



PASSAGES OF DISTINCTION



BECOME A PARTNER OF
DISTINCTION

INTRODUCTION

Around the globe, savvy travelers of all ages are seeking travel experiences that resonate on a deeper emotional level; travel that is immersive, local, authentic and adventurous. Not only does style and location matter, so too does a sense of place, cultural significance, and caring, passionate hoteliers and DMCs that make them feel at home and cared for. **For many savvy travelers, home is wherever they are.**

As a leading North American travel representation company, Passages of Distinction engages exclusively in representing, supporting and promoting distinctive, privately owned luxury boutique hotels, resorts, Villas and Destination Management Companies around the world.



WHAT MAKES US ***DISTINCTIVE?***

Passages of Distinction is one of the most respected and trusted travel representation companies in North America. Led by Sari Freeman, our team works closely with our partners and we are dedicated to delivering custom sales, marketing and business solutions to each travel product we represent. With over thirty years of combined experience in the upper echelon hotel and travel industry market, we know what makes a hotel a truly remarkable destination, and understand that having a destination specialist is an indispensable ally in creating a truly outstanding, tailor-made experience.

We are proud to not only to represent each of our partners, but to work alongside them as long-term members of their extended team.

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Through the years, I have worked with US Sales and Marketing Representation Companies of all calibers, I can unequivocally say that Passages of Distinction sets the bar for excellence. Fischer Travel's trust is absolute when it comes to them providing incomparable vetting and guidance for our clients.

– Stacy, Fischer-Rosenthal, President, Fischer Travel

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We Listen, We Strategize as a Team, and we Work Hard to Bring RESULTS

By listening to your story and understanding your goals, we will learn everything we can about your business in order to create a specific, results-driven Sales and Marketing strategy for you.

We care about growing your business because we are just as passionate about travel and hospitality as you are!

You can expect increased revenue, increased overnight stays, and increased visitor arrivals through working with us.

Our Mission is to be the most impassioned and effective representation company so that travel elite and our independent hotel and DMC partners see us as thought leaders in the industry.

CORE VALUES



We pride ourselves on building **successful, long-term relationships** with our DMC's and hotel partners.

Our outstanding reputation has been built on the success of our clients' business growth in North America.

Our ultimate goal is to be a trusted advisor.

Earning that trust starts with an understanding of our clients' business strategy, culture and operational realities. And above all, consistently delivering value with everything we do.

WE VALUE

- Professionalism and integrity
- Transparency and accountability
- Delivering and exceeding partner expectations
- Creating and enhancing new and current revenue streams
- Ensuring our partners best interest is the cornerstone of all our activities



SALES & MARKETING

HOW WE BUILD LONG-LASTING RELATIONSHIPS WITH OUR
LUXURY TRAVEL DESIGNERS & PARTNERS



Passages of Distinction's marketing team is dedicated to generating business for your property or destination service and building brand awareness in key markets in the United States and Canada.

We conduct relevant sales actions and develop strategies that target the top luxury travel agencies, bespoke concierge and lifestyle consultants, as well as boutique operators. We nurture our relationships by consistently engaging with them whether it be by face to face meetings, events, sales calls, webinars, email or social media marketing.



KEY OFFERINGS & SERVICES

- Highly personalized service and guidance on how to best approach and engage with this vast and vital market.
- Each member of The Collection receives a customized sales and marketing action plan that is reviewed and can be modified based upon ever-changing market conditions.
- Our team maintains an active dialogue with our qualified database of over 12,000 travel buyers in the United States and Canada.
- Global knowledge, regional presence, and local experience have become pillars of Passages of Distinction's success.



Passages of Distinction is a prestigious company representing some of the most unique hotels in the world. Our agents know that Sari and her team will help in any way they can to make sure our clients have a memorable visit at any of their properties.

— **Martin Rapp, Senior Vice-President of Leisure Sales, USA, Altour**



SALES & MARKETING STRATEGIES



SALES STRATEGIES

- **Sales/Webinars/Educational Presentations**
- Relationships with Strategic Partners such as: Virtuoso, Signature, Travellermade, Internova, Protravel/Tzell, Smart Flyer, Valerie Wilson & more
- **Road Shows & Special Events – exclusive or in concert with other members of the Collection**
- Industry Relationship Building with Tourist Boards & Airlines
- **Familiarization Trips**
- Relationships with Representation companies such as: Leading Hotels of the World, Small Luxury Hotels of the World, Relais Châteaux, and Preferred Hotel Group

MARKETING STRATEGIES

- **Create Integrated Marketing Action Plans**
- Social Media Integration on Top Channels
- **Brand Positioning + Messaging**
- Travel Trend Research
- **Strategic Relationships/ Partnerships in key industry segments based on specific needs**
- E-Mail Marketing Campaigns
- **Incorporated in Passages of Distinction's website with link to property's website**
- Featured in Passages of Distinction marketing collateral
- **Website Placement**



PASSAGES
OF DISTINCTION

COLLECTION



Bariloche
Llao Llao
Resort, Golf & Spa



Salzburg
Hotel Sacher



Vienna
Hotel Sacher



St. Barthélemy
Le Barthélemy Hotel & Spa



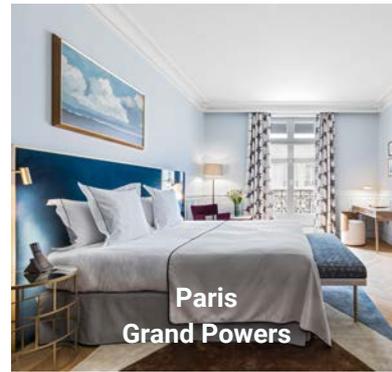
Bajos del Toro
El Silencio Lodge & Spa



London
St. James's Hotel & Club



Paris
Grand Hotel du Palais Royal



Paris
Grand Powers



Champillon
Royal Champagne Hotel & Spa



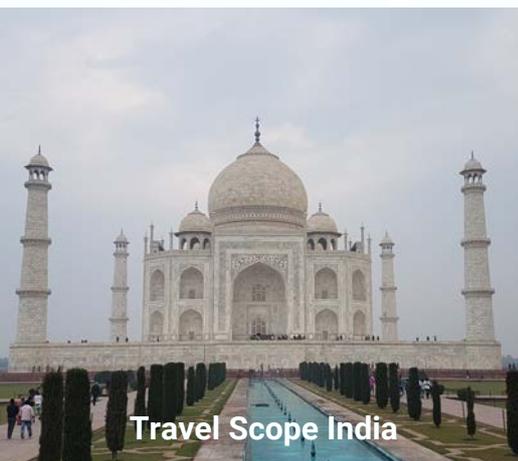
Viareggio
Grand Hotel Principe di
Piemonte



Zürich
The Dolder Grand



Gstaad
Park Gstaad



Travel Scope India



Italy's Best



Travel Design
Morocco

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Knowing Sari from the beginning gives me a feeling of pride when I see the outstanding company she has built in a relatively short time with Passages of Distinction. One does not accomplish the high level of integrity and respect as she has without a wonderful portfolio coupled with attention to detail and being the best.

– **Andy Pesky, Senior Vice President, Leisure Sales & Marketing, Protravel International**

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THE TEAM

Sari Freeman, CEO

Owner & Chief Sales & Marketing Strategist, Sari Freeman, is the creative force behind Passages of Distinction. Trusted by some of the world’s most prestigious brands, Sari has built a reputation over three decades working on sales and marketing strategies for travel and hospitality businesses in the four corners of the world. Previous to owning Sari Freeman Associates, she served as Director of Sales USA for Rafael Hotel Group and sister company Aman Resorts. In addition, Sari has a strong background in destination marketing, having worked at the New York CVB in International Sales.

A true hospitality and tourism expert, Sari brings a wealth of market knowledge and industry contacts to her role as she focuses to convert inspiration into bookings for luxury hotels, resorts and destinations from key markets in the United States and Canada.



THE TEAM



Lisa Azoulay, Director of Sales & Industry Relations

As Director of Sales & Industry Relations, Lisa is responsible for ensuring client satisfaction and retention for Passages of Distinction's Collection, while working with senior leaders with the goal of exceeding client expectations.

Additionally, Lisa is responsible for management of sales and market planning, directing hotelier and DMC sales visits, in-house sales, and assisting the team in developing tailor-made sales and marketing programs for each client to ensure revenue optimization.

Brunilda DeJesus, Director of National Accounts

Brunilda DeJesus brings a mix of marketing expertise, travel industry connections and supplier understanding to her position as Business Development Manager, Midwest & Western Regions.

Brunilda oversees sales, marketing and revenue strategy for Passages of Distinction's Collection in the Midwest & Western regions. She works closely with the sales force, providing training and support, and acts in a central role in forming strategic relationships with high-end travel partners and influencers.



THE TEAM



Michelle Elmini, Executive Sales Assistant

Michelle is a seasoned Executive Sales Assistant with over 15 years in the field.

Having held positions in telecommunications, environmental and travel fields, Michelle is able to tailor her skills to meet the needs of various clients. Having traveled to many different places, experiencing other cultures has always been a great passion of hers.

Genevieve Gray, Marketing Coordinator

Genevieve grew up in Vancouver, Canada, and has worked in digital marketing for over a decade. Her first overseas trip to Egypt in 2011 sparked her passion for international travel. After graduating from university with a Communications degree, she began travel writing part-time as she worked in digital marketing for a variety of clients in the wellness, new technology, travel and hospitality industries. She combines savvy social media marketing skills with heartfelt storytelling to craft creative and effective marketing strategies.





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