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News about Hotels & Preference and MICE Market

For the past eight years, Hotels & Preference, a network of international independently-owned luxury establishments, has confirmed its leadership in France for organizing seminars. The chain relies on a loyal clientele including small to medium companies as well as CAC 40 companies. H&P has recently expanded its network of hotels and meeting rooms in North American and European markets.

The expertise of the team

Hotels & Preference Meeting and Incentive department continuously increases its meeting registrations thanks to key values:

- responding to a request for proposal (RFP) in less than four hours,
- negotiating the best rate with the establishment,
- ensuring follow-up by the same person,
- providing efficient support through the event's organizational process,
- providing identical general sales conditions from one establishment to another.

Key figures:

- 85% of the HOTELS & PREFERENCE member hotels have one or more meeting rooms equipped with new technology features (equaling 600 conference rooms in total)
- 4,500 customers are registered in the network's database
- HOTELS & PREFERENCE expects a growth of 30% of its turn over in 2008 as in 2007.

New trends

The organization of meetings is more and more challenging. Lead times have shortened and meeting planners need turnkey solutions to organize their incentives and seminars. Therefore, HOTELS & PREFERENCE selects easily reachable member hotels offering numerous and high-quality services. The chain is also a forerunner in customized packages which guarantee a first class, hassle-free stay.

Some examples:

- Cultural packages: Hôtel California Champs Elysées and Hôtel de la Trémoille (Paris).
- Spa packages : Château de Villiers le Mahieu & Spa (near Paris).
- Golf packages: Biltmore Coral Gables-Miami and Domaines de Saint-Andreol Golf & Spa Resort (Provence in France).
- Prestigious packages : Monte-Carlo Beach Hotel with casino trips, the Cannes Film Festival, or boat rentals

Efficient marketing and sales tools

For meeting planners and corporate clients, the www.meetingpreference.com website offers access to an interactive and tailored universe for organizing seminars, including room plans,

capacity in terms of room furnishing and set-up, and specials and promotions for seminars and conferences.

HOTELS & PREFERENCE offers all the bells and whistles for corporate and group travelers alike: Preference gift packages, gift cards, its GDS code "IW" (mnemonic signature for "I Want" Hotels & Preference), a top of the line website at www.hotelspreference.com, and call center.

Private events for meeting planners and corporations

The chain often organizes events to reward its clientele. For example, every two months, H&P organizes a private visit in a museum and then welcomes its guests at a cocktail party in one of its member hotel: Quai Branly Museum, Orsay Museum, and Le Louvre Museum. It is also an occasion for guests to visit the partner hotel and meet all the H&P team members. Twice a year with different famous brands, H&P organizes private sales with a cocktail party to thank its customers for their loyalty. These events have strongly increased Hotel & Preference's popularity.

About HOTELS & PREFERENCE:

HOTELS & PREFERENCE is a network of privately owned properties with more than 125 superb hotels and resorts in locations all around the world. The portfolio of HOTELS & PREFERENCE is comprised of specifically chosen properties to meet the unique interpretations of indulgence. Each member is selected based on their distinctive style, eclectic atmosphere and superb location as well as their tradition to uphold excellent standards of amenities and service.

Information and bookings:

HOTELS & PREFERENCE - T +33 (0)1 78 94 90 50 - www.hotelspreference.com

PR Europe: Elodie MICHELETTI - T +33 (0)1 78 94 90 70 - E-mail: em@hotelspreference.com;

PR North America: Jeanne ALBRECHT - T +1(210) 496-6686 - E-mail: jeanne@blueclover.com