

## Know on the go

March 29, 2015 1:15 am

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Whether choosing an iconic destination resort for a milestone family celebration or a well-located hotel with personalised service for a quick business trip or a sleek city-centre hotel for a weekend getaway with friends, travellers can now experience the high-quality standards and unparalleled service levels that every hotel is required to maintain, thanks to the new rebranding exercise of Preferred Hotel Group, now called Preferred Hotels & Resorts. The brand combines traditional on-site inspection scores with real-time social media reviews of the over 650 hotels, resorts and luxury residences it represents within its portfolio.

As per Lindsey Ueberroth, president and CEO of Preferred Hotels & Resorts, the rebranding will help provide clarity to travellers during their travel planning process and connect discerning travellers to a singular luxury hospitality experience that meets their life and style preferences for each occasion. Travellers can now browse and book stays at any of the hotels, resorts, and luxury residences under the Preferred umbrella via a new brand website, [www.preferredhotels.com](http://www.preferredhotels.com).

The Preferred brand was established in 1968 by a group of hoteliers as a referral organisation for hotels called Preferred Hotels' Association. The Ueberroth Family has owned the business for 11 years and it is the world's largest independent hotel brand with 250 associates based in nearly 40 cities across the globe. The brand began its operations in India in 2002 with the signing of its first member hotel in the country, The Imperial New Delhi. Today, the brand has a strong presence in the market, featuring strategic relationships with prominent brands such as The Leela Group, ITC Hotels, and Dusit Bird Hotels and a diverse portfolio of 30 member hotels across significant destinations such as Bengaluru, Chennai, Goa, Gurgaon, Hyderabad, Jaisalmer, Kerala, Kolkata, Mumbai, New Delhi, Noida and Udaipur.

“At a time when travellers are overwhelmed by the multitude of new hotel brands, we are going back to the foundation on which our company was built to provide clarity during the travel planning process,” says Ueberroth.

Understanding that travellers have different objectives for each individual trip, each property within the new brand portfolio has been aligned with one of five collections—Legend, LVX, Lifestyle, Connect, and Preferred Residences. Addressing evolving consumer expectations and changing travel trends, the collections provide a more intuitive way for travellers to search, consider, and book travel by defining hotels based on the type of luxury experience they offer. On the brand's new website, travellers can search for a hotel by collection or by other preferences such as hotel name, experience, location and price point.

“Our new branding empowers today's dynamic travellers to determine exactly what will make each trip feel luxurious, expanding the definition of luxury travel beyond the confines of traditional perceptions such as white gloves or stars,” says Ueberroth, adding, “By doing so, Preferred Hotels & Resorts will set new standards for travelling well.”

To further enhance their independent hotel experience, travellers can enroll in the iPrefer guest loyalty programme, which rewards members with points redeemable for free nights and other expenditures, elite status, and special benefits such as complimentary Internet upon every eligible stay at more than 550 participating properties worldwide.

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