



W o r l d w i d e
H o t e l s

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Worldwide
Hotels

PRESS INFORMATION

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WHAT IT MEANS TO BE A GREAT HOTEL – CIRCA 2009



*A top hotel has to offer the entire package – not just comfortable surroundings,
but service that anticipates and exceeds a guest's every need*

If one were to ask Efram Harkham, the Founder and CEO of Luxe Worldwide Hotels, what it means to be a great hotel circa 2009, he would tell you that it's not just the physical accoutrements of the property, but the overall guest experience. While a five-star hotel can have the best location; finest silk fabrics; exquisite crystal, china, and silver; the fastest WiFi; etc., if the guest's every need is not responded to — and even anticipated — then that is not a great hotel.

Simon Scarborough, General Manager of London's Flemings Mayfair Hotel — who has earned the Luxe Worldwide Hotel's "General Manager of the Year" accolade agrees. "The surroundings may be luxurious, but it is HOW you make the guest feel when they arrive that really matters and what sets the standard. In fact, our staff has been trained to say 'yes' to any guest request even before they know what it is!"

Top hotel standards are universal from décor to technology expectations. But Mr. Harkham believes that the best hotel experience starts even before a guest crosses the threshold.

The ultimate hospitality starts at the beginning of the process. How does the hotel's website look? Is it user friendly? Do the rates reflect a luxury experience? Is the reservation handled promptly and efficiently? Of course true hospitality is having all of the facilities in tip-top shape first and foremost, but making a guest feel pampered while in residence is truly what it is all about. And if something were to go wrong, the follow-up is so complete that what was once a negative has now become a positive. When a request is made, it never needs to be made a second time."

Mr. Harkham and Mr. Scarborough both agree that in order to achieve true hospitality, a hotel must have employees who understand the concept. Responding to a particular guest's needs — and success in that endeavor — is how fully the particular need is fulfilled.

And once a guest departs the hotel, true hospitality does not stop. The communication continues and is of a superior nature. A truly great hotel thanks a guest for staying there and provides a reason to return. A truly great hotel even recognizes the travel agent or meeting planner who recommended the property in the first place. And recognizing a return guest is an absolute necessity.

The true hallmark of great hospitality circa 2009 is to continue to enhance the hotel's services and facilities; continue to pamper the guest before, during, and after their stay; and to always put the guest at the heart of everything a hotel does.

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**LUXE WORLDWIDE HOTELS
FAST FACTS**

OVERVIEW:

When Efrem Harkham, President and CEO of Luxe Worldwide Hotels was looking for a management company in the late 1990s to support and promote his boutique hotel in Bel Air, he discovered that none existed that met his needs as a small hotel owner. In 1998 he created “a hotelier’s hotel marketing and representation company” to fill this niche. Luxe Worldwide Hotels provides representation, marketing, sales, reservations services, e-business, and operational support for a portfolio of independently owned and operated boutique-style deluxe hotels.

Company Founder Efrem Harkham has been a hotel owner for over 25 years and quite possibly the only hotelier who has created his own marketing and representation company. He purchased his first hotel in 1983, The Luxe Hotel Sunset Boulevard in Bel Air, followed by the Luxe Hotel Rodeo Drive in Beverly Hills and still currently owns both properties.

FOUNDED:

1998

MANAGEMENT:

Efrem Harkham, President and CEO
Andrew Wong, Chief Financial Officer
Roselyn Cosentino, Chief Marketing Officer
Eve LeGrand-Tronson, Vice President of Operations
Michael Markarians, Vice President of Group Sales
Mark Abraham, Executive Director of Revenue Management
Anna Gargioni, Director of Marketing

OPERATIONS:

Luxe Worldwide Hotels is a privately held company, headquartered in Los Angeles, CA, with 13 offices worldwide including Los Angeles, New York City, London, Paris, Madrid, Athens, Buenos Aires, China, Hong Kong, Tokyo, and Sydney.

SERVICES: Luxe Worldwide Hotels offers the following services to member hotels:

- Central Reservations System
- Global Distribution System Connectivity
- Internet Distribution System Connectivity
- Revenue/Yield Management
- Website Booking Engine
- Voice Reservations
- Web-Based RFP Administration
- Digital Content Solutions
- Global Sales Support
- Global Marketing Support

MEMBER HOTELS: Luxe Worldwide Hotels is a global brand with over 200 premier properties throughout the world in four continents and more than 20 countries. Luxe Worldwide Hotels can be found in top business and leisure destinations throughout the world — from the corporate and financial center of New York City in the U.S. to the sandy beaches of Puerto Plata in the Caribbean, from the dynamic capital city of Tokyo to the Island of Mykonos, Greece.

THE COLLECTIONS: All of the hotels in the Luxe Worldwide Hotels portfolio are independently owned properties. They are definitely not your typical cookie-cutter chain hotels — each has a soul, a distinctive personality, and a unique story to share. All the properties in the Luxe Worldwide Hotels portfolio are selected for providing an impeccable level of service in an historical location or extraordinary setting, feature unique architecture or compelling design and offer a sense of place. Luxe Worldwide Hotels offers three collections: Legends, Elite and Signature.

The Legends Collection properties set the standard in hospitality. These award-winning hotels are internationally renowned for their trend-setting, inspirational and luxurious service. Each Legend is located in a popular destination or historic setting, features significant architectural or singular design, and is prominently recognized by notable travel magazines as an extraordinary place to visit. The Legends Collection includes such esteemed hotels as Canyon Ranch Tucson, Canyon Ranch Lennox, Palms Place Hotel & Spa in Las Vegas and Waterford Castle in Waterford, Ireland.

The Elite Collection is an outstanding portfolio of independent hotels offering distinctive accommodations and services. All are situated in popular international destinations near preferred visitor attractions or business locales. Elite Collection properties are unique in architecture, style and location and offer a high level of service.

The Signature Collection properties include an array of hotels, resorts and inns owned by independent proprietors who pride themselves in guests' satisfaction. While the Signature Collection represents a diversity of options that will appeal to every travel

preference, they all offer delightful accommodations at an excellent value, and convenient business or leisure settings.

**PACKAGES &
PROMOTIONS:**

A wide selection of special offers, promotions and packages, including Ultimate Destination and Honeymoons packages, Weekend Getaways, Sight-seeing packages, Business Traveler Specials, Spa Retreats and Holiday Deals are offered by Luxe properties around the world. Visit the website for the current specials.

RESERVATIONS: 1-866-LUXE-411

WEBSITE: www.luxehotels.com

HEADQUARTERS: 11461 Sunset Blvd.
Los Angeles, CA 90049
Tel: (310) 440-3090
Fax: (310) 440-0821

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THE LUXE DIFFERENCE



Individualized, Personalized Support To Make Luxury Hotels Profitable

When it comes to luxury hotel representation, many independent properties seek something more than a brand-name plaque to put on the door and a listing in a slick full-color directory. They need direction and assistance with marketing, sales, reservations, and yield management and a commitment from a company that is going to help them improve their bottom line. Luxe Worldwide Hotels delivers all of this and much more.

Founded in 1999 by Efrem Harkham, a hotelier who was frustrated with the lack of support by other hotel representation companies and name-brand franchise organizations, Luxe Worldwide Hotels assists luxury hotels with the all-important basics of hotel operations including revenue management, eBusiness, Internet distribution, voice reservations, etc. Moreover, member hotels receive individualized attention to address their property-specific challenges — a perk that Mr. Harkham is resolutely passionate about as a result of his own frustrations and lack of support when trying to make his Bel-Air, California hotel profitable in the 1980s.

Over the years, Luxe Worldwide Hotels has evolved in to a company with over 200 members worldwide, offering services that include:

- Global Sales Support — including established customer relationships with multi-national corporate travel managers, targeted sales missions, regional office support, industry trade shows and regional events, etc.
- Global Marketing Support — access to an extensive database of travel professionals, meeting planners, and wholesale operators; promotional initiatives; direct online distribution strategies; and airline mileage vouchers.
- Central Reservations System – accessible 24 hours a day, 7 days a week.
- Global Distribution System Connectivity — seamless connectivity and instant reservation confirmation to all travel agents worldwide as well as affiliated web-based travel portals.
- Internet Distribution System Connectivity — to thousands of top websites and travel portals.
- Revenue/Yield Management Direction — monthly reports and personalized assessments to assist hotels in increasing revenue.
- Website Booking Engine — to provide a hotel's website with real-time booking capability.
- Voice Reservations — 24 hours a day, 7 days a week service throughout the U.S., Canada, Japan, China, Hong Kong, Singapore, the United Kingdom, Ireland, France, Italy, Spain, and Germany.
- Travel Agent Commission Processing — for smoother, more efficient transactions.
- Web-Based RFP Administration — an automated bid process for Consortia/Mega-Agency Administration.
- Digital Content Solutions — enabling members to store, manage, and distribute rich content.

And Luxe's results speak for themselves. Member properties report significant double- and triple-digit growth in reservations, room nights, and room revenue. For 2008, despite the tenuous economy, Luxe Worldwide Hotels reported an impressive 22.4% increase in revenue growth across the board and a 19% increase in overall room nights booked. A formula for success created by one hotelier in his quest for profitability that he now shares with the world.

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THE LUXE LEGENDS COLLECTION



Internationally renowned for their trend-setting, inspirational, and luxurious service

The Luxe Legends Collection reads like a wish list of “must see” hotels — Canyon Ranch, the Inn at Rancho Santa Fe, the Palms Place Hotel & Spa, and Waterford Castle. These are properties which consistently receive top accolades on “World’s Best” hotels list from *Travel + Leisure*, *Condé Nast Traveler*, and others. And they are all members of The Luxe Legends Collection.

The Luxe Legends Collection is a unique portfolio of independent hotels that set the standard in hospitality. These distinguished properties are internationally renowned for their trendsetting, inspirational, and luxurious service. Each Legend is located in a popular destination or historic setting, features significant architecture or singular design, and is prominently recognized by notable travel magazines as an extraordinary place to visit.

The Legends Collection offers the gift of graceful elegance, culture, and comfort beautifully bound with unparalleled service. Guests experience the sensation of their surroundings.

Members of The Luxe Legends Collection include:

- Canyon Ranch, Tuscon Arizona
- Canyon Ranch, Lenox, Massachusetts
- The Hacienda at Hotel Santa Fe, Santa Fe, New Mexico
- The Inn at Rancho Santa Fe, Rancho Santa Fe, California
- Palms Place Hotel & Spa, Las Vegas, Nevada
- Waterford Castle, Waterford, Ireland

For information and reservations on The Luxe Legends Collection, visit www.luxehotels.com or call 1-866-LUXE-411.

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THE LUXE ELITE COLLECTION



Independent hotels with distinctive service and accommodations

The Luxe Elite Collection features an impressive portfolio of independent hotels offering distinctive accommodations and services. The criteria for these properties include that they are set in popular international destinations near preferred visitor attractions or business locales and feature extraordinary settings and unique décor.

The Luxe Elite Collection — currently with more than 120 members — provides a wide choice of hotels with services that often exceed a guest's travel needs.

Members of The Luxe Elite Collection include:

- Dylan Hotel, New York, New York
- New World Hotel Beijing, China
- Hotel La Jolla at the Shores, La Jolla, California
- Flemings Mayfair, London, United Kingdom
- Luxe Rodeo Drive, Beverly Hills, California

- Ritz Barcelona Roger De Lluria, Barcelona, Spain
- The Scarlet, Singapore
- Hotel Manzoni, Milano, Italy

For information and reservations on The Luxe Elite Collection, visit www.luxehotels.com
or call 1-866-LUXE-411.

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THE LUXE SIGNATURE COLLECTION



Delightful accommodations at an excellent value

The Luxe Signature Collection features more than 30 hotels, resorts, and inns owned by independent proprietors who are anxious to satisfy their guests with an incredible commitment to luxury and service.

The Signature Collection represents a diversity of options that will appeal to every travel preference, yet they all share a pride in offering delightful accommodations at an excellent value. Signature Collection hotels feature both convenient business and leisure locations to suit any travel purpose.

Members of The Luxe Signature Collection include:

- Cosmopolitan Hotel, New York, NY
- Hotel Guillermo Tell, Barcelona, Spain
- Inn on the Paseo, Santa Fe, NM
- King George Hotel, San Francisco, CA

- Boheme Hotel, San Francisco, California
- Kitano Arms, Toyko, Japan
- Sunotel Amaral, Madrid, Spain

For information and reservations on The Luxe Signature Collection, visit www.luxehotels.com or call 1-866-LUXE-411.

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**EFREM HARKHAM
FOUNDER & CEO, LUXE WORLDWIDE HOTELS**



Meet The Man Who Created “A Hotelier’s Hotel Marketing And Reservations Firm”

Efred Harkham had no intention of working in the hospitality industry. In fact, he was quite happy in the rag trade as President and CEO of Jonathan Martin and Hype clothing manufacturers. But fate had something else in store for him.

In 1983, Mr. Harkham purchased what is now the Luxe Hotel Sunset Boulevard as a hobby. The property was operating in the red and despite the fact that it was a great boutique hotel in a fabulous location, no management company, hotel representation firm, or name-brand franchise operation that he brought in, could make it profitable. Stymied by the situation, Harkham decided to take matters into his own hands.

Recognizing that operating a hotel at a profit shouldn't be an impossibility, Harkham applied simple business techniques like revenue management, electronic marketing, etc. to his property and within a year, the Luxe Hotel Sunset Boulevard became profitable. He also purchased a reservations company because that was one crucial area where he needed assistance.

Once he created a formula for making his hotel profitable, Harkham decided to share his knowledge with other independent hoteliers who were finding that they weren't getting the personalized service and attention they needed from the larger franchise companies or luxury hotel representation companies. And thus Luxe Worldwide Hotels was formed in 1999. The distinct difference? Mr. Harkham. He may be Luxe Worldwide Hotels' founder and CEO, but he is also incredibly passionate about the hospitality industry and seeing every member hotel become as successful as possible. He is quite possibly the only hotelier who has created his own hotel marketing and representation company.

Another thing that sets Harkham's Luxe apart, is the fact that the management team works side-by-side with each hotel on an individual basis to determine where a problem may lie and provide recommendations on how to correct the problems and maximize the profitability of that property. In fact, 2008 year-end results show a 22.4% increase in revenue growth across the board for all Luxe member hotels.

But the back of the house wasn't the only place where Mr. Harkham found he had talent. While working in the garment industry, he traveled the globe extensively, and came to intimately understand what was missing in a hotel and which impressive touches stood out in his mind. He then began to incorporate them into the Luxe Hotel Sunset Boulevard, the Luxe Hotel Rodeo Drive, and the other hotels which are a part of Luxe Worldwide Hotels.

Today, Mr. Harkham — who was born in Tel Aviv, Israel and raised in Australia — still travels the globe. But rather than carting heavy bags filled with samples and fabrics, he brings with him the hard-won acumen of how to make an independent hotel profitable while at the same time offer guests the ultimate in luxury, design, and a sense of place.

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