



# LUXURY HOTELS GROUP

**FOR IMMEDIATE RELEASE**

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**Luxurist Events Makes its Debut in London's Corporate Environment**  
***Luxury Hotels Group launches its new division at The Luxurist Event!***

(London, October 2014) - Luxurist Events was launched on Wednesday the 29th October 2014 at the Grand Ballroom of the five star, The Montcalm Marble Arch Hotel. The night hosted corporate leaders in collaboration with The PA Club, Simon Smith Sports Hospitality and The Montcalm Luxury Hotels. The attendees had a great opportunity to learn more about the bespoke concierge and events service.

The sophisticated and memorable evening started with a welcome speech from Vivek Thadhani, Vice President Sales and Marketing of Luxury Hotels Group, followed by co-partner speeches. The evening saw a unique extract of theatre by Cardboard Citizens – the charity whose leading ambassador is the Academy Award-winning actress Kate Winslet. This was continued by an exclusive performance from Slickly Ballroom, Shall We Dance - a brand new all singing and all dancing sensation.

A raffle was conducted to win the revolutionary Google Glass, exclusive concert tickets to see Michael Bubl  at the O2 Arena and a signed framed photograph of Lewis Hamilton. The proceeds went to Cardboard Citizens.

Rahul Arora, Managing Director of Luxury Hotels Group, said, "we are delighted and proud to have launched Luxurist Events and we look forward to offering a unique range of services to corporate clients and HNIS, while placing MICE business in LHG member hotels. Luxurist Events will be a unique and adventurous partner for clients and we are excited about providing many unforgettable experiences in the months and years to come."

Luxurist Events offers tailor-made experiences across the world and provides the most memorable occasions when it comes to corporate events and incentives, through a team of experts. With a series of services from world class accommodation to unique experiences, it has partnered with the finest independent and small luxury hotels across the globe.

Vivek said, "Our member hotels will immediately benefit from their association with us. Luxurist Events is a great source of new business. We would welcome a conversation with hoteliers on how we can help them generate new and relevant business from markets which they have not previously targeted."

**ENDS**

### **About Luxury Hotels Group**

[www.luxuryhotelsgroup.com](http://www.luxuryhotelsgroup.com)

Luxury Hotels Group is a collection of the finest hotels, outstanding boutique properties and luxurious residences in the world's most popular destinations and capitals, personally selected with the luxury traveler in mind.

Each and every property in Luxury Hotels Group is selected for luxurious accommodation, world class facilities and outstanding service. With strategically located offices in London, Dubai and New Delhi, Luxury Hotels Group provides all the member hotels with benefits like:

- A listing on the Luxury Hotels Group Website,
- Inclusion in the Luxury Hotels Group Directory,
- Private label GDS under the LU code.
- Account and Revenue Management services for most effective distribution of rates and inventory,
- Preferred status with Key Consortia's.
- MICE representation in Key Source Markets.
- Advertising in premium publications covering luxury, travel and lifestyle in Europe, Middle East and Asia
- E Marketing campaigns to customer database of over 500,000 pre-qualified clients.
- Priority ads on unique collection websites.
- Social Media Marketing Management
- Global Marketing representation in travel trade exhibits like ITB, ILTM, ATM etc.
- Premium E-Marketing including PPC, SEM, SEO and other initiatives

