

Hotelier & Hospitality Design Magazine



PREFERRED HOTELS & RESORTS WELCOMES 16 NEW MEMBER HOTELS @preferredhotels

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LONDON – 21 October 2019: Preferred Hotels & Resorts, the world's largest independent hotel brand representing more than 750 hotels, resorts, and residences across 85 countries, is pleased to announce the addition of 16 new member hotels to its global portfolio between 1 July –30 September 2019. From a country retreat featuring Michelin-starred cuisine in the north of England to a soon-to-open Floridian resort on Choctawhatchee Bay, each of these distinctive new member properties will spark wanderlust among travellers seeking new and authentic one-of-a-kind experiences around the globe.

Highlights of the new additions include:

President Hotel (Cape Town, South Africa)

Offering more than two decades of authentic hospitality and 250 years of heritage, the President Hotel has become a Cape Town institution following its reopening in 1998 by President Nelson Mandela, and, with 349 luxury guestrooms and apartments, it is now Preferred Hotels & Resorts' largest hotel in Africa. Set in the exclusive Bantry Bay neighbourhood, nestled between the Lion's Head mountain range and rugged coastline, the President Hotel offers sweeping views across the Atlantic Ocean and is a stone's throw from the buzzing V&A waterfront district. Guests can take advantage of the hotel's outdoor infinity swimming pool, a well-appointed gym and intimate spa, an exclusive sundowner rooftop drinks terrace, and a wide range of on-property restaurant experiences.

Northcote (Lancashire, U.K.)

Surrounded by picturesque countryside and villages, Northcote is a quintessential English country retreat home to 26 chic guest rooms, each with views across Lancashire's Ribble Valley. The resort is famed for its Michelin-starred restaurant that is headed up by Executive Chef Lisa Goodwin-Allen, whose adventurous menus feature the region's finest organic produce and seasonal ingredients, most of which is grown in the hotel's gardens. Guests of Northcote can experience a variety of activities including gin-making, cheese tasting, and on-property gourmet cooking classes at one of the U.K.'s leading culinary schools. Every year the hotel pays homage to fine gastronomy with its Obsession festival, which will celebrate its 20th anniversary in 2020, from January 24 to February 9, welcoming 24 international master chefs with 21 Michelin Stars between them to take over the kitchen and create unparalleled dining experiences.

Great Southern Killarney (Killarney, Ireland)

Known as Killarney's grand dame hotel, Great Southern Killarney is housed in a historic 19th century building surrounded by six acres of manicured gardens in the heart of one of Ireland's most beautiful towns. Over the years, the hotel has been a regular haunt for celebrity guests such as Princess Grace of Monaco, Charlie Chaplin, and Jackie Kennedy – fitting as its 175 elegant guestrooms and residences are fit for royalty with traditional Victorian features including marble sinks, freestanding baths, and four-poster beds. Guests can enjoy a traditional afternoon tea in The Grand Foyer, a gourmet evening meal in the ornate Garden Room Restaurant famed for its magnificent gilt domed ceiling and relax and unwind in the heated swimming pool and sauna.

The Yangtze Boutique Shanghai (Shanghai, China)

Blending traditional Shanghai charm with modern luxury, The Yangtze Boutique Shanghai is an art deco gem in the heart of the city, close to major cultural sites including Nanjing shopping street, People's Park, Raffles City shopping centre, and the Shanghai Museum. A famous hot spot for the local A-list following its original grand opening in 1933, the hotel's glamour and opulence has been retained through its neo-classic architecture with features including a stained-glass skylight in the lobby above a curved staircase. Additional highlights include a tranquil SPA centre offering a range of healing and restorative treatments, and three restaurants and bars offering a variety of local and international cuisines.

Hotel Effie Sandestin (Florida, United States)

Inside the gates of Sandestin Golf and Beach Resort on Florida's coveted Emerald Coast, the new luxury Hotel Effie Sandestin will open its doors in June 2020. Seamlessly integrating coastal charm with Southern hospitality, the hotel will boast 250 well-appointed guestrooms and 19 spacious suites with bay and golf course views. Situated on 2,400 acres of land along the banks of the Choctawhatchee Bay, guests will have access to seven miles of beaches, four championship golf courses, 15 world-class tennis courts, and a 123-slip marina. Celebrity Chef and James Beard Award Winner Hugh Acheson will create innovative menus featuring upscale Southern cuisine with a flavourful European twist, which can be enjoyed in the signature restaurant, café, and pool bar.

ESTUDIO Playa Mujeres (Cancun, Mexico)

Situated off the coast of the Caribbean Sea in Cancun, the newly opened ESTUDIO Playa Mujeres is an all-inclusive luxury haven offering a perfect balance of tranquillity and adventure for the whole family. Tucked away on the idyllic beach of Playa Mujeres, next to a nature reserve, the hotel's locally inspired architecture and interiors blend seamlessly with its natural surroundings. Home to 164 contemporary suites, all with local Mexican art on display and views across the ocean, guests can take advantage of the resort's five restaurants, stunning three-story spa and wellness centre, an 18-hole golf course, and a kids' club for children of all ages. For an additional dose of culture, an on-property Art Walk with regular exhibitions of local artists is also available to guests.

The Last Word Kitara (Klaserie Nature Reserve, South Africa)

Opening its doors on 1 November 2019, The Last Word Kitara is a secluded, intimate retreat in the Klaserie Private Nature Reserve set in the naturally beautiful Kruger National Park, brimming with wildlife. The lodge has been extensively refurbished to create six camp-style luxury suites built in stone with savannah views across the river – a popular spot for elephants and other residents to drink and bathe. Expert guides and trackers lead twice daily game drives into the bush for sightings of the Big Five and to soak up the incredible landscape. At sundown, guests can relax on their patios or enjoy a dip in the infinity pool before experiencing local tribal arts and culture through song, dance, and ceremony, whilst sampling local cuisine under the stars.

Other member hotels to join Preferred Hotels & Resorts from 1 July – 30 September 2019 include:

- **Hotel Samzeo** (Omalo, Georgia)
- **Park Central Hotel New York** (New York City, United States)
- **H10 Palazzo Canova** (Venice, Italy)
- **Marival Distinct Luxury Residences** (Nuevo Vallarta, Mexico)
- **Marival Armony Luxury Resort & Suites** (Nuevo Vallarta, Mexico)
- **Ultima Megève** (*Megève, France*)
- **Ultima Genève** (Geneva, Switzerland)
- **Ultima Crans-Montana** (Crans-Montana, Switzerland)
- **Las Terrazas de Abama** (Tenerife, Spain)

For more information on these properties or any others represented within the Preferred Hotels & Resorts portfolio, please visit www.PreferredHotels.com.