

**MONTE-CARLO**  
SOCIÉTÉ DES BAINS DE MER

**MONTE-CARLO BAY**

HOTEL & RESORT

# PRESS KIT

LIFESTYLE<sup>SM</sup>

*Preferred*

HOTELS & RESORTS

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## I. Monte-Carlo Société des Bains de Mer, an innovative experience

In the early 2000's, tourism development and the Principality's attractiveness lead the Monte-Carlo Société des Bains de Mer Group to increase its hotel capacity. Avant-garde and anxious to preserve its reputation for excellence, the brand imagines a hotel concept new to Monaco, remaining within the Mediterranean Palace codes of neo-classical architecture featuring arches and colonnades. In 2005, a new sumptuous establishment rises from the sea: the Monte-Carlo Bay Hotel & Resort, celebrating its 10<sup>th</sup> anniversary in 2015.

Modern contemporary development requirement demand a high technical level as the hotel is completely designed on the sea. The project led by Brussels based architecture practice, l'Atelier d'Art Urbain and Monegasque architect Louis Rué, developed the idea of an 'L' shaped building with three towers benefiting from optimal orientation on the Mediterranean Sea. A magnificent peninsula, the Monte-Carlo Bay Hotel & Resort can now meet the demand of a clientele in search of quality, comfort and modernity. It offers a chic and casual atmosphere, conducive to relaxation and escape.

A unique development in Europe, the sandy-bottomed lagoon meanders through the hotel gardens. This exceptional lagoon meanders between the terraces, waterfalls, kiosks and green islets that follow. The latter, designed by famous landscape architect Jean Mus, are an invitation to relaxation. Surrounding the lagoon, up to 1500 plants of different species and varieties indigenous to exotic environments, thrive. Four influences permeate the scene: Mediterranean, with olive trees and cypresses, Tropical with palm trees, Italian with orange trees sublimated by terra cotta and finally Mexican with cacti blended with the rockery. The meticulous selection of plants, flowers and shrubs was guided by colors, foliage and texture harmony, but also by the marriage of scents. At the heart of this peaceful haven created to resemble a private residence, every detail is directed to the awakening and exaltation of the senses. The smell of jasmine impregnates the terraces and solariums, heightening moments of peace and tranquility. On the edge of the pool, waterfalls and their sweet music create an enchanted mood amongst the orange, lemon and mandarin trees, sharpening desires. Not to

mention ornamental plants called 'birds of paradise', flowering throughout the winter, extending the pleasure of the eyes. With the creation of these gardens, the Monte - Carlo Bay perpetuates a tradition that Monte-Carlo Société des Bains de Mer inaugurated 150 years ago: gardens, groves, pavilions, footpaths are carefully designed to create a dramatic change in scenery, and an idyllic setting.



## II. Frédéric Darnet, General Manager

After having obtained an MBA in Hotel Management and Finance from the Glion Institute of



Higher Education, Frédéric Darnet continued to study Marketing and Management at the prestigious Cornell University in the US. Following which he became Operations Manager of the Nice Acropolis complex, managed by the Accor group. He next took up the management position of the Novotel Coralia Chamonix before managing the Carnac Centre in Brittany. His experience and his vision, whereby he aims to unite hospitality and luxury thalassotherapy, led him to work in Corsica and Sardinia where he managed the Porticcio site, the Coralia Club Marina, and the opening of the Sofitel Timi Ama, respectively.

In 2003, after having launched the France Thalasso Operations at the Paris Accor head office and participated in the opening of foreign sites, Frédéric Darnet stepped down in search of new horizons such as aeronautic negotiation and even televisual communication. With extensive experience and strong determination Frédéric Darnet is constantly on the lookout for new challenges. A top athlete he takes challenges in his stride with an approach and essential values drawn from his sporting experience, such as rigour and respect for human values. In 2006 he joined the Monte-Carlo Société des Bains de Mer Group and took over the management of the Thermes Marins Monte-Carlo, which has become a benchmark establishment as a pioneer in new technology in preventive health care, wellbeing, and beauty.

Within the Société des Bains de Mer, Frédéric Darnet actively participated in the management of innovative projects such as the organisation of the unmissable Boxing Bonanza tournaments, the launch of the Monaco 24/7 casinos and the development of the Cercle de

Monte-Carlo loyalty card. His ideas and enthusiasm also led him to manage La Rascasse, a bar located at the port of Monaco that just has to be visited. Currently the Monte-Carlo Bay & Resort Senior Management is making the most of Frédéric Darnet’s humility, generosity and managerial skills. He is putting his stamp on the place in order to ensure it a promising future full of innovation.



### III. Accommodations and luxury amenities

Monte Carlo Bay Hotel & Resort's architectural exploit deserves to be praised as it includes 334 rooms and 22 suites, becoming a holiday destination as well as a conference centre. Group Monte-Carlo Société des Bains de Mer successfully created double purpose of the venue by combining both work and pleasure. The unique and timeless interior design, created by Pierre-Yves Rochon, blends pure captivating and vividly coloured Riviera lines in the design. Breaking away from the exterior style and the three 11 storey towers, the architect subtly works with elegance of volumes and perspectives, creating a harmonious vision and bright, comfortable, intimate spaces. The atmosphere is simultaneously welcoming, warm and contemporary.

The furniture was selected from the most exclusive brands in contemporary design. Its role confirms the hotel's positioning as innovator with, for example, Starck mirrors, chairs from a Poltrona Frau limited edition or chilled marble furniture, custom-made by Zunino Marmi. The rooms and suites are designed in a style reflecting timeless elegance and refined style, represented by the Ligne Roset collection, reflecting a sense of warmth, pleasure, beauty and lightness.



#### IV. Wellness and leisure facilities

##### The swimming pools and the lagoon

Beneath its glass cupola, the pool, which is heated to 29°C, offers an exotic atmosphere. Surrounded by palm trees and jacuzzis, it takes the magic outside and then transforms into a lagoon with a white sand bottom (not heated, open from May to September). The latter is decorated with three small wooden bridges that straddle the terraces. The arched shape of these footbridges and their rails was inspired by Japanese bridges; in association with the abundant vegetation, the setting might be compared to the Mediterranean 'water gardens' to be found in masterpieces by Claude Monet. Other influences also blend into the landscape. The polygonal gazebos are redolent of Oriental décors, shading the jacuzzi or acting as a garden pavilion nestled between two bridges. It is a pure wellbeing area for making the most of the French Riviera's gentle temperatures the whole year round, and enjoying an elegant, relaxed stay. In July and August, a children's club is available to 3-12 year-olds, offering many activities such as: boules games, ping-pong, drawing, painting, films, board games, etc. Outside or in an air conditioned lounge, the children can take full advantage of this serene summer environment. At the edge of the lagoon's turquoise waters, the Cocoon Bay offer is an invitation to laziness: large Balinese style beds, white net curtains and a dedicated waiter who, throughout the day, offers wellness cocktails or else Pinxtos Nomade tapas by Marcel Ravin. Two packages, the Cocoon Ott or the Cocoon Cristal, are offered for one of the best cocooning moments of summer!





## The SPA Cinq Mondes and the Fitness room

The SPA Cinq Mondes is an invitation to go on a journey of the senses. Its 11 treatment rooms, covering a 900 m<sup>2</sup> area, make it a real haven of peace. These modern treatments, which are high in quality, authenticity and respect for ancestral traditions, meet all the requirements and expectations of a demanding clientele. The Ritual stays, with the evocative names Rituals of the Orient, Rituals of Felicity for Two and Rituals of the Kingdom of Siam, offer exceptional moments where the refinement of the treatments is enriched by the quality of the products and the expertise in the protocol of the practitioners, who trained with Cinq Mondes. The art of wellness is given pride of place in the ancestral codes, with the Revitalising Tropical Ritual, the Ritual of the Maghreb and the Ritual of Siam, in particular, or more exclusively the Lulur Royal Ritual, which was specially designed for the Monte-Carlo Bay Hotel & Resort. The Japanese Bath of Aromas and Flowers, the Aromas and Colours Hammam, the Radiance Papaya Purée Exfoliation or the Beldi Black Soap Exfoliation are just a glimpse of the rich range of preparatory treatments for true spiritual and physical relaxation. Not to mention the Massage Rituals: from Balinese to Traditional Oriental, and from Ayurvedic to Shiatsu, their diversity allows you to find harmonious vitality. In this journey of the senses, it is also possible to sculpt your body with a slimming treatment such as the Brazilian Ritual with its remarkable coffee cream. Another solution is to work out in the fitness room! This area is equipped with Technogym® cardio training machines and a body-building platform. Clients will be able to benefit from personalised advice from professional coaches who care about their well-being.



## V. Creative Gastronomy by Chef Ravin, Guide Michelin starred

### Michelin Star awarded Restaurant Blue Bay,



The 40-year-old chef Marcel Ravin, child of the Caribbean, took up the challenge of becoming the chef of this superb Monaco hotel, facing the Mediterranean. After leaving his native island to learn the art of cooking in Alsace, Brussels and Lyon, Marcel Ravin combines the culinary style of his Caribbean origins with the treasures of the Southern Land and Sea, so dear to the Monegasques.

Just like Alain Ducasse, born in the Landes and Monegasque by adoption, Marcel Ravin brought with him the memory of dishes from « over there»: the spices, the produce and the remarkable recipes from the Caribbean. This baggage, that the Monte-Carlo Bay Chef calls his « mind palace», guided him on his path and shaped his identity, becoming the basis of his culinary identity. His atypical and authentic route is narrated in the autobiographical work "From one Rock to Another-Itinerary of a Chef" (Editions La Martinière). The author describes anecdotes from his childhood to his adult life and associates 60 recipes to each stage of his existence. It is the testimony of a life, a beautiful and moving confession prefaced by H.S.H Prince Albert of Monaco and the celebrated "Great Man", chef Alain Ducasse.

In ten years, humanist Marcel Ravin has forged a mixed identity, fruit of his past and his personal Proust madeleines to the countless resources of the Côte d'Azur. In this manner, his culinary partition has gathered an audience of connoisseur gourmets, in his restaurant facing the sea at Blue Bay. A tenacity and creativity rewarded in 2015 with a Michelin star.

Thanks to his great intuition, Marcel Ravin has successfully transferred his Caribbean repertoire to advantageously adapt the area the game of diverse influences that bestow to his cooking a delicate and delicious flavour structure. Oven-roasted pike moistened with a periwinkle and lime dressing; sea-bream paupiette with vegetables and bacon, Nantua sauce;

roast turbot with artichokes, almond condiment and hibiscus fig; organic egg with truffled manioc, maracuja juice (*passion fruit in creole*), his current masterpiece; spicy cocoa- roasted free-range pigeon, bulgur as a risotto and cep mushrooms: such creativity has propelled the Blue Bay restaurant to shine amongst the essential Gastronomy bastions of the Principality.



Cooking from the heart and with faith, eyes sparkling, Marcel Ravin is a risk taker, innovates, questions himself. His very deliberate and delicate gestures are reminiscent of a female kitchen because "I refer to my grandmother's methods". His passion and emotion push him forward to the spellbinding shores of fusion cuisine, so rare in Europe, and that simply must be discovered on Monegasque soil.

## Art of the table at Blue Bay

The Chef Marcel Ravin joins forces with a potter located in his native country of Martinique, to create bespoke dishes which tell a story. It required a year of collaboration for Peggy Desmeules and Marcel Ravin to succeed in designing unique pieces which bring the Chef's story to its essential point: evoking the remarkable Caribbean seabed in emotion and depth.

These veritable works of art lead us to imagine the fishing parties described by Chef Ravin "Water and fishing are part of the story of my beginnings of ti boug (child in Creole)... The sea belongs to my geographical and environmental roots... It is here that I learned to explore the depths of my imagination to better understand the visible transformation of the elements".

A mirror to the soul of the starred chef, this new table art delights the clientèle of the Blue Bay. Offering a variety under the four elements of the marine world: the dome plate, the sea urchin plate, the coral plate and the creel plate, the fifth element resembles the audacious cuisine which effortlessly invites itself into this dish to form one piece of art. And because Marcel Ravin likes precise gestures and grants importance to their beauty... In order to not impair the universe of the piece, just one motion from the head waiter is needed to turn the sculpture around which then transforms on the plate, signifying the start of the culinary voyage.



Michelin star awarded restaurant Blue Bay useful information:

Menu Escapade - 4 courses: 88 €

Menu Escapade - 5 courses: 108 €

Closed for lunch

Privatisation or semi privatisation possible for lunch: starting from 54 € (3-course « Business » menu, drinks not included)

Sunday Brunch:

Every Sunday until May, 21<sup>st</sup>, 2017

105 euros per person, open champagne bar



## L'Orange Verte

An essential stop while visiting the Monte-Carlo Bay Hotel & Resort, the Orange Verte offers an array of “Food & Fun” with specialties such as tartars, salads, world cuisine and a selection of tea and fresh pasties, imagined by Chef Marcel Ravin and his team. The Orange Verte also carries a take away range. Classic French pastries that will tantalise your taste buds: velvety chocolate éclairs, lemon-meringue tarts, Paris-Brest... or a quirky temptation with the seasonal deconstructed fruit tart, « Tchôk ». This Marcel Ravin creation draws its name from the Creole word for « punch», as the dessert is such a surprise! The « Tchôk » can be taken anywhere in its practical container. Available in individual pastry on the spot or to order \*, these treats are delicious excuse for a gourmet break during the day, at the end of a dinner or for a celebration. The pastry boxes, available in different sizes and in the colours of the Monte-Carlo Bay Hotel & Resort, are easily transportable and inspire refinement.

Useful information:

Open every day from noon to midnight

*\*For 4 to 10 people (order 48 hours in advance)*



## Las Brisas

The Chef Marcel Ravin goes to the market and imagines, at Las Brisas, a colourful menu that includes, from June to September, seasonal products such as ‘tomato with Burrata and pesto’, ‘fish of the day’ caught locally and served grilled or else in delicious salads. To finish off on a sweet note, it is hard to resist the ‘tart of the day’ that makes seasonal fruits sublime, or else the new creation: the ‘Monaco ice cream’, which includes strawberries, raspberries, stracciatella and Chantilly cream. Located between the sea and a lagoon, the Las Brisas restaurant is the ideal place for a summer lunch. The terrace positively smells of summer and immediately puts you in a good mood. In July and August, Las Brisas also opens its doors one evening every week for ‘summer dining’. This concept is part of the unforgettable summer evenings of the hot season when Mediterranean fragrances mingle with the delicious scents of the barbecue.

Practical information:

Summer Brunch

90 euros from 12:30 to 3 pm – June-September



## The Blue Gin

Nicknamed the Waterfront of the Principality, the Blue Gin is the place to start your evening, with its breathtaking view of the Mediterranean. The drinks list offers a wide choice of wine and champagne, as well as its signature cocktail suggestions. Try, for example, the Girly (rosé Martini, peach liqueur, Ginger Ale, mint, strawberry and raspberry) or the Golden Julep (rum, Ginger Ale, Blue Gin's own infusion of spices, orange and mint). The bar terrace has an open kitchen, in which a cook busily prepares prawns, tortillas and the Caribbean speciality, 'Féroce d'avocats'. To satisfy all appetites, the Food 6 Themes concept menu created by the Michelin-starred chef, reinforces the elegant and relaxed spirit of the Blue Gin.





## VI. The Bay Casino

The Monte-Carlo Bay Hotel & Resort has the defining feature of offering in its centre a casino experience intimately linked to the hotel offers. The 140 slot machines indoors or on the terrace bear the decidedly contemporary and technological mark of the hotel. They are equipped with “Ticket in / Ticket out” technology, with bets from 0.01€. The Bay Casino reflects the creative and luxurious spirit of the Hotel with its ultra-contemporary and unusual design. It was entirely conceived by decorator Pierre-Yves Rochon. The red and black are the main colours of this venue which is extravagant, modern and elegant all at once. Dominated by two sumptuous lights in black crystal from Baccarat, the floor is covered in a black and red checked pattern. A rose, symbol of passion, decorates the ensemble. In this unique setting, the Bay Casino has become a timeless place. The Slot Bar, located at the heart of the room, spoils players by offering vermouths, bitter and other refreshments to benefit from this warm venue.

Admission requirements:

Over 18

Open every day from 2pm to 2 am.



## VII. Working in a chic and casual atmosphere

Cultivating a dynamic and elegant spirit, the Monte Carlo Bay Hotel & Resort offers a new approach- a legendary destination, encompassing fun, pleasure and celebration. It is by definition the fashionable hotel in business tourism events. Equipped with a heliport, it brings together in one place the complete necessary infrastructure to the organization and success of events: x car launches, sales seminars, incentives.

The Monte-Carlo Bay Hotel & Resort is nestled in the heart of four hectares of lush gardens by the sea where a sand-bottomed lagoon, unique in Europe meanders. In this sea front hotel, built on a private peninsula a few minutes away from Casino Square, 75% of the 334 rooms and suites enjoy a magnificent panoramic sea view. All of them possess a private balcony and are equipped with latest generation high-tech amenities. The Monte-Carlo Bay Hotel & Resort generates over a third of its revenue in business related stays.



All lounges including the Business Center, gathered on one floor, are bright and most enjoy a sea view. With 15 modular conference rooms (in total, 1 340m<sup>2</sup> equipped with state of the art

technology) the Monte-Carlo Bay Hotel & Resort is the ideal 4-star hotel to host large-scale events as well as leisure time. The 356m<sup>2</sup> of the America room can hold up to 270 people for a dinner, 340 in a work session and 350 for a cocktail. The room opens onto a terrace and has a direct access to the adjacent gardens. Sporting activities are not left out, with a fitness room, a large heated indoor/outdoor pool, jet ski and parasailing during the season, while the Tennis Club and an 18-hole golf course are found nearby. The sand-bottomed lagoon, unique in Europe, and its turquoise water offers the exquisite sensations of fine sand under foot, and a guaranteed change of scenery between two working sessions. The Monte-Carlo Bay Hotel & Resort enjoys unity of place with the Sporting and the famous Salle des Etoiles, renowned for its summer pop rock festival, which attract an international clientele and hosts private events the rest of the year, for up to 950 guests. Simultaneously a stone's throw from Mont-Carlo and a world away, the Monte-Carlo Bay Hotel & Resort offers a privileged environment.



## VIII. A « *green* » commitment and approach

In line with Monte-Carlo Société des Bains de Mer's commitments, the Monte-Carlo Bay Hotel & Resort invests itself for our environment. In October 2013, the establishment created its « Bay Be Green Team ». This work group, comprised of staff members who meet weekly to study « Green » questions and work towards a complete Corporate Social Responsibility approach.

A green sea horse (a reference to the protected specie) was selected as mascot, proudly representing the Resorts fundamental values. All the employees are attached to the little character, bringing back from their travels a souvenir-photo, a travel log. Bay Be Green team actions aim to educate stakeholders in sustainable development and involve them in their actions, either clients (in-room messages, educational panels, project Forest Nation, 'Green' articles on the website...), colleagues (internal newsletter sent by email, welcome brochure given to all employees on USB drive, charity drives for associations...) or suppliers through an ethical Charter.

This wonderful energy has already allowed the creation of the following great projects:

- In February 2014, an environmental charter was implemented: similar to the one signed by Group Monte-Carlo Société des Bains de Mer for the 2013-2016 period, the Charter upholds, amongst many other subjects, an important energy saving program (LED installations, recharging stations for electrical cars, motion detectors...)
- In April 2014, obtaining the Green Globe\* certification, which relies on four important elements: the environment, sustainable management, economic aspect and cultural aspect. The certification was renewed in 2015.

Of course, we still have a long way to go, but the « *Bay Be Green Team* » has many more wonderful projects in mind... worldwide travels, discovering areas respectful of the environment.



*\*Green Globe is the management system for sustainable development designed for the tourism and travel industry. Thanks to the implementation of this system, the Green Globe members save water and energy resources, reduce operational costs, positively helps local communities and their entourage while responding positively to the expectations of leisure or business travellers.*

## IX. Awards and Distinctions

The Monte-Carlo Bay Hotel & Resort has been granted a series of awards, representing Monte-Carlo Société des Bains de Mer brand's global commitment to their guests:

2010

*Les Victoires du Paysage - Victoire d'Argent for Project Manager, Business category*

2012

*Trip Advisor - Certificate of Excellence*

*World Travel Awards - Monaco Leading Resort*

*Oscar 2012 for the SPA Cinq Mondes in the Treatment and grooming category for the entire sublime range*

*Trophées du SPA 2012 pour le SPA Cinq Mondes dans la catégorie Meilleur Resort SPA*

2013

*Trip Advisor- Certificate of Excellence*

2014

*Trip Advisor – Certificate of Excellence*

*Welcome Chinese – Certification « Silver Standard »*

*Certification « Green Globe »*

2015

*Blue Bay Gourmet restaurant - 1 star in the Michelin Guide, 2015*

## X. Useful information

334 rooms, including 22 suites

1 SPA Cinq Mondes

1 hair salon

1 fitness centre

1 indoor pool connected to an outdoor pool

1 unique in Europe sandy bottomed lagoon (open May to September)

1 children's club (open July and August)

1 casino: The Bay Casino

1 Michelin star awarded restaurant: Blue Bay

2 restaurants: The Orange Verte and Las Brisas (*open in season*)

1 principal bar: The Blue Gin

3 bars: le Slot (bar du Casino), the Palmeraie (inside pool bar) and l'Hippocampe (lagoon bar– *open in season*)

1 Business Centre

16 conference and banquet rooms (1 340 sq.m) including the America room (356 sq.m without any pillars)

1 direct access to the Sporting Monte-Carlo and Jimmy'z Monte-Carlo

1 helipad et 1 pontoon

Monte-Carlo Bay Hotel & Resort

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Principality of Monaco

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## XI. About Monte-Carlo Société des Bains de Mer

Since its creation 150 years ago, the brand Monte-Carlo Société des Bains de Mer has imposed a high quality, pioneering, inimitable and audacious image in the luxury tourism industry. Monte-Carlo Société des Bains de Mer aims to be the guardian of a certain classicism, glamour and elegance, while simultaneously the tireless seeker of new trends, tastes and technologies. During one hundred and fifty years of excellence, a veritable cultural and historical patina has left its mark on the name of Mont-Carlo. Today, Monte-Carlo Société des Bains de Mer is a luxury brand whose expertise is expressed in its 4 Casinos, 4 hotels (Hôtel de Paris, Hôtel Hermitage, Monte-Carlo Beach Hotel, Monte-Carlo Bay Hotel & Resort), and 30 restaurants gathering 6 stars in the prestigious Michelin Guide.

Its range of services extends to the fields of culture and entertainment with several venues including the Sporting Monte-Carlo, the Salle Garnier at the Opera for unique concerts and festivals, well-being and preventive health with the Thermes Marins Monte-Carlo. It also acts as a major player in nightlife with Jimmy'z nightclub, La Rascasse, Le Buddha-Bar, and sports with an 18-hole golf course and a tennis club. Monte-Carlo Société des Bains de Mer is the brand of a sophisticated, remarkable, unique experience built around core values: Excellence, Generosity, Audacity, Creativity and Passion. Monte-Carlo Société des Bains de Mer strives daily to embody the immortal words of François Blanc, its founder: «we must supply dreams, here... »





## XII. About Preferred Hotels & Resorts

Monte-Carlo Bay Hotel & Resort is a member of the Preferred Hotels & Resorts Lifestyle Collection, which represents premier global properties that offer engaging stays and memorable moments. Authentic, intelligent, and approachable, this diverse collection presents hotels and resorts featuring responsive service and local dining that articulate culture and style. All guests of Monte-Carlo Bay Hotel & Resort are eligible to enrol in the iPrefer guest loyalty programme, which extends points redeemable for cash-value Reward Certificates, elite status, and special benefits such as complimentary Internet to members upon every stay at more than 600 participating Preferred Hotels & Resorts locations worldwide.

Preferred Hotels & Resorts<sup>SM</sup> is the world's largest independent hotel brand, representing more than 650 distinctive hotels, resorts, residences, and unique hotel groups across 85 countries. Through its five global collections, Preferred Hotels & Resorts connects discerning travellers to the singular luxury hospitality experience that meets their life and style preferences for each occasion. Every property within the portfolio maintains the high quality standards and unparalleled service levels required by the Preferred Hotels & Resorts Integrated Quality Assurance Programme. The iPrefer<sup>TM</sup> guest loyalty programme, Preferred Residences<sup>SM</sup>, Preferred Family<sup>SM</sup>, Preferred Pride<sup>SM</sup>, and Preferred Golf<sup>TM</sup> offer valuable benefits for travellers seeking a unique experience. For more information, visit [PreferredHotels.com](http://PreferredHotels.com).

