

TRAVEL AND HOSPITALITY

Preferred Hotels caters to digitally savvy travelers

December 11, 2018



Preferred Hotels & Resorts celebrates its 50th anniversary this year. Image credit: Preferred Hotels & Resorts

By STAFF REPORTS

Luxury hotel group Preferred Hotels & Resorts is balancing function and visuals with a new Web site to better connect with travelers.

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Since online and mobile booking have become such prominent forces in travel, Preferred Hotels has adapted its online brand presence in response. The new Web site is responsive for better use on mobile as well as desktop and has been designed to attract more users.

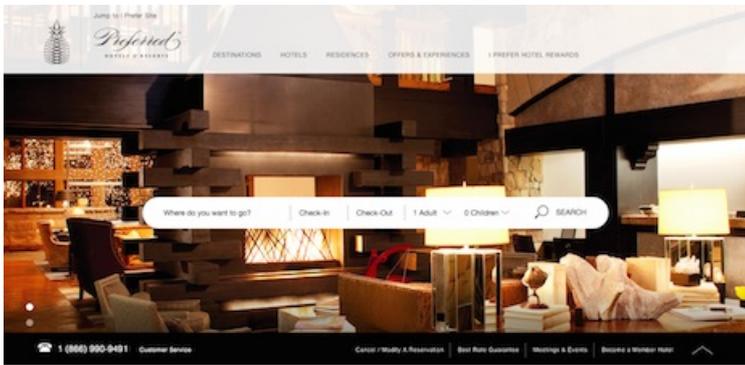
Preferred Hotels revamp

To better serve loyal customers and frequent online visitors, the new platform focuses on the chain's rewards program, I Prefer Hotel Rewards. Each page features member benefits as well as member rates.

The pages also focus on photography to highlight the company's luxurious independent hotels, paired with property guides.

Preferred Hotels' new search functionality includes better filters, so that travelers can search by destination, travel theme, type of property and level of luxury.

An integrated feed of TripAdvisor reviews is showcased with each property so that travelers can grasp a better understanding of the location and they can make a more informed and confident decision.



Preferred Hotels' new Web site

"Luxury travelers expect a digital experience that is truly representative of the hospitality they would receive upon arrival at any one of our incredible hotel destinations," said Kristie Goshow, chief marketing officer of Preferred Hotels. "The online search and booking process should be easy, thoughtful and rewarding.

"Like a great iceberg, it is what cannot be seen that will become the powerhouse of Preferred's digital strategy going forward," she said. "As we continue to grow both our hotel destinations and consumer audiences, our investment in progressive technology is critical to the scalability of our digital efforts."

Preferred Hotels & Resorts recently shook up its leadership structure with the appointment of three new women to executive roles ahead of the company's 50-year anniversary.

Michelle Woodley was promoted to president, Ms. Goshow was named chief marketing officer and Caroline Michaud was promoted to executive vice president of corporate communications and public relations. The appointments came at a pivotal time for the company as it seeks to establish itself further in the world of independent luxury hotels ([see story](#)).

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