



*Preferred*SM
HOTELS & RESORTS



Preferred Hotels & Resorts

Brand Resource Guide

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Please note that hyperlinks provided within this document require access to our brand portal, PreferredNet.net.

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Overview

This “Quick Link” Reference Guide will help you optimize your engagement with Preferred Hotels & Resorts while providing core topics to leverage our partnership. For ease of access, direct hyperlinks to our brand extranet, [PreferredNet](#) are included within.

PreferredNet

[PreferredNet](#) is our main portal in which you will find information, tools, and resources to help you get the most out of our brand partnership. To access PreferredNet please visit www.preferrednet.net. We recommend that you bookmark this page and save your user credentials noting the additional information below. If you are new to the platform, get started with our [Introduction to PreferredNet](#) presentation PDF, available in multiple languages.

PreferredNet Administrator & Access Credentials

A designated member of your team has been assigned as your hotel’s PreferredNet Administrator. This means they can create and remove your hotel users at any time. This role is typically assigned to a GM, DOSM, DORM and/or ADMIN at your property. Please check in with your hotel leadership to determine who this contact is. If you are not aware of your hotel’s assigned person, the contact needs to be updated, or any other questions about access to PreferredNet, please send an email request to preferrednet@preferredhotels.com with a cc to your Regional Director.

My Users

Your designated PreferredNet Administrator has access to the [My Users](#) section which is where they can view existing contacts that have access, delete or add additional users. Again, if you require assistance with user access and/or need to update your PreferredNet Administrator please send an email request to preferrednet@preferredhotels.com with a cc to your Regional Director. Don’t know who your Regional Director is? Find this information within the [My PTG Team](#) section also mentioned below.

Contacts

Ensuring that our teams have a consistent understanding of mutual partnership contacts is critical to our on-going communication, efficiencies and success.

Your Preferred Hotels & Resorts Team

Your Regional Director (or) Account Director is your key contact at Preferred Hotels & Resorts assigned to guide you through all facets of our brand, partnership, resources, and tools. Additional contacts are listed under the [Preferred Hotels & Resorts Team](#) section. We encourage you to engage with us if you have any questions.

Key Contacts

As noted within the [Preferred Hotels & Resorts Team](#) section, you have an entire team available to assist across all areas of our partnership. Please also note the [Key Partnership Contacts Chart](#) within this document to help you quickly reach the appropriate contact based on your needs.

Your Hotel Team

The [My Hotel Team](#) section allows your PreferredNet Administrator to quickly update your hotel team’s contact information. Any changes made to this section are updated in our systems and automatically added to appropriate distribution lists. As a best practice, it is critical that key members of your team are added to this section. Please also ensure that this section is audited on a consistent basis to ensure appropriate team members are added or removed from our systems.

Hotel Participation & Reporting

As a member of our brand, you have access to a suite of partnership reports that have been made available on [PreferredNet](#). Below is a brief description and link to these reports. As a best practice, we encourage you to review these reports and results with your team consistently.

- ❖ [Production Dashboard - MTD](#): A summary of your hotel's MTD performance via our brand channels (only).
- ❖ [Production Dashboard - YTD](#): A summary of your hotel's YTD performance via our brand channels (only).
- ❖ [Production Workbook](#): A breakdown of the hotel's performance via our brand channels (only).
- ❖ [NEG-CON-IATA](#): A breakdown of the hotel's performance via Negotiated, Consortia rate codes and IATAs.
- ❖ [My Groups](#): A detailed breakdown of Preferred Travel Group Leads for your hotel (24 Month Rolling).
- ❖ [My Marketing Participation](#): A list of your selected marketing program participation.
- ❖ [Marketing Scorecard](#): A YTD snapshot performance through the Preferred Marketing Programs.
- ❖ [I Prefer Scorecard](#): A YTD snapshot engagement and performance with the *I Prefer* Loyalty Program.
- ❖ [Corporate Survey Entries](#): A summary of your hotel's corporate survey submissions as part of our [STAR Process](#).
- ❖ [Call Gating](#): A detailed breakdown of production statistics if your hotel is participating in call gating services.
- ❖ [My Preferred Events](#): A list of Preferred Events your hotel has signed up for or participated in.
- ❖ [My Financials](#): (Administrative Access Required) Your Preferred monthly invoices and payment history.
- ❖ [My Media](#): A collection of media placements your hotel has been included in.
- ❖ [My RFPs](#): A list of Annual RFP Program services your hotel is currently enrolled in.

Brand Orientation & Training

As a member of our brand, you have access to a suite of training resources that have been made available on [PreferredNet](#).

Brand Orientation

As part of our commitment to your success, we offer [Brand Orientations](#) for our Preferred Member Hotels on a monthly basis. Whether you are a new employee or simply looking for a brand refresher, we encourage you to join us for our virtual orientations currently offered in English and Spanish.

Additional Training

Throughout our [Training Resources Section](#), you will find many resources to help you make the most of our brand's products and services.

Integrated Quality Assurance

[Integrated Quality Assurance \(IQA\)](#) is a custom-designed quality measurement program that assures guest satisfaction and measures compliance with Preferred brand standards.

Preferred utilizes two IQA measurement tools for a complete picture of hotel quality and reputation:

- ❖ Professional on-site "mystery shop" evaluations (conducted by our 3rd party consultants) against a comprehensive set of collection-specific and brand required criteria
- ❖ Our customized, online guest review assessment tool available 24/7 (powered by ReviewPro)

For additional questions or support please contact us at: IQASupport@preferredhotels.com.

[Your Collection Criteria & Compliance Guide](#)

As a member property, you are required to adhere to a variety of branding elements as part of your standard member agreement. Use our simple [Compliance Guide](#) to learn how to establish, implement, and remain in compliance with these requirements. In addition, it is critical that your operations teams have access to your [Collection Criteria Documents](#) for full details on our collection specific requirements.

[IQA Measurement Tools](#)

As a member property, you are subject to periodic evaluations based on the information collected using the IQA measurement tools. This includes an on-site physical property inspection every 18-24 months. As part of the evaluation process, each property will receive a [Total IQA Score](#). This score is a combination of your on-site inspection score and your property's Online Reputation Management index score including; GRI and Semantics. Also factored into this score is the volume of reviews your property has received over the 6 months prior to your on-site inspection.

For guidance, **member properties must achieve a minimum TOTAL IQA SCORE of 75% to remain compliant with Preferred's brand standards.** Scoring below this level will require the hotel to complete a Management Action Plan within a specified time period in order to avoid possible sanctions and interruption of services.

[To Access our IQA Platforms Click Here.](#)

Global Sales

Our Global Sales department is responsible for supporting our member hotels, garnering revenue through strong sales efforts, and building client relationships within luxury leisure agencies and Fortune 500 companies worldwide. Please refer to the [Global Sales Contact Listing](#) to meet our team. In addition, click on each of the headers below for additional information and resources related to Global Sales.

[Consortia Sales](#)

The Consortia Sales Team helps support your hotel through the Cvent BT (Formerly Known as Lanyon) RFP Process. Click on the Consortia Sales title above to receive detailed information and resources on the Consortia and Corporate RFP services we offer for your hotel. For additional questions as it relates to Consortia Sales, please contact consortiasales@preferredhotels.com. Please also find links to key consortia sales topics below.

- ❖ [The RFP Process](#)
- ❖ [Consortia Account Listing](#)
- ❖ [Training & Tools](#)
- ❖ [Marketing](#)

[Corporate Sales](#)

The Corporate Sales team has strong relationships with corporations worldwide. Click on the Corporate Sales title above for detailed information and resources on our Corporate Sales division. Please also find links to key corporate sales topics below.

- ❖ [Corporate Sales Essentials](#)
- ❖ [Managed & Prospect Accounts](#)
- ❖ [Training & Tools](#)
- ❖ [GDS Rate Loading Request](#) (Revenue & Distribution Section)

[Leisure Sales](#)

Preferred Hotels & Resorts has established strong partnerships with [leading luxury travel organizations](#). Please click on the Leisure Sales title above for more information on our Leisure Sales department. Please also find links to key leisure sales topics below.

- ❖ [Leisure Account Listing](#)
- ❖ [Luxury Travel Programs](#)
- ❖ [Preferred Platinum](#)
- ❖ [Twenty by Preferred Hotels & Resorts](#)
- ❖ [Leisure Direct by Preferred Hotels & Resorts](#)

[Preferred VIP Desk](#)

The Preferred Hotels & Resorts VIP Desk service is provided for our top managed travel agency accounts, both leisure and corporate, to facilitate hotel arrangements for their VIP customers. Please be sure to communicate this information with your Reservations Director/Revenue Manager, as they will be in frequent contact with the VIP Desk team.

[Entertainment Sales](#)

Our Entertainment Sales Team retains strong relationships with top Entertainment Travel Agencies and Corporate Entertainment Accounts. Click on the Entertainment Sales title above for more detailed information.

[Global Group Sales](#)

Our Global Group Sales Team consists of experienced Directors located throughout the globe. Click on the Global Group Sales title above for detailed information and resources on our Global Group Sales division. Visit our [Contacts & Territory Assignments](#) page for a list of our Sales Team members. In addition, use the quick resource links below:

- ❖ [Group Sales Manual](#)
- ❖ [Top Accounts](#)
- ❖ [Strategic Partners](#)

[PHG Meetings](#)

PHG Meetings is an external website provided to our meeting planner clientele for research on PHR hotel properties. Your onsite Group Sales teams have control over the content and are responsible for keeping images, content, hot dates, and news up to date. Please ensure that you login to the dashboard [here](#) in order to leverage this important Group Sales website. For detailed instructions on how to update your page view our [User Guide](#).

(TREM) Tradeshows, Roadshows, Events & Meetings

Featuring an exciting lineup based on feedback from our hotelier, travel agent, corporate travel manager, and meeting planner partners, we curate hundreds of events annually. Visit our [Events Calendar](#) to view and register our events.

- ❖ [Tradeshows](#)
- ❖ [Roadshows](#)
- ❖ [Client Events](#)
- ❖ [Trainings](#)
- ❖ [Featured Events](#)

Branding & Marketing

Your hotels engagement and compliance with Preferred Hotels and Resorts from a branding and marketing perspective is key to our collaborative success. We encourage you to leverage our brand logos, media, and marketing opportunities.

Preferred Hotels & Resorts Branding

Please use the link provided below to ensure your hotel embraces and leverages the Preferred Hotels & Resorts brand. The provided resources will ensure you have access to essential items such as brand logos, style guides, collection plaques, magazines and more. These are essential to brand visibility as well as your success during the Preferred quality inspections of your hotel.

- ❖ [Branding Essentials](#)
- ❖ [Logos & Style Guides](#)
- ❖ [Marketing & Communication Calendar](#)
- ❖ [Publications Media Kit](#)
- ❖ [Image and Content Submissions for our Brand Websites](#)
- ❖ [Brand Merchandising Campaign](#)

The Marketplace - Annual Co-Operative Marketing Program

[Preferred's Marketing Program](#) is tailored to drive incremental business, both directly and indirectly to your hotel. Our guaranteed ROI program provides you with peace of mind that you will receive a return on your initial investment.

- ❖ [The Essentials \(Highly Recommend\)](#): These are high performing rate offers that elevate your hotel's visibility and help you maximize revenue. Pick from a list of rate offers that complement your hotel's revenue strategy. Click on the title above for detailed information as it pertains to The Essentials.

- ❖ [The Spotlights](#): Focused campaigns to illuminate your hotel's points of difference and strategically reach new customers. Click on the title above for detailed information as it pertains to The Spotlights.
 - ❖ [The Accelerators](#): Advanced marketing to drive incremental revenue when you need it the most. Click on the title above for detailed information as it pertains to The Accelerators.
 - ❖ [The Amplifiers](#): A collection of paid and no-cost opportunities designed to spread awareness for your property through a variety of proven channels. Click on the title above for detailed information as it pertains to The Amplifiers.
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***I Prefer* Loyalty Program**

I Prefer Hotel Rewards is a powerful points-based loyalty rewards program for your guests. Members can enroll on a complimentary basis at any participating hotel, on your hotel website, or on [iprefer.com](#) and its PHR-associated brand websites. With opportunities for members to earn points for free nights and additional benefits during every stay, the *I Prefer* Hotel Rewards Program allows you to reward your guests on their first visit and each return stay, all while telling your independent story.

Hotel *I Prefer* Ambassador

As a reminder, your hotel has a designated, on-property *I Prefer* Hotel Ambassador. They are responsible for championing the program at your hotel. Please refer to your leadership to determine who your *I Prefer* Ambassador is and/or you can check in with your Regional Director to gather or update this critical information.

***I Prefer* FAQ's**

Please click on the [I Prefer FAQ's](#) to provide you additional information on the *I Prefer* Program

[I Prefer Resources](#)

Please refer to the links below for key information and resources as it pertains to the *I Prefer* Program.

- ❖ [Program Implementation \(Getting Started\)](#)
- ❖ [Training: Tools & How To's Guide](#)
- ❖ [Access Profectus - The *I Prefer* Portal](#)
- ❖ [Branding](#)
- ❖ [Enrollment Rewards Program](#)
- ❖ [Best Practices](#)
- ❖ [I Prefer News](#)
- ❖ [I Prefer Quick Resources](#)

[I Prefer Marketing](#)

The *I Prefer* Team is available to support you in marketing the *I Prefer* Program to your guests, as well as reaching Members to welcome to your property. Explore marketing opportunities by clicking on the links below.

- ❖ [Member Rate - MKTIPM](#)
- ❖ [VIP Offer](#)
- ❖ [Hotel Guest Invitation](#)
- ❖ [Member's Choice Awards](#)
- ❖ [I Prefer Planner](#)

[I Prefer Redemption](#)

I Prefer Members have multiple ways to redeem their points. Your team should be aware of the on-site options, so they are prepared to assist Members with reward fulfillment and a positive redemption experience. Click on each of the options below to learn more about the process.

- ❖ [Reward Certificates](#)
 - ❖ [Rewards Nights](#)
-

Revenue & Distribution

We support each member hotel to maximize the effectiveness and revenue production of the Preferred Travel Group distribution network, products, and services. Our team of specialists are seasoned professionals in the areas of Revenue Management, Distribution and Revenue & Distribution related technology including SynXis CR and GDS, Cvent RFP, STR, Amadeus Hospitality products such as Agency 360, Demand 360, a variety of PMSs and more.

[The PROS Support Team](#)

The PROS (Preferred Revenue Optimization Services) department is available to assist you with elements related to any Preferred Hotels & Resorts rate codes or programs. They can be contacted on PROS@preferredhotels.com and via phone +1 646 465 9781.

[SynXis CR & Interface Support](#)

The SynXis CR is the Central Reservation System that powers the Preferred Hotels & Resorts distribution channels. Our distribution channels are managed in-house by Preferred so that we can be your first line of support – [reaching us and understanding resolution timeframes](#) is helpful to understand how and when issues can be resolved. Please click on the SynXis CR title above for access to more information. Please also find links to key support areas below.

- ❖ [Support Documents](#)
- ❖ [How To...](#)
- ❖ [Latest News & Updates](#)
- ❖ [Preferred Central Support Service Levels](#)

[Cancelling Reservations – C.A.T.S. \(Cancel at the Source\)](#)

To avoid being charged transaction fees for cancelled reservations, please be sure to visit the [C.A.T.S.](#) page on PreferredNet.net. Please note that the GDS channel reservations only feed one-way. This means if you cancel a reservation within PMS (Property Management System) or SynXis, the cancellation will **not** be sent to the GDS, and the hotel will be responsible for any transaction fees.

[Marketing Room Night Allotments](#)

Per your contract, your hotel has agreed to provide Preferred Hotels & Resorts with a predetermined number of room nights per year (non-cumulative) on a complimentary, space-available basis for sales, marketing, and promotional activities. These marketing room nights must be available according to the following process: These rooms will be booked under the CMPMKT or CMPMKT1 rate codes. Rate availability will be set to the lowest room type RACK rate. For clarity, if your hotel has a standard, superior, and deluxe room type, and the standard room type RACK rate is available, PHG may book this room and it will be honored by your hotel.

Please Note: SynXis does not allow 0 (Zero) rates to be sold in the system, therefore rates will be set at 0.01 (one cent) Hotels will be required to set the reservation to a complimentary status within the PMS.

- ❖ [Marketing Room Allotments Rate Code Information](#)
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Public Relations

The main priority for Preferred Hotel Group's public relations department is to build awareness of its family of brands, stimulate consumer interest; influence action; and drive bookings to the company's global portfolio of member hotels through PreferredHotels.com. To learn more about best practices in engaging with our PR team, use the quick resource links below.

- ❖ [About Public Relations](#)
 - ❖ [PR Orientation](#)
 - ❖ [Media Materials & Press Kit](#)
-

Social Media

Create top-of-mind awareness for Preferred Hotels & Resorts as the world's premier independent hotel brand by connecting with member hotels, industry influencers, media personalities, and passionate travelers to inspire, share, and promote the pursuit of authentic travel experiences. To learn more about best practices in engaging with our Social Media team, use the links below. For a chance for your property to be featured, please submit your video content to socialmedia@preferredhotels.com. @PreferredHotels / #thepreferredlife / #ipreferredwards

- ❖ [Best Practices](#)
- ❖ [Follow Us](#)
- ❖ Twitter: <https://twitter.com/preferredhotels>
- ❖ Instagram: <https://www.instagram.com/preferredhotels/>
- ❖ Facebook: <https://www.facebook.com/PreferredHotels>
- ❖ Pinterest: <https://www.pinterest.com/preferredhotels/>
- ❖ LinkedIn: <https://www.linkedin.com/company/preferred-hotels-&-resorts/>

Alliance Partners

The *PREFERRED ALLIANCE PARTNER PROGRAM*SM is designed to bring you the finest suppliers, products, and services to enhance your property, increase revenue opportunities, cost savings, and improve guest experiences. Please note the tips below for maximizing your member benefits. For additional questions or support please contact us at: AlliancePartnersProgram@preferredhotels.com.

- ❖ [View Our Alliance Partners](#) See all partners available to support your property
- ❖ [Bookmark our Alliance Partner at a Glance Brochure](#) An easy guide of partners available and benefits
- ❖ [Use our Partner Inquiry Link](#) Connect with partners relevant to what you need now

GIFTTS Program

Preferred Hotels & Resorts and the Ueberroth family are strongly committed to supporting the corporate social responsibility initiatives of internal associates and member hotels, which individually create positive impacts within their respective communities. For general enquiries or to share your hotel's philanthropic efforts please contact our team at GIFTTS@preferredhotels.com.

Employee Rate Program

Preferred Hotels & Resorts is pleased to offer the Preferred Hotel Employee Rate Program. Click on [Booking the Preferred Hotel Employee Rate](#) to learn how to book an employee rate at one of the Preferred hotels Member Hotels. Be sure to reciprocate by loading your Preferred Hotel Employee Rate (fully yieldable), which is available for all Preferred Member Hotels' associates. This is a terrific way to showcase your hotel to other Preferred Hotels and drive incremental revenue during low demand periods. Click on [Loading the Preferred Hotel Employee Rate](#) for instructions on how to load this rate.

PTG Consulting

PTG Consulting, a sister division to Preferred Hotels & Resorts and Beyond Green, provides strategic, integrated solutions for the travel, tourism, and hospitality industries. PHG Consulting is a trusted consortium of hotel industry experts who create added value for independent hotels through a tailored collection of strategic and tangible services.

Key Partnership Contacts

Please refer to PreferredNet for your Day-to-Day Contacts

*Please CC Your **Assigned Regional or Account Director** when sending emails to applicable departments.

CONTACT	FUNCTION	EMAIL
PROS	Revenue & Distribution Support	pros@preferredhotels.com
PreferredNet	Partnership Resources & Tools	preferrednet@preferredhotels.com
Billing Department	Billing Inquiries	accountsreceivable@preferredhotels.com
Consortia Sales	Cvent BT RFP Support	consortiasales@preferredhotels.com
VIP Desk	VIP Desk	vipdesk@preferredhotels.com
The Marketplace	Marketing Program Info	themarketplace@preferredhotels.com
Web Content, Images, Digital Assets	Brand Site Updates	webcontent@preferredhotels.com
Events	Event Registration	events@preferredhotels.com
<i>I Prefer</i> Loyalty	<i>I Prefer</i> Questions	loyalty@iprefer.com
Public Relations	Hotel News Updates	hotelnews@preferredhotels.com
Social Media	Social Media	socialmedia@preferredhotels.com
PTG Consulting	Consulting Inquiries	info@ptgconsulting.com
Alliance Partners	Alliance Partners	alliancepartnersprogram@preferredhotels.com
IQA	Quality Assurance	iqa@preferredhotels.com
GIFTTS	GIFTTS Program	giftts@preferredhotels.com
Distribution Team	SynXis User Access	uid@preferredhotels.com
GDS Department	GDS Rate Mapping & Rate Loading	preferred@preferredhotels.com
Central Services Direct Connect Team	OTA Direct Connect Implementation/Update	directconnect@preferredhotels.com
Booking Engine Team	Booking Engine Support	bookingengine@preferredhotels.com
Travel Agency Commission Help Desk	Commission Payments with Onyx	commission@PreferredHotels.com
Central Services Interface Team	Interface Updates/Implementation	interface@preferredhotels.com