

FIVE WAYS TO A BETTER ROOM RATE + THE LATEST ON LOYALTY PROGRAMS

TRAVEL + LEISURE

2014
HOTELS
SPECIAL

THE BEST NEW HOTELS

OUR FAVORITES IN
COSTA RICA / LONDON / ROME
NEW YORK / AND MORE

Strategies

Vote now! Tell us your favorite hotel brands, tour operators, cruise lines, airlines, and more on the World's Best Awards 2014 survey, live through March 31, at TLWorldsBest.com.



HOTEL

BRANDS 101

The lobby of the Ace Hotel, in downtown Portland, Oregon.

Booking a hotel these days can be overwhelming: new names are appearing alongside established ones, and they're competing for your attention, your dollars, and, above all, your loyalty. T+L has the scoop on the latest trends to help you find the one that's right for you. **PLUS** Our favorite amenities, how to snag perks with social media, and more.



BY ANDREW SESSA, WITH ADDITIONAL REPORTING BY NIKKI EKSTEIN, NINA FEDRIZZI, MELANIE LIEBERMAN, AND PETER SCHLESINGER

Strategies

For tips on getting better rates, room upgrades, and more, join T+L's *Hotel Strategies* Twitter chat on Tuesday, March 4, from 2 to 3 p.m. EST. Follow @TravlandLeisure and #TL_Chat.

SPOTLIGHT

Hotel Amenities

Why stop at Nespresso machines and turndown chocolates? When it comes to services and perks, some brands are taking things to the next level. Here, a few of our favorites.

BEFORE
The hotel umbrella



AFTER
Burberry trenches in every suite



Seen at:
Maybourne Hotel Group.

BEFORE
Welcome wishbones



AFTER
Puppies as concierges



Seen at:
Kimpton.

BEFORE
Mini-bars



AFTER
Grocery delivery with ready-to-make meals



Seen at:
Affinia Hotels.

BEFORE
Yoga mat room service



AFTER
Running partners who take you sightseeing



Seen at:
Westin Hotels & Resorts.

Update

HOTEL COLLECTIONS

Just like the big chains, hotel consortiums, made up of small, independently owned properties, are breaking out the big ideas. They're expanding to emerging destinations, creating loyalty programs, and even becoming prominent brands in their own right. In August, **Preferred Hotel Group**, with 650 properties around the world, launched iPrefer, a points-based loyalty program that lets guests earn discounted rooms and upgrades. This year, **Design Hotels** is rolling out its Design Hotels Community, a club that offers members free Wi-Fi and breakfast at many properties.

Relais & Châteaux, known for its curated collection of 515 properties, continues to gain prominence: it launched 85 vacation villas in 2013 and is expanding to eight countries, including Croatia, Turkey, and the Dominican Republic. **Small Luxury Hotels** is moving into more exotic locales, working with properties in Saudi Arabia for the first time and, this year, Lebanon and Ibiza, Spain. **Leading Hotels of the World**, which counts the Ritz Paris among its 430 members, is growing its presence in South America, with four new hotels in Colombia joining in 2014.

We also love...

Destination-themed scavenger hunts for kids at **Ritz-Carlton** hotels; bedside sample-size wine bottles at turndown at **JW Marriott**; itineraries created by local influencers, such as Piers Morgan in London or Nina Garcia in New York, for guests at **Rosewood** hotels.