



Preferred Hotel Group Introduces Worldwide Collection of Premier Residences at Independent Luxury Hotels and Resorts

Preferred Residences Offers Membership-Free Holiday Experiences that Marry the Space and Privacy of a Home with the Luxuries and Convenience of a World-Renowned Hotel

LONDON – 5 February, 2015 – As today’s luxury consumers weigh the pros and cons of renting a private residence versus booking a hotel for their next holiday, [Preferred Hotel Group](#) introduces a solution that alleviates the need for compromise: [Preferred Residences](#), a worldwide collection of exceptional villas, bungalows, condominiums, and other idyllic units available at renowned luxury hotels and resorts. The new Preferred Residences offers membership-free holiday experiences that marry the flexibility, space, and privacy of a luxury residence with the anticipatory service, bespoke amenities, and quality assurance of a personalised, world-class independent hotel stay.

“Preferred Residences allows us to satisfy a growing demand from our guests who want access to the private residence experience but are also resistant to relinquishing the convenience of staying in a luxury hotel or having to subscribe to a membership-based service,” said Lindsey Ueberroth, President & CEO of Preferred Hotel Group. “Whether catering to an executive who needs an impressive apartment for a business meeting or to a large family that wants more space to simply let loose, Preferred Residences is a premier resource that helps travellers book with confidence, knowing that their accommodation is backed by our brand’s 45-year guarantee of excellence in quality and service.”

To ensure diversity in destination, style, and setting, Preferred Hotel Group hand-selected the first 18 hotels and resorts – all of which are existing members of its ultra-luxury Preferred Hotels & Resorts or Preferred Boutique brands – that now have their residential units represented within the new Preferred Residences collection. All units feature expansive living spaces, state-of-the-art kitchens, and custom furnishings; some offer spacious outdoor areas, private pools, and complimentary benefits such as resort car services. When staying at these exceptional residences, guests have priority access and seamless charge privileges to exclusive on-property services and amenities, such as the ability to reserve prime tables at restaurants that boast AAA Five Diamond award or two-star Michelin status, make last-minute spa appointments with sought-after aestheticians, and schedule efficient airport transfers via helicopter.

Guests can access additional benefits through the [iPrefer](#) guest loyalty programme, which offers points redeemable for cash-value Reward Certificates, elite status, and special benefits such as complimentary Internet to members upon every stay at more than 550 participating Preferred Hotel Group and Preferred Golf Club locations worldwide.

Understanding the complexity involved with coordinating residential stays, Preferred Residences offers a team of concierges who are available to provide guidance during every step of the planning process. These experts have insider knowledge on the distinct details that make each Preferred Residences unit unique and can help both match guests to their ideal residence – such as confirming the appropriate accommodation style for multigenerational groups ranging in age from infant to great-grandparent – and coordinate bespoke experiences – such as

arranging a private shotgun-style tournament on a championship golf course. The collection's dedicated website offers illustrious images, enticing floor plans, and a comprehensive list of aspirational amenities for every available unit.

With options ranging from expansive villas at golf resorts along Spain's picturesque Costa del Sol to full-service condominiums at refined hotels in the heart of California, Preferred Residences opens the door to impressive residential experiences at some of the world's most highly acclaimed hotels and resorts: **26 SUNSET AVENUE LLANDUDNO (Cape Town, South Africa)**; Alpina Gstaad (Switzerland); The Broadmoor (Colorado Springs, Colorado); Casa de Campo (Dominican Republic); Castello di Casole (Tuscany, Italy); Essque Zalu Zanzibar (Tanzania); Finca Cortestín Hotel, Golf & Spa (Casares, Spain); The Grand Del Mar (San Diego, California); The K Club (Kildare, Ireland); The Lodge & Spa at Brush Creek Ranch (Saratoga, Wyoming, USA); Mauna Lani Bay Hotel & Bungalows (Hawaii, USA); Montage Beverly Hills (California, USA); Montage Deer Valley (Utah, USA); Montage Kapalua Bay (Lahaina, Hawaii); Montage Laguna Beach (California, USA); Sanctuary Camelback Mountain Resort & Spa (Scottsdale, Arizona, USA); and Sebastian Vail (Colorado, USA).

Preferred Residences also offers a selection of luxury serviced residences through its Preferred Serviced Residences collection. Ideal for business or leisure travellers seeking a solution for extended stays, these properties present luxury furnished apartments with spacious living rooms, fully equipped kitchens, master bedrooms, and personalised amenities such as concierge services, housekeeping, fitness facilities, business centres, and dining lounges. Currently, the portfolio features luxury serviced residences in key cities across the United States.

For more information, please visit www.PreferredResidences.com.

About Preferred Hotel Group™

Preferred Hotel Group represents 650 of the finest hotels, resorts, and serviced residences in the world. Preferred Hotel Group's brands include Preferred Hotels® & Resorts, Summit Hotels & Resorts™, Sterling Hotels™, Summit Serviced Residences™, Sterling Design, Preferred Boutique™, and Preferred Residences™. Travellers gain valuable benefits through branded programmes **iPrefer™**, Preferred Family, Preferred Pride, and Preferred Golf™. For more information, visit www.PreferredHotelGroup.com.

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