experiences," Ueberroth said.

The group believes people personalize their travel based on the type of experience they want, and so it offers five collections for guests: Legend, LVX, Lifestyle, Connect and Preferred Residences.

The collections are aligned horizontally with Connect being the most casual in terms of luxury, making it the perfect business solution that is also suitable for family travel, with ideal amenities and services for those experiences. Moving across the collection, there is a move from the casual to the more approachable Lifestyle, which probably offers the broadest range of hotels. The LVX and Legend collections offer a more high-touch level of luxury, with the

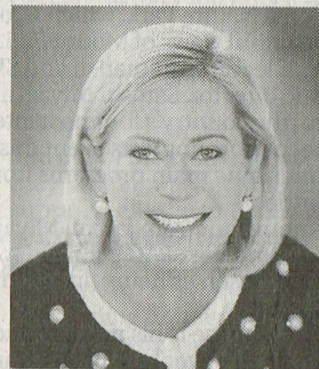
Legend hotels being very immersive in fulfilling guest expectations.

"The Legend hotels are really destinations unto themselves," Ueberroth noted.

The group allows people to define their exact travel needs, allowing them to choose an exotic locale for a special event, a centrally located city hotel for a weekend getaway, or a convenient hotel with hands-on service for a stress-free business trip.

Ueberroth said: "Because our hotels are independent, each property is distinct and unique in terms of design and architecture. It's certainly a draw that under one brand guests can find such diversity."

Boasting 650 hotels, Preferred Hotels & Resorts is also pleased to offer its iPrefer loy-



**Preferred Hotel Group
President and CEO Lindsey
Ueberroth**

alty program, providing members with points redeemable for free stays and other benefits.

For more information, see
www.preferredhotels.com