



**The Lowry Hotel Manchester Accepted Into Membership of Preferred Hotels & Resorts
Joins the Brand's L.V.X. Collection**

London – November, 1st 2020 – The Lowry Hotel Manchester has been accepted into membership of [Preferred Hotels & Resorts](#) -- the world's largest independent hotel brand that represents more than 750 distinctive hotels, resorts, residences, and unique hotel groups across 85 countries -- as the newest experience available within the Preferred Hotels & Resorts L.V.X. Collection. The Preferred Hotels & Resorts L.V.X. Collection represents renowned properties that feature the finest accommodations coupled with attentive, engaging, and exclusive personal service. These worldly and illustrious hotels, located in vibrant city centers or destination escapes, provide guests with notable inspirations and memorable experiences through exceptional dining, entertainment, and spas.

Adrian Ellis, General Manager of The Lowry said "We are delighted to be working with Preferred Hotels and Resorts who are the pre-eminent provider of representation services in the luxury market. Their global reach in sales, marketing and PR will be critical in getting us beyond the pandemic, and will help reposition the hotel on the global stage following significant investment into the asset over the last year".

Brenda Collin, Senior Vice President Europe said "We are thrilled to bring The Lowry into our portfolio of member hotels, in the UK and Europe, bringing strategic advantage through key services such as sales, integrated marketing solutions and comprehensive revenue e-management. We look forward to a pro active partnership that demonstrates significant value for the hotel and the owner. Manchester is such a vibrant city and will continue to be an interesting destination for International markets post Covid".

Overlooking the River Irwell, The Lowry Hotel Manchester is a five-star contemporary hotel set in a prime quiet location that is close to the Spinningfields area of the city with fine restaurants, bars, and historical sites. The award-winning hotel, popular with celebrities and high-profile guests, offers stylish accommodation, fine dining, and is renowned for its traditional Sunday lunches, themed afternoon teas, hosted wine dinners, and Elemis Spa treatments. Last year, the hotel partnered with interior designers Goddard Littlefair to refurbish all the public areas including the Restaurant, Bar, Lobby and meeting spaces, and the luxurious penthouse suite, which is the largest in Manchester.

Preferred Hotels & Resorts provides hotel owners, operators, and management companies through brand prestige and global operating scale, supporting the goals of its member hotels by providing strategic group, corporate, and leisure sales, integrated marketing solutions, comprehensive revenue management, global connectivity through reservations services, progressive distribution technology, and individualised guest support. Every property within the portfolio is required to maintain the high quality standards and unparalleled service levels required by the Preferred Hotels & Resorts Integrated Quality Assurance Programme. Through its five global collections – Legend, L.V.X., Lifestyle, Connect, and Preferred Residences – Preferred Hotels & Resorts connects discerning travellers to the singular luxury hospitality experience that meets their needs and life and style preferences for each occasion.

For reservations and more information about Preferred Hotels & Resorts, visit www.PreferredHotels.com.

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