



Preferred Hotels & Resorts Facts at a Glance

- EXECUTIVE OFFICE:** 26 Corporate Plaza, Suite 150
Newport Beach, CA 92660
Phone: +1 (949) 719-3300
- CORPORATE OFFICE:** 311 South Wacker Drive, Suite 1900
Chicago, IL 60606
Phone: +1 (312) 913-0400
- OWNERSHIP:** John Ueberroth, Executive Chairman
Gail Ueberroth, Chief Creative Officer & Vice-Chair
Lindsey Ueberroth, Chief Executive Officer
Casey Ueberroth, Member of the Board of Directors
- WEBSITE:** www.PreferredHotels.com
- FOUNDED:** 1968
- BRAND PROMISE:** “Believe in Travel”
- COMPANY OVERVIEW:** Preferred Hotels & Resorts is the world’s largest independent hotel brand, representing more than 600 distinctive hotels, resorts, residences, and unique hotel groups across 80 countries. With more than 300 associates operating out of 35 locations worldwide, the company brings strategic advantage to hotel owners, operators, and management companies through brand prestige and global operating scale, supporting the goals of its member hotels by providing strategic group, corporate, and leisure sales, integrated marketing solutions, comprehensive revenue management, global connectivity through reservations services, progressive distribution technology, and individualized guest support. Every property within the portfolio is required to maintain high quality standards and unparalleled service levels required by the Preferred Hotels & Resorts Integrated Quality Assurance Program. Through its four global collections – Legend, L.V.X., Lifestyle, and Preferred Residences – Preferred Hotels & Resorts connects discerning travelers to the singular luxury hospitality experience that meets their needs and life and style preferences for each occasion.
- I Prefer* Hotel Rewards:** *I Prefer* (www.IPrefer.com) rewards members with points, status, and special benefits upon eligible stays at nearly 600 participating hotels and resorts worldwide. In addition to receiving 10 points for

every US\$1 spent on net room reservations booked through eligible channels, members receive additional benefits based on their tiers status, which is determined by points earned during a 12-month period.

- **Silver (0-24,999 points):** New members automatically receive Silver status upon enrollment, earning points for every eligible stay and accessing benefits such as priority early check-in and late check-out, enhanced room upgrades based on availability, complimentary Internet, and access to exclusive member rates.
- **Gold (25,000-49,999 points):** The Gold tier offers all Silver benefits, in addition to a unique welcome amenity such as a bottle of wine, spa credit or bag of locally made coffee, and 20 percent bonus points earning per eligible stay.
- **Titanium (50,000+ points):** Includes all benefits of Gold membership plus 50 percent bonus points earnings, a digital anniversary gift, and a distinct food and beverage offering such as complimentary welcome cocktail or breakfast voucher (varies by hotel).

I Prefer points can be redeemed for Reward Certificates good for use towards free nights or other on-property expenditures at participating hotels and resorts worldwide.

The free-to-use *I Prefer* mobile app allows members to easily manage their account before, during, and after every stay. Members can search for and book hotel stays, redeem Reward Certificates, and connect with the property directly from the app.

As of January 2024, 5 million travelers have enrolled in *I Prefer*.

PREFERRED RESIDENCES:

Preferred Residences (www.PreferredResidences.com) is a collection of best-in-class transient lodging experiences that invite families, groups of friends, and business travelers to live inspired by coupling the best features of a home with the security, amenities, and services enjoyed at a luxury hotel. Preferred Residences presents a range of properties in key resort and city-center destinations around the globe such as exceptional homes, beachfront bungalows, contemporary apartments, and countryside cottages that feature standards including expansive living spaces, state-of-the-art kitchens, custom furnishings, and other benefits such as private pools, concierge services, or resort car services.

PREFERRED GOLF:

Preferred Golf (www.PreferredGolf.com) affords priority access to once-in-a-lifetime experiences on legendary fairways at more than 45 of the world's most sought-after golf resorts, many of which host the most prestigious tournaments on the professional circuit. *I Prefer* members enjoy opportunities to book the Preferred Golf

Complimentary Golf Offer, which includes one free round of golf with each consecutive two-night stay at participating golf resorts; exclusive member rates; access to the Preferred Golf VIP desk for personalized support with tee times and bookings; up to 25% savings on green fees at participating courses.

PHILANTHROPY:

Launched in 2006, *Great Initiatives for Today's (Tomorrow's) Society (GIFTTS)* is a company-wide program designed to acknowledge and encourage socially responsible actions by member hotels and associates. Good works by hotels are recognized at the Preferred Hotels & Resorts Global Conference with leaders in four categories – philanthropy, community service, education, sustainability, and overall – singled out for Pineapple Awards. All participating hotels are rewarded with Certificates of Excellence. In addition, Preferred Hotels & Resorts has a strong internal program that encourages voluntourism and social responsibility within its global offices, providing each associate with two days per year they can use to volunteer in their local communities.

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