

TRAVEL AND HOSPITALITY

Preferred Hotels and Resorts adds new locations, luxury amenities to portfolio

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The pool at Galeria Plaza Monterey. Image credit: Preferred Hotels and Resorts

By LUXURY DAILY NEWS SERVICE

Hospitality group **Preferred Hotels and Resorts** has expanded its global reach with a series of new spaces that marry modern luxury with historical reverence.

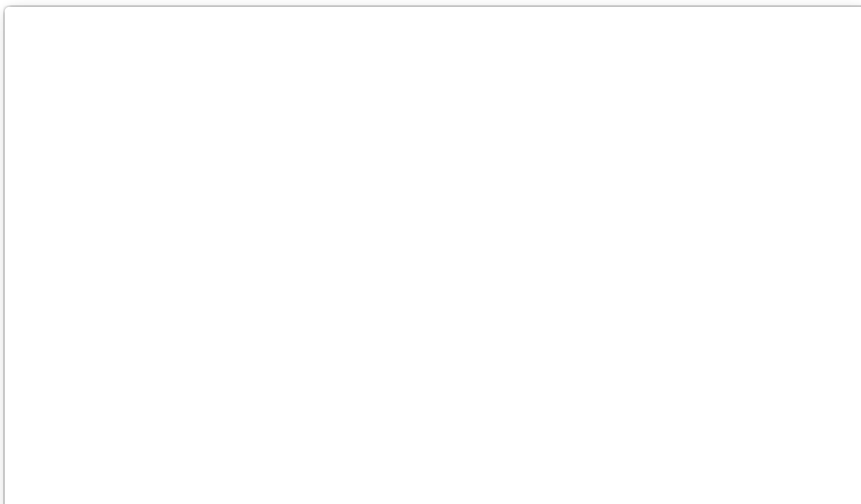
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Spanning Europe and North America, these destinations offer immersion into history, expansive views, and proximity to some of the best venues their surroundings have to offer. Many are historically significant spaces that have been updated with contemporary amenities.

Reimagining history

With more than 650 hospitality spaces in 80 countries, Preferred Hotels and Resorts is the world's largest independent hotel brand.

The group's six new locations offer personalized travel experiences that pay homage to the unique character of their surroundings. In addition, many feature on-site restaurants run by award-winning chefs.



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A post shared by Preferred Hotels & Resorts (@preferredhotels)

Castlemartyr Resort in Cork, Ireland has accumulated a great deal of history since its 17th-century founding. The recently-restored manor boasts ties to such prominent figures as writer and explorer Sir Walter Raleigh, British politician and statesman Oliver Cromwell, and aristocrats from county Shannon.

The estate, located on 220 acres near the Celtic Sea, offers a mix of guest rooms and suites, as well as luxury self-catering lodges. Grounds also boast a golf course, an award-winning spa and restaurants overseen by Chef Kevin Burke.

Virgin Hotels Edinburgh is made up of five buildings on Victoria Street in the city's Old Town, putting travelers in close proximity to Edinburgh Castle.

The first Virgin Hotels location in the U.K, the 222 guest rooms are designed in the brand's signature chamber design. The space includes Virgin's flagship dining space The Commons Club, as well as Greyfriar's Halla 19th-century church that has been converted into a space for special events.

Borgobrufa Spa Resort in Umbria, Italy is an 18th-century villa surrounded by olive groves and vineyards. Tucked into the village of Brufa, the resort boasts Umbria's largest spa at 32,000 square feet while some of the 49 rooms and suites have their own Finnish saunas and jacuzzis.

Those looking to take advantage of the famous Florida sunshine can will enjoy the 19,000 square-foot sun deck at The Elser Hotel and Residences. Designed by Sieger Suarez Architects, this luxury tower in the center of downtown Miami boasts 646 rooms along 49 stories and a view of Biscayne Bay.

Heading slightly south to Nuevo Len, Mexico, travelers will find Galeria Plaza Monterrey. This collection of 196 deluxe rooms, lofts and suites offers expansive views of Cerro de la Silla mountain, a Mexican national monument.

Guests will also enjoy a full-service spa, pool and lounge and a pair of restaurants helmed by executive chef Guy Santoro, whose many awards include Intercontinental Hotel of Las Americas' 2002 "Chef of the Year." Galeria Plaza Monterrey is set to open in March 2023.

Creating a continuum of indoor and outdoor spaces, sly Berlin opens in Germany's capital city's Friedrichshain neighborhood and features a 2,368-square-foot greenhouse. The hotel's four buildings are connected through open-air walkways and courtyards.

The 150 guest rooms and suites are accented with expansive balconies and terraces and are topped by a rooftop sauna. The hotel is set to open in the summer of 2023.

Each of these new hotels is part of the "I Prefer Hotel Rewards," ([see story](#)) the largest points-based loyalty initiative in the world.