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Fact Check

The Preferred Legacy

It's been exactly 50 years since the Preferred Hotels & Resorts launch in the United States. We interview CEO Lindsey Ueberroth about its illustrious portfolio.

It was 1968; 12 independent hoteliers in America had joined hands to launch Preferred Hotels & Resorts, a brand that would market 12 luxury hotels in the USA. The company grew substantially in the 90s, and by the time they hit the millennium, they had acquired several prominent, international properties in their portfolio, including The Ritz, Paris. Then, in 2004, John Ueberroth, then CEO and Co-Chairman of Ambassadors International, Inc (a travel and cruise company), bought Preferred, and the rest, as

they say, is history. A few years back, John's daughter, Lindsey Ueberroth took over as CEO. An ambitious businesswoman and leader, she opened up about her emotional attachment to the brand.

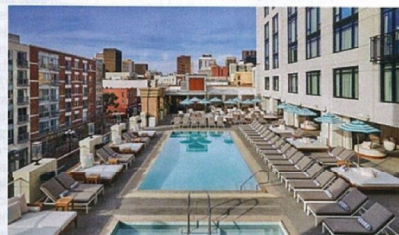
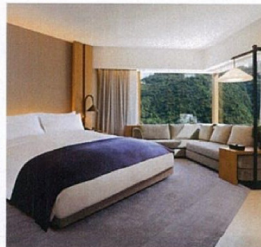
"To step into his shoes... I can't explain the emotion that goes into that," says Lindsey, of her father's decision to make her the CEO in 2014. She admits that as a new leader, "It was hard not to bite off more than I could chew. When my father bought the company, we had 300 independent hotels; now we're at 700 hotels, resorts,

and residences and in over 85 countries." The pressure was intense, but she attributes the success to her parents who've always been passionate about travel. Since her joining, Lindsey has had her own share of landmark moments in the company. *I PREFER*, the Preferred loyalty programme, was her brainchild and she is ecstatic that it's doing well. "But, you had to first convince 850 hotels that this was a good idea." Besides establishing *I PREFER*, she also launched Preferred Boutique in 2005. This brand was retired in 2015 when the company was

rebranded, following which, all hotels were aligned into five distinct collections. Does she have any favourites? "Oh gosh, all of them are so good!" She gives in eventually, choosing one hotel from each group, "I love the Ojai Valley Inn & Spa in California from the LEGEND Collection, The Hari Hotel London from LIFESTYLE, The Pendry San Diego from LVX, MonHôtel Lounge & Spa, Paris from the CONNECT collection, and the Montage Beverly Hills, California from Preferred Residences."

—AS TOLD TO ANWESHA SANYAL

Clockwise: A top view of Ojai Valley Inn and Spa; Lindsey and John Ueberroth; a room at The Upper House, Hong Kong; the pool view at The Pendry San Diego; the Sky Lounge at The Upper House; Lindsey Ueberroth.



New In

Ode to the Tui

A new boutique, design hotel has launched in Auckland's largest suburb of Mangere.



With New Zealand's most famous winery—the Villa Maria Wine Estate—in its backyard, and the gorgeous Mangere Mountains as backdrop, Naumi Auckland Airport, a design hotel by Singapore-based hotel group, The Naumi Hotels, is our new find this month. In Auckland's largest suburb of Mangere, the stylish, high-design boutique property pays homage to the country's native Tui bird, with bold and playful interiors, 24-carat gold-leaf-textured walls, 95 gold discs intricately hand-painted with feathers, and a colour palette inspired by the lustrous sheen of the bird's feathers.

The emerald greens, jewel blues, and magenta pops, together with natural earth tones, brass accents, and crisp white linen lend the hotel a warm, snug vibe. For business travellers looking for a stopover close to the airport, this artsy hotel is the perfect stay with Habitat, Oasis, Blush, and more designer-themed rooms furnished with modern amenities. The historic Otuauna Stonefields Reserve are a short drive away. naumihotels.com



FastForward

VIRGIN NO MORE

On the island of Olhahali, only known to boat-tripping picnickers-until recently, LUX* North Malé Atoll will bring to you an Art Deco-inspired luxury hotel with double-storey, penthouse-style villas set on the beach or over water. In October 2018, this little part of the Maldives will receive its first guests to enjoy top-notch restaurants like GLOW and INTI, a LUX* ME Spa designed by Shirley Page, and adventure sports—dive into the waters to discover thriving coral reefs, abundant sea life, and at least three sunken pirate ships. luxresorts.com

PROMOTION



Stunning views from the Titlis Cliff Walk.

TITLIS ROTAIR

The world's first revolving cable car takes you from the Stand middle station, up to the snow-covered summit of Titlis in just five minutes. The 360-degrees rotation allows you to relish breathtaking, bird's-eye views of rock faces, crevasses, and mountain peaks.



SNOW-CAPPED TREASURES OF TITLIS

At the summit of Switzerland's most well-known glacier, Mount Titlis, there is only one season—winter. The year-round icy wonderland, located 3,020 metres above sea level, not only offers panoramic views of surrounding mountains and valleys, but is also the destination to enjoy a variety of outdoor activities, including skiing, snowtubing, abseiling, and even descending into the frosty heart of the glacier itself!

TITLIS CLIFF WALK

Take a leap of faith as you step on to this narrow bridge, suspended 3,041 metres above sea level and 500 metres off the ground—the highest of its kind in Europe. Stretching just 100-metres long, from the summit to the Ice Flyer chair-lift station, the

adrenalin-pumping, 150-steps walk is not for the faint hearted. The views into the abyss below, however, makes the journey worthwhile.

ICE FLYER

This invigorating trip through the air involves travelling in an open chair

lift, with nothing but a harness to hold you in place as you glide over the 20-metres deep crevasses below. In the summer, the Ice Flyer operates from the mountain station to the Titlis glacier park, while in winters, the ride takes you all the way up to the fantastic ski slopes on the summit.

TITLIS GLACIER PARK

Whether you prefer snowboarding, tobogganing, or sliding down the slopes on a minibob, the glacier park guarantees action-packed fun throughout the day. Kids are sure to love snowtubing, as they can skim down the glistening snow track on a rubber tyre.

For more information, visit titlis.ch