

Preferred Group unveils Residences

PREFERRED Hotel Group has introduced Preferred Residences into the luxury market, a worldwide collection of exceptional villas, bungalows, condominiums and other idyllic units available at renowned luxury hotels and resorts.

The new Preferred Residences offer membership-free holiday experiences that marry flexibility, space and privacy of a luxury residence with the anticipa-

tory 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," says Lindsey Ueberroth,

president and 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.