



PRESS INFORMATION

Contact: Jane Coloccia/Michele Lee
JC Communications, LLC
609-737-2587/571-451-9713
janecoloccia@gmail.com
leem108@comcast.net

LUXE WORLDWIDE HOTELS POSTS POSITIVE YEAR-END RESULTS DESPITE TENUOUS ECONOMY

Los Angeles, CA (January 9, 2009) — In a 2008 economy that could be described as tenuous at best, Luxe Worldwide Hotels continued to deliver business to its independent member hotels by showing an increase in all sectors of the business according to Efrem Harkham, President and CEO.



According to Mr. Harkham, Luxe Worldwide Hotels posted the following year-end results for 2008 versus 2007:

- 22.41% increase in room revenue
- 19% increase in overall roomnights booked
- 3.27% increase in Average Daily Rate (ADR)

Additionally, the newly revamped Luxe Worldwide Hotels website demonstrated a 17% increase in roomnights booked and a 19% increase in revenue booked.

Luxe Worldwide Hotels also saw a 15% increase in hotel membership in 2008 over 2007 demonstrating that independent properties are seeking out hotel representation assistance to drive business when the economy begins to falter.

According to Mr. Harkham, "When times get tough, we don't turn around to our member hotels and tell them 'times are tough, there's nothing you can do.' On the contrary, every member of the Luxe Worldwide Hotels team looks to the situation as a challenge and works doubly hard to ensure positive results. And our numbers speak for themselves."

ABOUT LUXE WORLDWIDE HOTELS

Luxe Worldwide Hotels is a privately held, premier representation company of over 200 independently owned and operated hotels in prominent locations around the globe including world-renowned and award-winning Canyon Ranch Resorts; Establishment Hotel in Sydney, Australia; and Murano Urban Resort in Paris, France.

Luxe Worldwide Hotels provides the ultimate solution for independent hoteliers with a focus on the latest technologies and distribution strategies. Luxe offers full-service GDS representation as well as revenue management, eBusiness and Internet distribution, voice reservations, sales calls, trade shows, and much more. Luxe member hotels also benefit from the latest hospitality industry technology including state-of-the-art booking capabilities which enable individual and corporate bookings with real-time confirmation. Member hotels receive individualized, personalized attention to address their property specific challenges and maximize their profit potential.

The company is headquartered in Los Angeles, California with 13 offices worldwide including New York, London, Paris, Milan, Athens, Buenos Aires, Hong Kong, Tokyo, and Sydney. For more information on Luxe Worldwide Hotels, visit www.luxehotels.com or call 1-866-LUXE-411.