

JOIN LUXE TODAY!



"As a small boutique property in a city where there is major competition, we needed a company that would go "above and beyond" to represent us. After a lot of comparison shopping, we selected Luxe Worldwide Hotels. Since our collaboration, we have gained more recognition, increased our bookings and we receive very personal service from all the staff at Luxe. It was one of the wisest business decisions I've made."

- Jim McGuire, General Manager, Hotel Griffon, San Francisco, California

Luxe
takes
pride in
providing
unique
services.

Luxe Worldwide Hotels offers more than hotel representation. Luxe offers you an extended team of experienced experts in sales, marketing, eBusiness solutions and revenue-generating services.

Luxe is owned and operated by Efrem Harkham, a 20-year independent hotel proprietor of two luxury hotels, the Luxe Hotel Sunset Boulevard, Bel-Air, and the Luxe Hotel Rodeo Drive, Beverly Hills, California. As a veteran hotel owner, Mr. Harkham understands your need for personalized sales representation and successful results. His own high standards prompted the establishment of Luxe Worldwide Hotels to fulfill that need.

Luxe members throughout the Americas, Europe, Asia and the Pacific, include distinctive independently owned hotels, resorts, palaces, and castles, each with its own unique personality, artful furnishings, and superb location. Your hotel will have the Luxe advantage...global brand recognition that brings with it a world of opportunity.



LUXE GENERATES REVENUE



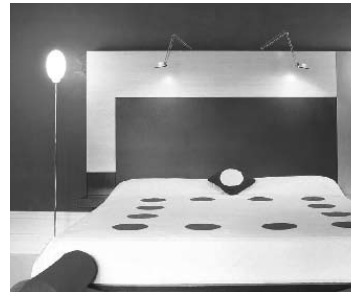
"We chose Luxe Worldwide Hotels because of their ability to tailor each representation service to meet our diverse needs. Luxe is the right partner for Villas del Mar."

- Sean Emmerton, Director of Marketing, Villas del Mar, Los Cabos, Mexico

Luxe
programs
increase
revenue
potential.

Luxe Reservation and Revenue Services focuses on one mission - **increasing your revenue potential.**

- Monthly Production Audits assist in analyzing today's business and identify tomorrow's opportunities.
- Quarterly Hotel Information Audits position your hotel with a competitive edge.
- Personalized Training and Revenue Management Support is geared to increasing operating efficiency and booking productivity.
- Regional Account Management achieves and maintains your goals.
- eBusiness and Internet Distribution Consultation provided by our eBusiness professionals facilitates and maximizes member hotels' online presence.



LUXE
HOTELS

LUXE GLOBAL SALES & MARKETING



"Our travel agency doors are always open to Luxe Worldwide Hotels."

- Jim Strong, Head of Hotel Programs for Virtuoso,
Strong Travel, Dallas, Texas

Luxe
expands
your sales
team
worldwide
& delivers
your message
creatively.

LUXE GLOBAL SALES SUPPORT

The Luxe sales team becomes a valuable extension of your own sales team. Luxe delivers your message worldwide utilizing:

- **Established Customer Relationships** that connect you to major multi-national corporate travel managers and travel agents, group organizers, wholesalers, consortia and mega agencies.
- **Targeted Sales Missions** to top-producing corporate, consortia, and agency travel departments reinforce your message and spotlight your hotel.
- **Luxe Regional Offices**, managed by representatives with unmatched expertise in the hospitality industry who provide extended global sales support.
- **Industry Trade Shows and Regional Events** where Luxe members are showcased in every major marketplace. Hotel members also participate at Luxe exhibits and take advantage of sales calls pre-set by the Luxe team.

LUXE GLOBAL MARKETING

The Luxe Marketing Team is dedicated to increasing your hotel's visibility to the appropriate markets. We deliver your message in many ways:

- **Extensive Database** of over 50,000 travel professionals, meeting planners, and wholesale operators distributes your individual campaigns via email broadcasts.
- **Promotional Initiatives** target your specific markets through creative public relations campaigns, cooperative advertising, loyalty club programs, etc.
- **Direct Online Distribution Strategies** maximize your Internet exposure and revenue potential with pay-per-click, email, destination website and search engine optimization strategy.
- **Airline Mileage Vouchers** provide members the ability to enhance promotions, loyalty programs and more. You'll be able to offer this value added benefit to your guests.



LUXE TECHNOLOGY EDGE



"Since becoming a member of Luxe Worldwide, The Edgewater has received attentive care in auditing our strategies to position the hotel well within the marketplace in order to not only increase revenues and ADR, but greatly assisted in development of technology and training of inventory control that we never previously experienced from a GDS access provider."

- Judy Alberts, Managing Director, The Edgewater Hotel, Madison, Wisconsin

Luxe
maximizes
electronic
distribution
opportunities.

At Luxe, we take the best of breed for each aspect of electronic distribution. We incorporate the personal touch to these systems in order to meet your hotel's specific needs.

Central Reservation System - Web-based reservation system is state-of-the-art, easy-to-use and can be tailored to each member's needs regardless of size, character and market demographic. Accessible 24 hours a day, 7 days a week, the system provides members the ability to update and control property information including rates, availability, descriptive information, packages, and room types in all systems instantly. Over 30 reports provide members up-to-the minute production, guest information or booking details.

Global Distribution System (GDS) Connectivity - Luxe provides seamless connectivity and instant reservation confirmation to all bonafide travel agents worldwide as well as affiliated web-based travel portals.

Internet Distribution System (IDS) Connectivity - Luxe provides inventory distribution to thousands of top websites and travel portals through our connection to Pegasus, Worldres, Opodo, and other direct connections.

Website Booking Engine - Luxe booking engine provides your hotel website with real-time booking capability. Our booking engine is customizable and includes guest room images, translation to seven languages and real-time currency conversion. In addition, travel agents and corporate clients have the ability to book negotiated rates online.

Voice Reservations - Luxe offers a 24 hours a day, 7 days a week service throughout the U.S., Canada, Japan, Hong Kong, Singapore, United Kingdom, Ireland, France, Italy, Spain and Germany. Our call centers in Sydney and Japan cover reservation services during normal business hours.

(see reverse side for additional information)



"With the advice of a well-trained and knowledgeable Luxe team, we have seen increased occupancy and a new contingent of repeat guests. We believe that joining Luxe was the right decision!"

- Mr. Yuji Shinma, General Manager, Kitano Arms, Tokyo, Japan

Travel Agent Commission Processing - We have taken the stress out of cumbersome agency commission remittance procedures. Our Travel Agent Commission Processing program promotes smoother, more efficient transactions, and allows you to reward agents whose business you value regardless of the country involved.

Web-based RFP Administration - The automated bid process for Consortia/Mega-Agency Administration makes it easy to improve your global outreach. Major consortia and mega-agencies such as CCRA, American Express, Carlson Wagonlit, Radius Travel, World Travel BTI, and Virtuoso partner with Luxe to lock-in the corporate and leisure accounts that, in turn, will advance your sales.

Digital Content Solutions - Members can store, manage and distribute their rich content (images, maps, logos, floor-plans, text documents, sales kit pages, multi-media) globally from one central, customer unique repository. This will save time and resources by distributing your images at any time, for print, multimedia, or Internet use, from anywhere in the world.



LUXE MEMBER SUCCESS



What speaks louder than success itself!

Here are a few case study testimonials from Luxe members that illustrate bottom line benefits that your hotel can expect to see as part of the Luxe family.

Luxe
increases
reservations,
average rates
and room
revenue.

The Stoneleigh Hotel

2927 Maple Avenue, Dallas, Texas 75201
(214) 871-7111

Former Representation Company: Unirez & Member of LWH since October, 2003

39% Reservations Growth - 55% Room Revenue Growth

"Luxe Worldwide showcases a team of experts in the areas of Sales and Marketing, Revenue Management and Cutting Edge Technology. Our switchover to Luxe was stress free, seamless and educational. Our ADR, revenues and client base have increased substantially. It is obvious that a hotelier is at the helm of this company as it is built around the best interest of the hotel owner and management company. My only regret is that we did not sign up with Luxe sooner!" - *Callan Hamann, General Manager, The Stoneleigh Hotel, Dallas, TX*

dylan hotel

52 East 41st Street, New York, NY 10017
(212) 338-0500

Former Representation Company: Concorde & Member of LWH since September, 2003

184% Reservations Growth - 206% Room Nights Growth - 193% Room Revenue Growth

"I switched to Luxe at the end of August and had the best September/October in the history of the hotel! Efreem Harkham and his team have what it takes to drive my occupancy and revenue up. I would, without hesitation, recommend Luxe Worldwide Hotels!" - *Morris Moinian, Owner, dylan hotel*

Hotel La Jolla at the Shores

7955 La Jolla Shores Drive, La Jolla, CA 92037
(858) 459-0261

Former Representation Company: Kerry Hotels & Member of LWH since May, 2003

32% Reservations Growth - 30% Average Rate Growth - 71% Room Revenue Growth

"The Luxe team is always reachable. I know they are working for our hotel and I'm not just a number in the system." - *Dora Guillen, Director of Sales, Hotel La Jolla at the Shores*

Grand Pacific Palisades

5805 Armada Drive, Carlsbad, CA 92008
(760) 827-3200

Former Representation Company: Utell International & Member of LWH since March, 2004

24% Reservations Growth - 29% Average Rate Growth - 60% Room Revenue Growth

"Since our transition to Luxe, it has been a pleasure to work with their team. Luxe has provided us with a commensurate group of professionals who are always ready, willing and able to help our hotel achieve every sales, reservation and marketing goal."
- *Randy Nakagawa, General Manager, Grand Pacific Resorts*

