



## PRESS INFORMATION

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## **SHERWIN BANDA APPOINTED DIRECTOR OF BRAND STANDARDS & TRAINING FOR LUXE HOTELS**



*Los Angeles, CA (April 1, 2010)* -- Sherwin Banda has been appointed Director of Brand Standards & Training for Luxe Hotels. In his new position, Mr. Banda, who was formerly the General Manager at Luxe Rodeo Drive Hotel, will be responsible for the execution of the Luxe Hotels brand standards and procedures. As a company that is very focused on customer service, Mr. Banda's goal is to continue to develop and implement brand initiatives in order to enhance guest satisfaction.

A key component will be training and education regarding the Luxe Hotels service standards and product concepts to bolster brand performance and ensure compliance across all Luxe branded properties. Mr. Banda notes, "As our brand continues to grow, my objective is to implement the Luxe Brand Standards and to conduct training and education for new Luxe Branded Hotels and our employees. Luxe Hotels recognizes that training offers a way of developing skills, enhancing productivity and quality of work through building loyalty for our employees and guests."

According to Efreem Harkham, CEO and Founder of Luxe Hotels, "We believe the development of the Luxe Brand makes the worldwide collection a more formidable presence in the marketplace."

Mr. Banda, who has over 14 years experience in the hospitality industry, began his career in Cape Town, South Africa. He was appointed General Manager of the Luxe Rodeo Drive Hotel in 2007. While at the Beverly Hills property he was instrumental in developing comprehensive hotel rating standards and raising guest satisfaction scores through comprehensive training initiatives.

### **ABOUT LUXE HOTELS**

Luxe Hotels is part of the global hotel organization founded by Efrem Harkham, which also includes Luxe Worldwide Hotels, a hotel marketing and reservations organization with an impressive portfolio of nearly 200 independently owned and operated, award-winning hotels in the best locations around the globe. The properties include such esteemed hotels as Canyon Ranch Tucson, Canyon Ranch Lenox, Palms Place Hotel & Spa in Las Vegas and Waterford Castle in Waterford, Ireland. The company is headquartered in Los Angeles, California and has sales and marketing offices around the world. For more information on Luxe Hotels, visit [www.luxehotels.com](http://www.luxehotels.com) or call 1-866-LUXE-411.