



## PRESS INFORMATION

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## **LUXE HOTELS OFFERS OWNERS TWO TURNAROUND OPTIONS IN THIS CHALLENGING MARKETPLACE**

***Company Provides Branding AND Sales And Marketing Support  
For Owners Who Need To Drive Revenue***

*Los Angeles, CA (February 16, 2010)* — As a result of his participation at the ALIS (American Lodging Investment Summit) last month, Philipp Kainbacher, Chief Development Officer for Luxe Worldwide Hotels and Luxe Hotels, reports that the company's positioning to offer two turnaround options for owners who need to drive revenue fast is right on target.

According to Mr. Kainbacher, the bottom-line takeaway from the American Lodging Investment Summit was that every owner — including the banks who now directly own hotels that have defaulted on their notes — is focusing on operations and sales and marketing.

"Owners are not willing to sit back and wait this economy out. They are cutting middle management and focusing on sales and marketing to drive revenue. As a result, the fact that Luxe offers them two turnaround options is being very well received," Mr. Kainbacher reports.



For independent four- and five-star hotels, Luxe Hotels offers a branding option where a hotel can up-brand or down-brand to make the property better fit the current market position. One example of this is the Holiday Inn Los Angeles City Center hotel which will be rebranded the Luxe City Center Hotel, Los Angeles in late Spring. This is also a viable option for small independent boutique hotels to affordably align themselves with a brand name.

The second option is provided by Luxe Worldwide Hotels, the company's hotel representation division which provides hands-on sales and marketing support including in-depth revenue management assistance to enable properties to better drive rate and occupancy. In the past month alone, Luxe Worldwide Hotels has signed 16 new properties — including its first hotel in India — which will be switched over in the next few months.

"Some of the more recognized hotel brands are quite expensive to join, have incredibly strict operational requirements, and yet provide hotels with underperforming sales results," reports Mr. Kainbacher. "In this economy, independent hotels simply can't afford this option. They need a better ROI and a more hands-on approach and that is exactly what Luxe provides. We are small enough to provide personalized attention to each member and do not have competing properties in the same area."

For information about Luxe Hotels branding and Luxe Worldwide Hotels sales/marketing representation opportunities please contact:

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### **ABOUT LUXE HOTELS AND LUXE WORLDWIDE HOTELS**

Luxe Hotels is unique in the hotel brand arena, representing a group of hotels with a sense of style and cache. The company's operating philosophy is not some cookie-cutter, paper doll chain mentality, but rather a hotelier's approach to providing the best guest services in great locations.

Luxe Hotels is known worldwide through its sister company, 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. Member 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.

Luxe Hotels is a performance-driven brand that includes human resource components and provides hotel owners with a viable and affordable alternative to the strict operational requirements and underperforming sales results from the most well-known franchise brands. Luxe Hotels operates from a truly entrepreneurial, bottom-line based mindset by focusing on leveraging the company's extensive and highly effective sales and marketing resources to increase revenue for the hotels.

Both Luxe Hotels and Luxe Worldwide Hotels benefit from a global network of 13 offices including Australia/New Zealand, France, Germany, Hong Kong, India, Italy, Miami, Japan, Latin America, Mexico, New York, Spain, and the United Kingdom.

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