



PRESS KIT 2015

JOIN A WORLD OF ELEGANCE AND TRADITION

15th
ANNIVERSARY

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The QUINTESSENCE

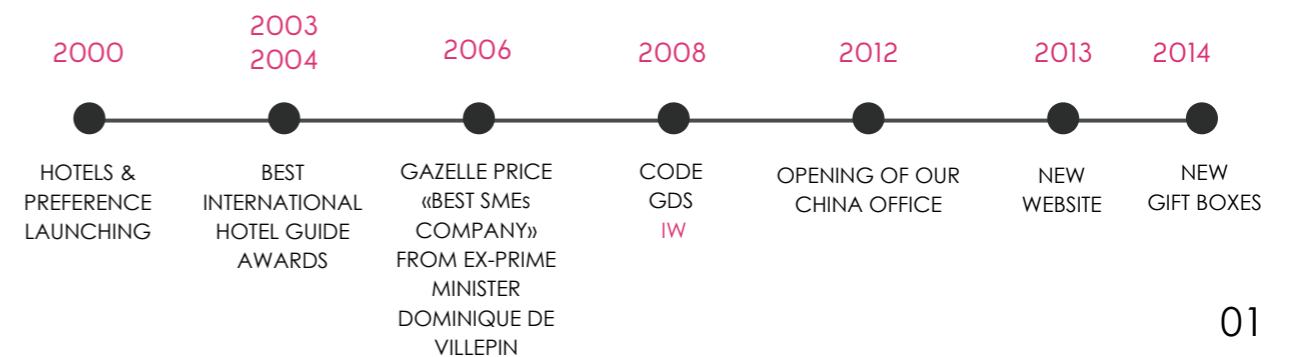


Created in 2000, Hotels & Preference is a French international hotel group with 140 mainly 4 and 5 star hotels. Hotels & Preference represents hotels that are distinctly contemporary, offering customers outstanding levels of comfort and service.

In less than 15 years, with more than 10,000 rooms on offer, Hotels & Preference has become one of the top 5 luxury hotel chains.

Our chain works together with 'elegant and contemporary' independent hotels, to continuously improve their image and their positioning with our marketing, sales and communication strategies.

Our goal is to significantly increase the turnover in all areas of Leisure, Corporate and MICE hospitality by creating greater visibility for the hotel using our 6 sales offices around the world, our strong online presence, and the use of our GDS IW code with travel agents.





HOTELS & PRÉFÉRENCE'S DIRECTORY

The Hotels & Preference's Directory is the two-time winner of the Best International Hotel Guide at the Hospitality Awards, and provides the hotels a high level of visibility. Two pages are offered to each hotel, as well as 4 images and a description, plus a list of services that the hotel offers.

Discover our new collection and travel around the world with our renowned square directory.

- 110,000 copies
- 10,000 business guides
- Distributed throughout 10 countries
- New graphic charter 2015
- Best Guide Awards for 2003 & 2004

SÉLECTION CRITERIA

- Hotels with 20 to 150 rooms
- Offering high quality services
- Proposing leisure activities
- Providing high-tech equipment
- Located in a touristic or business zone

HOTEL CATEGORIES

A quality brand for your hotel

The wide variety of our member hotels is a value we work on. We meet customers' needs who are looking for luxury hotels, and those who enjoy cosy places with an intimate, laid-back style.



PALACE

Outstanding hotel with an international reputation



PLATINUM

Luxury hotel with unique atmosphere



RESORTS

Prestigious hotel with many leisure activities



BUSINESS

Upscale hotel for business travelers and leisure



BOUTIQUE

Urban hotel remarkable for its style and / or design



DEMEURE

Charming hotel full of character



2015 VINTAGE

Discover our new 23 destinations

ASIE

- Hôtels & Préférence Haily Binya - China – Kunming

EUROPE

- Dom Pedro Palace - Portugal - Lisboa
- Hotels & Preference Hualing Tbilisi - Georgia - Tbilisi
- Le Chalet de Flore - Switzerland - Verbier

FRANCE

- Chateau d'Escrimant - Bleury-Saint-Symphorien
- La Maison d'à Côté - Montivault
- Domaine de Beauvois - Saint-Etienne-de-Chigny



- Vichy Spa Hotel - Montpellier
- Hotel Opera Richepanse - Ile de France - Paris 8^{ème}
- Hotel & Spa du Chateau - La Rochelle - Lagord
- Chateau de Cocove - Calais
- Hôtel du Palais - Biarritz
- Hotel de la Fossette - Lavandou
- Chateau de Divonne - Divonne-les-Bains
- Grand Atlantic - Arcachon
- Le Thalasso Spa & Château des Tourelles - La Baule
- Le Jules Verne - Hotel Restaurant Boutique - Yvoire
- Hotel les Voiles - Toulon
- Castel de Maintenon Hotel Golf Spa - Maintenon
- Hotel de Mougins - Mougins
- Le Grand Hôtel les Lecques - Provence Côte d'Azur - Saint-Cyr-sur-Mer
- La Reserve - Saint-Jean-de-Luz
- Chateau de Massillan - Huchais
- Le Grand Hotel de la Plage - Biscarrosse
- Chateau de l'Hermitage - Ennery



GIFT BOXES PRÉFÉRENCE

We created our Preference Gift Boxes in 2004, and over the years, they have become extremely well referenced in the hospitality world.

This creative product, which aimed at both leisure and corporate customers, will help you to significantly increase your turnover.

- Flavour Taste
- For a week-end
- Pleasure of the senses
- Swing attitude
- Sweet escape



from 100€

www.coffretspreference.com



CLUB PRÉFÉRENCE

Increasing loyal customers

10,000 clients are members of this programme which allows both business and leisure travellers to benefit from exclusive advantages (reductions, welcome drinks offered, Late check out, Preference Points...).

In exchange hotels build a loyal client base with a strong sense of brand loyalty.



www.clubpreference.com



A TEAM OF EXPERTS

At your service

The Parisian head office brings together 30 people divided between senior management, sales department, central booking service, marketing and public relations department, e-distribution and Human Resources/Finances.

These experts have several tasks: increase the notoriety of the chain and of the member hotels, insure the commercial prospection and follow-up with travel professionals and corporate clients and affiliate new hotels in accordance with the criteria of the chain.

At Hôtels & Préférence our goal is to build a portfolio of over one hundred hotels outside France by 2017.

6 SALES OFFICES



- FRANCE
- SPAIN
- SCANDINAVIA
- NORTH AMERICA
- SOUTH AMERICA
- ASIA

INTERNET

The mastery of new technologies

With our 3 distinctive websites we take care of the sales and marketing of your hotel. We commit a large budget to buy key words and advertising space to optimise the referencing of the websites and of your hotel on the main search engines.

www.hotelspreference.com

Our chain's main website for individual travellers with up to 10 pages for each hotel

www.meetingpreference.com

Website for conference and events organisers

www.cadeauxpreference.com

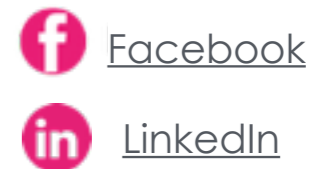
E-commerce website for the sale of Preference Gift Boxes



- 3 websites
- 45 000 visits per month
- 3 minutes 20 seconds per visitor
- 100 000 newsletter subscribers
- More than 1 million emails sent by year

FOLLOW US!

Social networks are leading means of communication and referencing, as well as being essential web-based advertising tools in today's corporate world. We regularly post on social networks to grow the reputation of the members of our hotel chain.





PARTNERSHIPS

Luxury & Prestige

Hôtels & Préférence has partnerships with prestigious partners.

These brands meet the expectations of our very demanding customers, staying in line with the values of the chain.

Among our partners you will find renowned Champagne Houses as Jacquart, Lanson or Laurent Perrier.

Hôtels & Préférence recently contracted with luxury brands as Gilchrist & Soames, JBL, BRM or Softmesology.

These partnerships enable the chain to offer even more advantages, services and comfort to its customers, as well as numerous exclusive packages or unique commercial offers.



CONTACT

Please find all the press releases of the chain and the member hotels on our website hotelspreference.com in the press section.

The press release and the high definition pictures are available on the USB stick.

I encourage you to discover our new gems... We wish you a very good trip!

Julie-Chloé



Julie-Chloé Mougeolle

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