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Rewards programme breaks through three million member mark.

Preferred is preferred in more countries than ever before

By Travel Weekly Asia / February 05, 2019

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Hotel Santarena, Costa Rica, a Preferred hotel.



Preferred Hotels & Resorts wrapped up 2018 by generating US\$1.66 billion in reservations revenue on behalf of its member properties worldwide, a 22% increase over 2017.

During the year Preferred welcomed 88 new hotels, resorts, and residences across 28 countries. Along with a new website, the brand surpassed three million member enrolments in its 'I Prefer Hotel Rewards' programme.

CEO Lindsey Ueberroth said, "As Preferred Hotels & Resorts enters its 15th year of family ownership, I am proud to reflect on all we have accomplished and am incredibly inspired by the momentum we have created to drive even more success as we enter the next generation of our brand's legacy."

Preferred Hotels & Resorts expanded its worldwide portfolio in 2018 by breaking into new countries such as Hungary with The Mystery Hotel Budapest (L.V.X. Collection), as well as marking first-time presence in regional markets such as Silao, Mexico; Irapuato, Mexico; Puglia, Italy; Sardinia, Italy; and Cornwall, England.

The brand also made gains in existing destinations such as Mexico – adding 13 new hotels such as Montage Los Cabos (Legend Collection) and Grand Velas Riviera Nayarit (Legend Collection) – and Mallorca – welcoming five new hotels including Can Bordoy Grand House & Garden (L.V.X. Collection).

The brand continued to serve as a strong, strategic partner for hoteliers following their decision to de-flag from other brands, welcoming existing but newly independent hotels to its portfolio such as Gokulam Grand Hotel & Spa in Bengaluru, India (Lifestyle Collection – formerly Movenpick); Sea Containers London (L.V.X. Collection – formerly Mondrian); and Marigot Bay Resort & Marina in St. Lucia (L.V.X. Collection – formerly Capella).



**Preferred Hotels & Resorts
CEO Lindsey Ueberroth.**

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