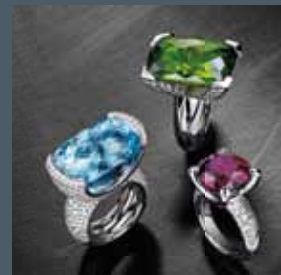
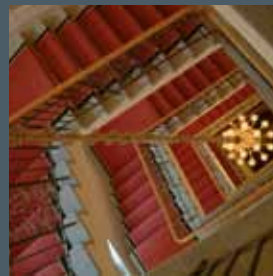


Luxury Hotel Publications



MEDIA KIT 2019



Luxury Hotel Publications

Target market: sophisticated traveler with discriminating taste!

A target market opportunity

The luxurious binder is a tasteful leather-bound directory, strategically placed in every hotel room. The information is presented in three beautifully illustrated and easy-to-read sections containing vital information on all hotel amenities and guest services. It is the hotel's "bible" and the first thing guests pick-up upon arrival. In fact, guests must continually refer to this binder to order room service, operate the telephone/voice mail, or even book a massage.

The "Recommended Shops & Services" section is highlighted by a different color and a larger size tab. This section is reserved only for a limited number of the most prestigious businesses. The boutiques and services featured in this eye-catching section are reviewed and approved by hotels to ensure quality and consistency of the selection.

The goal is to present your exclusive product/service to the most discriminating visitors with the greatest disposable income and spending potential. Better yet, these guests will see your advertisement not just once, but various times during their stay as they refer to the binder daily.

Capture the world's most exclusive consumers

Our affluent hotel guest can spend up to \$9,000 per night on accommodations alone. Each one of the guests staying at these upscale hotels is 100% your client; there is no wasted exposure.

Recommended by the hotel

The "Recommended Shop & Services" section offers guests certified recommendations by the hotel as to the best luxury businesses found in the area.

Guaranteed visibility

By limiting it to only ten pages, your full-page advertisement is highly visible among other prestigious brands and guaranteed to stand out. Furthermore, the hotel staff takes great care in ensuring that the binder is clearly visible and easily accessible to the guests. In fact, since part of the hotel's revenue is produced by what is offered through the binder (ie: room service, spa treatments, gifts, etc...), additional care is given each day to ensure the binder remains visible and in excellent condition.

Unique year round exposure

This elegant binder, a new conception in print advertising, offers advertisers a powerful selling opportunity; a year round exposure to a captive and targeted audience. And there is an added bonus since all recommendations are fully endorsed by the hotel, guests will view them as worthy endorsements.

Forge a powerful alliance with exclusive hotels

By becoming a partner and listing your product in the hotel's In-Room Binder, not only will you maximise your exposure, but you can also establish a unique "marketing relationship" with these upscale properties. Your business is a direct sponsor of their binder. Furthermore, you will provide guests with a valuable service by letting them know you are ready to welcome them as your guests.



Luxury Hotel Publications

Readership

Audience

| | |
|--------------------------------------|----------|
| Male | 55% |
| Female..... | 45% |
| Median age..... | 46 years |
| Married..... | 86% |
| Have a college degree or higher..... | 82% |

Audience Affluence

| | |
|------------------------------------|-------------|
| Average HHI..... | \$438,000 |
| Average net worth..... | \$2,300,000 |
| Own a home..... | 98% |
| Own a vacation or second home..... | 42% |

Buying Power

| | |
|---|---------|
| Purchased fine jewelry in the past year..... | 64% |
| Purchased a luxury watch in the past year..... | 28% |
| Drink premium or top shelf liquor..... | 71% |
| Owens or drive a luxury vehicle..... | 60% |
| Plan to purchase a luxury vehicle next 12 months..... | 32% |
| Own investment real estate..... | 18% |
| Average luxury shopping expenditures..... | \$4,549 |

Reader Lifestyle

| | |
|-------------------------------|-----|
| Go to museums..... | 65% |
| Attend charity events..... | 47% |
| Go to live theater..... | 56% |
| Collect art and antiques..... | 45% |

Travel

| | |
|--|-----|
| Average trips taken within the United States in the past 12 months..... | 8.5 |
| Average trips taken outside the United States in the last three years..... | 3.8 |
| Average number of nights per trip..... | 4.8 |
| Guests who plan to shop while traveling..... | 74% |

Engagement

| | |
|---|-----|
| Guest who viewed In-Room Guest Service Directory..... | 90% |
| Number of times referred to directory..... | 2.3 |
| Guests whom refer to the directory for shopping, local services, and entertainment information..... | 72% |
| Readers whom took action (shopping) as a result of directory..... | 66% |

Source:

**Independent
Research conducted
by GfK Mediamark
Research and
Intelligence, LLC.**



**Guest who viewed
In-Room Guest
Service Directory
90%**

**Readers whom
took action
(shopping) as a
result of directory
66%**

*Luxury Hotel Publications
is currently pursuing
ABC accreditation.*



Luxury Hotel Publications

Exceptional results

Exceeding client expectations

"I started advertising with Luxury Hotel Publications one year ago and it really worked for our boutique. We are continuing to advertise again for the second year and I know the returns will be great again. I highly recommend anyone to advertise with them. Your returns will be many".

JANICE HINDS - SCULPTURE BOUTIQUE

"There are several tourist publications available out there. Where Luxury Hotel Publications sets themselves apart is with the quality of the publication and the quality of the venues where they are located. They offer a specifically targeted, high quality piece for the luxury clientele".

RAY GRENON - GRENON'S OF NEWPORT

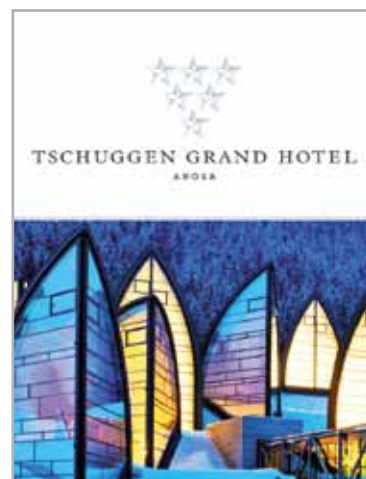
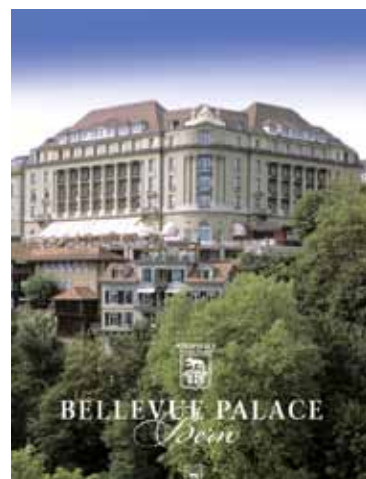
Exceeding hotel expectations

"...Quality Assurance is incredibly important in the Luxury brand environment... many thanks for ensuring that our guests will be able to enjoy a Directory that lives up to their expectation and our reputation!".

**GENERAL MANAGER - MANDARIN ORIENTAL,
WASHINGTON DC**

"...Thank you for all of your hard work in making our in-room directory accurate and professionally presentable. Your skills are a unique and important part of this process and without your input our brand standards would be put at risk. Thank you again for your efforts and we look forward to the prospect of working with you again in the future".

GENERAL MANAGER - WEQUASSETT RESORT, CAPE COD



Together, Elegant Hotels offer styles to suit every taste, from classic to contemporary, family to adults-only and traditional to premium all-inclusive. Elegant Hotels include The House, Colony Club and Tamarind, as well as two premium all-inclusives, Crystal Cove and the all-suite Turtle Beach and the acclaimed Daphne's restaurant, sister to London's renowned culinary landmark.

reservations@elegant-hotels.com | www.elegant-hotels.com

UK

Elegant Hotels Group
020 917 3078

Luxury Hotel Publications

Recommended advertisers



JEWELLERY & WATCHES

Audemars Piguet
Baccarat
Baume & Mercier
Bedat & Co
Bell & Ross
Blancpain
Boucheron
Bovet
Breguet
Breitling
Bücherer
Bulgari
Cartier



Charriol
Chaumet
Chimento
Chopard
Concord
Corum
David Yurman

Dubey &
Schalckenbrand
Franck Muller
Fred
Garavelli
Gérard Perregaux
Harry Winston
Hublot
Jaeger Lecoultré
Louis Erard
Messika
Omega
Parmigiani
Patek Philippe
Perrelet



Piaget
Rolex
Ulysse Nardin
Vacheron Constantin
Van Cleef & Arpels



Ulysse Nardin
Vacheron Constantin
Van Cleef & Arpels

FASHION & ACCESSORIES

Aigner
Anti-Flirt
Borsalino
Brioni
Brunello Cucinelli
Burberry
Bulgari
Canali
Catimini
Chacok
Chanel
Christian Lacroix
Dior
Davidoff
Dunhill
Escada
Etro
Façonnable
Fendi
Francesco Smalto
Furla
Gottex
Gucci
Hermes
Hugo Boss
IKKS
J. Mendel
Jean-Louis Sherrer
Kjus
Lana Marks
Lancel
Lanvin
Longchamp
Louis Vuitton
Max&Moi
MaxMara
Missoni
Nautica

Polo Ralph Lauren
Prada
Roberto Cavalli
Sonia Rykiel
Thierry Mugler
Toni Sailer
Tumi
Valentino
Versace
Wolford
Zegna

SHOES

John Lobb
Bruno Magli
Cesare Paciotti
J.M. Weston
Moreschi
Santoni

SPIRIT & LIQUORS

Dom Pérignon
Glenfiddish
Hennessy Cognac
Moët & Chandon
Mount Gay
Mumm
Veuve Clicquot



PERFUME & COSMETICS

Burberry's
Caron
Kenzo
La Prairie
Lancôme
La Mer

REAL ESTATE

Christie's Real Estate
Engel & Völkers
Sotheby's
John Taylor

AUTOMOTIVE

B.M.W.
Ferrari
Porsche

DECORATION

Bang & Olufsen
Bose
Llardo
Roche Bobois

LINEN & TABLEWARE

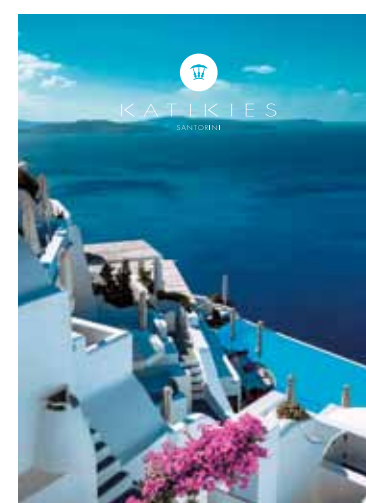
Frette
Yves Delorme
Descamps
Baccarat
Christofle
Haviland

Luxury Hotel Publications

| CITIES | HOTELS | # ROOMS | YEARLY CONTACT* |
|---|--------------------------------------|---------|-----------------|
| AUSTRIA | | | |
| Lech | Post Hotel | 47 | 11 700 |
| TOTAL POTENTIAL IN-ROOM READERSHIP IN AUSTRIA* | | | 11 700 |
| FRANCE | | | |
| Cannes | Le Majestic | 349 | 96 550 |
| | Le Mas Candille | 40 | |
| Gordes | Hostellerie le Phébus | 29 | 6 000 |
| Juan les Pins | Belles Rives | 48 | 22 000 |
| | Le Juana | 40 | |
| Mirambeau | Château de Mirambeau | 40 | 10 000 |
| Paris | Fouquet's Barrière | 81 | 20 100 |
| St Tropez | Bastide de St Tropez | 30 | 17 200 |
| | Villa Belrose | 39 | |
| TOTAL POTENTIAL IN-ROOM READERSHIP IN FRANCE* | | | 205 350 |
| CROATIA | | | |
| Hvar | NEW Amfora Grand Beach Resort | 320 | 105 000 |
| | NEW Hotel Adriana | 59 | |
| | NEW Palace Elisabeth | 45 | |
| TOTAL POTENTIAL IN-ROOM READERSHIP IN CROATIA* | | | 105 000 |
| CZECH REPUBLIC | | | |
| Prague | Mandarin Oriental | 99 | 24 600 |
| TOTAL POTENTIAL IN-ROOM READERSHIP IN CZECH REPUBLIC* | | | 24 600 |
| GERMANY | | | |
| Munich | Mandarin Oriental | 73 | 18 100 |
| TOTAL POTENTIAL IN-ROOM READERSHIP IN GERMANY* | | | 18 100 |
| GREECE | | | |
| Mykonos | Kirini My Mykonos Retreat | 18 | 54 000 |
| | Katities Hotel Mykonos | 35 | |
| Santorini | NEW Katikes Mykonos Villa | 12 | |
| | Katikies Hotel Santorini | 34 | |
| | Kirini Suites & Spa | 26 | |
| | Chromata Hotel | 26 | |
| | Sunrocks Boutique Hotel | 19 | |
| | Villa Katikies | 7 | |
| | NEW Katikies Garden | 40 | |
| TOTAL POTENTIAL IN-ROOM READERSHIP IN GREECE* | | | 54 000 |

*Yearly contact: Number of rooms by yearly days (365) by annual average occupancy rate (68%).

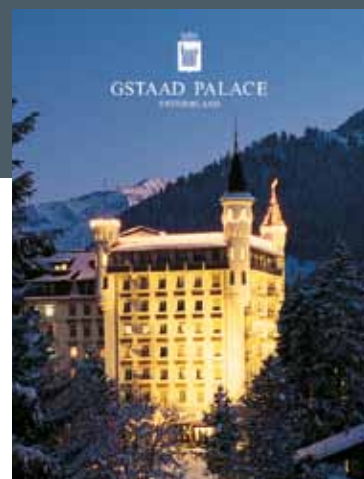
Does not include allowance for more than one person per room nor repeat guests.



Luxury Hotel Publications

| CITIES | HOTELS | # ROOMS | YEARLY CONTACT* |
|--|--|---------|-----------------|
| SWITZERLAND | | | |
| Arosa | Tschuggen Grand Hotel | 135 | 99 300 |
| | Arosa Kulm Hotel | 137 | |
| | Wald Hotel National | 128 | |
| Ascona | Giardino | 80 | 58 300 |
| | Eden Roc | 100 | |
| | Parc Hotel Delta | 55 | |
| Basel | Grand Hôtel Les Trois Rois | 119 | 29 500 |
| Bern | Bellevue Palace | 130 | 32 300 |
| Crans NEW | Guarda Golf | 30 | 29 000 |
| | Crans & Spa | 14 | |
| | Hôtel de l'Etrier | 57 | |
| | Hostellerie du Pas de l'Ours | 15 | |
| Gstaad | Gstaad Palace | 104 | 63 300 |
| | Le Grand Bellevue | 57 | |
| | Grand Hotel Park | 94 | |
| Interlaken | Victoria-Jungfrau | 225 | 55 900 |
| Lausanne ONLINE ADVERTISING ONLY | Beau Rivage Palace | 169 | 114 000 |
| | Chateau d'Ouchy | 50 | |
| | Angleterre et Résidence | 75 | |
| | Lausanne Palace | 165 | |
| Lugano | Splendide Royal | 120 | 103 000 |
| | Villa Principe Leopoldo | 110 | |
| | Villa Castagnola | 100 | |
| | Swiss Diamond Hotel | 85 | |
| Neuchâtel | Beau Rivage Hotel | 66 | 16 400 |
| St Moritz | Giardino Mountain | 78 | 19 400 |
| Verbier | Le Chalet D'Adrien | 25 | 55 000 |
| | Le Chalet de Flore | 29 | |
| | Hotel Montpelier | 47 | |
| | Chalets Bruchez & Gaillard | 120 | |
| Vevey | Hôtel les Trois Couronnes | 71 | 18 000 |
| Zermatt NEW NEW | Cœur des Alpes | 22 | 15 000 |
| | Backstage Hotel | 19 | |
| | Luxury Mountain Exposure Chalets | 25 | |
| | Elysian Collection (Chalet les Anges / | 18 | |
| | Chalet Maurice / Chalet Grace) | | |
| TOTAL POTENTIAL IN-ROOM READERSHIP SWITZERLAND* | | | 594 800 |
| UNITED ARAB EMIRATES | | | |
| Dubai NEW | Mandarin Oriental | 257 | 63 800 |
| TOTAL POTENTIAL IN-ROOM READERSHIP IN UNITED ARAB EMIRATES* | | | 63 800 |

*Yearly contact: Number of rooms by yearly days (365) by annual average occupancy rate (68%).
Does not include allowance for more than one person per room nor repeat guests.



Luxury Hotel Publications

| CITIES | HOTELS | # ROOMS | YEARLY CONTACT* |
|--|--------------------------|---------|-----------------|
| ITALY | | | |
| Cortina | Grand Hotel Savoia | 120 | 29 800 |
| Forte dei Marmi | Hotel Byron | 30 | 60 000 |
| | Augustus e Lido | 135 | |
| | Principe Forte dei Marmi | 28 | |
| | Grand Hotel Imperiale | 46 | |
| Florence | Sina Villa Medici | 83 | 37 200 |
| | Hotel Helvetia & Bristol | 67 | |
| Ischia | San Montano Resort & Spa | 79 | 19 600 |
| Lucca | Locanda Elisa | 10 | 26 600 |
| | Hotel Universo | 56 | |
| | La Principessa | 41 | |
| Milan | Sina De La Ville | 108 | 32 000 |
| | Sina The Gray | 21 | |
| Parma | Sina Maria Luigia | 101 | 25 000 |
| Perugia | Locanda della Posta | 19 | 28 000 |
| | Sina Brufani | 94 | |
| Positano | San Pietro | 62 | 19 100 |
| | Villa Treville | 15 | |
| Rome | Majestic Roma | 100 | 95 600 |
| | Sina Bernini Bristol | 127 | |
| | Hotel d'Inghilterra | 89 | |
| | Residenza di Ripetta | 69 | |
| San Remo | Royal Hotel | 127 | 31 500 |
| Siena | Grand Hotel Continental | 51 | 12 700 |
| Sorrento | Bellevue Syrene | 48 | 12 000 |
| Taormina | Hotel Metropole | 23 | 5 700 |
| Torino | Sina Villa Matilde | 43 | 10 700 |
| Venice | Sina Palazzo Sant'Angelo | 26 | 30 000 |
| | Sina Centurion Palace | 50 | |
| | Ca' Sagredo | 49 | |
| Viareggio | Plaza e de Russie | 52 | 27 300 |
| | Sina Astor | 68 | |
| TOTAL POTENTIAL IN-ROOM READERSHIP IN ITALY | | | 502 800* |

*Yearly contact: Number of rooms by yearly days (365) by annual average occupancy rate (68%).
Does not include allowance for more than one person per room nor repeat guests.



**TOTAL POTENTIAL
IN-ROOM READERSHIP
IN EUROPE
1 624 850***

**TOTAL POTENTIAL
IN-ROOM READERSHIP
IN UNITED ARAB EMIRATES
205 350***



Luxury Hotel Publications

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Market, file submission and publication dates

| MARKET | SUBMISSION DATE | PUBLICATION DATE | MARKET | SUBMISSION DATE | PUBLICATION DATE | MARKET | SUBMISSION DATE | PUBLICATION DATE |
|-----------------|-----------------|------------------|---------------|-----------------|------------------|-----------|-----------------|------------------|
| AROSA | April | June | INTERLAKEN | March | May | PRAGUE | March | April |
| ASCONA | March | April | ISCHIA | March | April | ROME | April | May |
| BASEL | November | December | JUAN LES PINS | April | May | SAN REMO | June | July |
| BERN | February | March | LAUSANNE | October | November | SIENA | September | October |
| CANNES | April | May | LECH | May | June | SORRENTO | March | April |
| CORTINA | June | July | LUCCA | April | May | ST MORITZ | October | December |
| CRANS | November | December | LUGANO | March | April | ST TROPEZ | May | June |
| DUBAI | September | October | LUZERN | April | May | TAORMINA | April | May |
| FLORENCE | April | May | MILAN | May | June | TURIN | September | October |
| FORTE DEI MARMI | May | June | MUNICH | September | October | VIAREGGIO | May | June |
| GENEVA | June | July | NEUCHÂTEL | October | December | VENEZIA | May | June |
| GORDES | May | June | PARME | September | October | VEVEY | October | November |
| GREECE | March | April | PERUGIA | September | October | VERBIER | October | December |
| GSTAAD | May | June | POSITANO | March | April | ZERMATT | November | December |
| HVAR | March | May | | | | | | |