

What's the link between pineapple and Preferred Hotels?

Did you know that the pineapple is historically the ultimate sign of hospitality? In days of old, the humble pineapple was considered the most exotic and decadent of all fruits, and if you served it to your guests, they would be truly honoured. With this in mind, it's an ideal image for Preferred Hotels and Resorts.



The Preferred Hotels & Resorts team in Sydney

TravelTalk was among those served Preferred's signature pineapple cocktail at a Sydney event in the beautiful Utzon Room at the Opera House, which was followed by a briefing from Lindsey Ueberroth, President and CEO of Preferred Hotels and Resorts.

With 650 properties in 85 countries, this US-based brand has been steadily growing and is aiming to reach 1,000 properties in the next few years.

They also have their sights firmly set on Australia as they believe it represents a "humongous opportunity" for the company. With just one property currently in Australia, Melbourne's The Lyall Hotel in South Yarra, this is a space worth watching.

PHR's iPrefer loyalty programme has over 1.8 million members and the group announced this week that they are just about to launch a new mobile app with even greater rewards and flexibility.

So watch out for the Pineapple!



Ojai Valley Inn & Spa, California

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Published: 17 March 2017