



PRESS INFORMATION

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LUXE WORLDWIDE HOTELS HELPS MEETING PLANNERS NAVIGATE 2009 ECONOMY



With 200+ Properties, Hotel Representation Company Assists With Site Selection, Specials, And New "Just Ask" Program

Los Angeles, CA (April 16, 2009) — While 2009 is proving to be a challenging one for meeting planners, Luxe Worldwide Hotels is working hard to simplify the life of the meeting planner.

Michael Markarians, Vice President of Group Sales for Luxe Worldwide Hotels, which represents over 200 properties, has been working with both hoteliers and meeting planners to navigate the economy and has detected some important trends for the industry:

- Companies are eliminating international meetings or incentives and rescheduling them within the U.S.
- Planners are dealing with smaller budgets overall and are charged with "doing nothing grand this year" from their superiors. As a result, planners are forced to do more with less and start by keeping the meetings closer to home.
- Planners have had to get more creative with F&B expenses; cutting out pricey speakers, eliminating entertainment, etc.
- Planners are much more cautionary when it comes to contracts, cancellation clauses, etc., being sure to watch every penny.

For 2009, Luxe Worldwide Hotels' Group Sales Department is working with meeting planners to ensure they get the biggest bang for their meeting buck. With so many hotels in its portfolio, Luxe Worldwide Hotels is a great option for planners when sourcing a property as Luxe can make recommendations based on best value, best location, etc. Luxe's Group Sales Department can also send out a company's RFP to a variety of hotels that fit the planner's criteria and compile a rate comparison for the planner all in just one call! Additionally, Luxe Worldwide Hotels offers planners a resource for non-cookie cutter venues — each property is chic, unique, and in a great location.

This year Luxe is also debuting its new "Just Ask" program for meeting planners. According to Efreem Harkham, CEO and Founder of Luxe Worldwide Hotels, "We do not want to offer a promotion that the planner does not need. Therefore, we are instead requesting that the meeting planner 'just ask' for what they need in order for that hotel to earn the business. Let us know what the deal breaker is, and we will custom design a package to fit each planner's needs."

For additional information on planning a meeting at any of the members of Luxe Worldwide Hotels, call the Group Sales Department at 310-691-7717 or visit their website at: www.luxehotels.com.

ABOUT LUXE WORLDWIDE HOTELS

Luxe Worldwide Hotels features an impressive portfolio of over 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. Every member of Luxe Worldwide Hotel offers guests an individual sense of style and an attention to detail that goes way beyond pure utility-- some are luxurious, some exotic, some eccentric. Each hotel is as individual as the hotelier who owns and manages it, but all share a commitment to exceed and anticipate a guest's needs and pamper them completely. At Luxe Worldwide Hotels, it's not just about the luxurious surroundings, it's about how we make a guest feel while in residence.

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