



The Fullerton Hotel Sydney announces alliance with Preferred Hotels & Resorts ahead of its international debut, cementing its status as a member of the Legend Collection

Guests can enjoy a special opening promotion with triple I Prefer Hotel Rewards points awarded for every stay

SYDNEY, Australia – 2 September 2019: On 18 October, The Fullerton Hotel Sydney will debut as a luxury heritage hotel in the heart of the CBD, with an attractive opening offer to celebrate its partnership with Preferred Hotels & Resorts, and the brand's *I Prefer* Hotel Rewards programme.

All guests who book with The Fullerton Hotel Sydney will enjoy a special opening promotion which includes:

- A reward of triple *I Prefer* points and
- Dining credit of \$50

The credit can be redeemed at all dining outlets within the Hotel, including *The Place*, where hotel guests can explore a taste of Singaporean flavours, or *The Bar*, for a casual coffee or business meetings as well as in-room dining. The promotion is valid from 18 October 2019 until 17 March 2020.

The alliance with Preferred Hotels & Resorts, which represents the finest and most diverse global portfolio of independent hotels, marks the first foray into the Sydney market for both The Fullerton Hotels and Resorts and Preferred Hotels & Resorts.

"The Fullerton Hotels and Resorts' passion in offering heartfelt hospitality and enriching experiences in our luxurious properties is aligned with that of Preferred Hotels and Resorts' brand ethos. We are delighted to be able to extend the benefits of the *I Prefer* Hotel Rewards programme to future guests of The Fullerton Hotel Sydney and cultivate a long-term relationship with each and every one of them," says Cavaliere Giovanni Viterale, General Manager of The Fullerton Hotels and Resorts.

Points Privilege

I Prefer Hotel Rewards is the world's largest points-based loyalty programme for independent hotels. The programme allows partner hotels to incentivise their respective loyalty members by extending access to more than 700 destinations across 85 countries where they can earn and redeem points, while receiving unique value-adds during every eligible stay.

Loyalty members have the opportunity to upgrade to *Elite* status when 50,000 points are accumulated during the first year of membership. As a guideline, members can earn 10 points for every USD1 spent. The *Elite* status opens the door to many benefits including: earning 15 points per US dollar during each eligible stay; complimentary internet; priority early check-in and late check-out; room upgrades; and a welcome amenity that is unique to each hotel - based upon availability at check-in. Over time, guests can exchange accumulated points for cash-value *I Prefer* Reward Certificates, which are accepted as payment against future stays, and dining or spa services at any participating hotel.

Members can also download the *I Prefer* mobile app to easily manage their account before, during, and after every stay. Members can search for and book hotel stays, redeem Reward Certificates, and connect with the property directly via the app.



A Sydney Legend, and now a Preferred Legend

In the lead up to its opening in the former Sydney General Post Office (GPO), The Fullerton Hotel Sydney has followed in the footsteps of its sister properties, The Fullerton Hotel Singapore (also a former GPO building) and The Fullerton Bay Hotel Singapore, by cementing its status as a member of the Preferred Hotels & Resorts *Legend Collection*.

Synonymous with immersive luxury and style, the *Legend Collection* is the ultimate portfolio of exceptional properties in remarkable destinations worldwide. Globally sophisticated and culturally refined, the properties within this collection feature exquisite accommodations, stellar and intuitive service, renowned dining, and exceptional spas - setting the stage for unforgettable experiences and aligning with The Fullerton Hotel and Resorts' brand philosophy.

"Internationally recognised as a leader in hospitality and service, The Fullerton Hotels and Resorts is a long-valued partner and we are delighted to be working together for our brand's entry into the Sydney," said Lindsey Ueberroth, CEO of Preferred Hotels & Resorts. "The Fullerton Hotel Sydney with its premier location, rich architectural history, and experience-focused offering is a wonderful addition to our global portfolio, and demonstrates a thoughtful and discerning approach to expanding our footprint. We look forward to extending the benefits of the *I Prefer* Hotel Rewards programme to the property's future guests," concluded Ueberroth.

All guests of The Fullerton Hotel Sydney will experience the high-quality standards and unparalleled service that each hotel in the Preferred Hotels & Resorts portfolio is required to maintain as part of its integrated quality assurance programme, which combines traditional on-site inspection scores with real-time social media reviews.

Bookings for The Fullerton Hotel Sydney will be accepted from 18 October 2019 onwards, and can be made by visiting: fullertonhotels.com.

To learn more about the *I Prefer* Hotel Rewards programme please visit: lprefer.com/FullSyd

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About The Fullerton Hotel Sydney

The Fullerton Hotel Sydney, situated in Martin Place, in the historic former Sydney General Post Office will officially open in October 2019, marking The Fullerton Hotels and Resorts' first international expansion. The Fullerton Hotels and Resorts currently owns and operates two award-winning hotels in Singapore: The Fullerton Hotel Singapore (opened in 2001) and The Fullerton Bay Hotel Singapore (opened in 2010). Both hotels anchor the historic and cultural Fullerton Heritage precinct, located in Marina Bay - the heart of Singapore's city centre.

The Fullerton Hotel Sydney will become a sister hotel to The Fullerton Hotel Singapore, which shares a similar rich history as a former GPO. The Fullerton Hotel Sydney will deliver a luxury hotel that can further contribute to Sydney's growth as an international tourist destination and showcase the beauty and heritage of the original building to a wider audience, both nationally and globally. The Fullerton Hotels and Resorts is affiliated with Preferred Hotels & Resorts, which represents a global portfolio of independent hotels and independent hotel experiences.

About Preferred Hotels & Resorts

Preferred Hotels & Resorts is the world's largest independent hotel brand, representing more than 750 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 *I Prefer*[™] hotel rewards programme, Preferred ResidencesSM, Preferred PrideSM, and Preferred Golf[™] offer valuable benefits for travellers seeking a unique experience. For more information, visit PreferredHotels.com.

For further information please contact:

Cathy Chia
Director of Corporate Communications
The Fullerton Hotels and Resorts
Email: cathy.chia@fullertonhotels.com

Vanessa Frances Paul
Manager, Corporate Communications
The Fullerton Hotels and Resorts
Email: Vanessa.paul@fullertonhotels.com