

# **Strategies**



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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.

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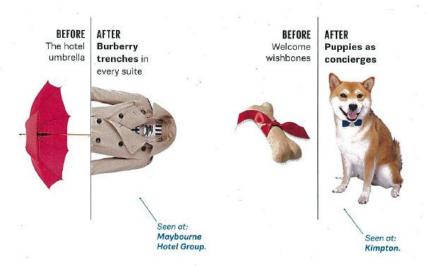


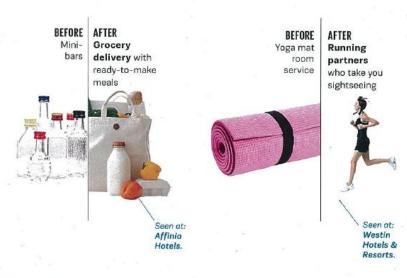
🏲 For tips on getting better rates, room upgrades, and more, join T+L's Hotel Strategies Twitter chat on Tuesday, March 4, from 2 to 3 p.m. EST. Follow @TravlandLeisure and #TL\_Chat.

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.





### 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.

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 i Prefer, 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.