



BECOME A PARTNER
OF DISTINCTION



Passages of Distinction is a leading North American travel representation company that specializes in representing privately-owned and independent luxury boutique hotels, resorts, villas, and Destination Management Companies around the world.

This is why we understand your hotel is more than a hotel, it's a work of art. A one-of-a-kind home away from home with caring staff who treat guests like family. You want to attract travelers who want to experience and appreciate the authenticity and sense of place your property offers. Getting established in the luxury U.S. market can be time-consuming and challenging, and we're here to help.



WHAT MAKES US ***DISTINCTIVE?***

We work closely with our partners and we are dedicated to delivering sales, marketing and business solutions to each property 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. Our extensive community of travel advisors and consortia know us and trust us and our Collection. This makes us vital gatekeepers that will launch your hotel efficiently and successfully into the U.S and Canada.



WHY CHOOSE US?

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

WE WORK HARD TO ENSURE YOUR PROPERTY IS KNOWN AND TRUSTED. WE WILL SAVE YOU TIME AND BRING FASTER RESULTS!

We are proud not only to represent each of our partners but to work alongside them as long-term members of their extended team. **You can expect increased revenue, increased overnight stays, and increased visitor arrivals through working with us.**

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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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SALES & MARKETING STRATEGIES



- Sales/Webinars/Educational Presentations
- Relationships with Strategic Partners (e.g., Virtuoso, Signature, SmartFlyer)
- Road Shows & Special Events
- Industry Relationship Building with Tourist Boards & Airlines
- Familiarization Trips
- Relationships with Representation companies (e.g., Leading Hotels of the World, Small Luxury Hotels of the World)
- Integrated Marketing Action Plans
- Social Media Integration
- Brand Positioning + Messaging
- Travel Trend Research
- Strategic Relationships/Partnerships in Key Industry Segments
- Email Marketing Campaigns
- Incorporation into Passages of Distinction's Website
- Feature in Passages of Distinction Marketing Collateral

“Sari is one of the most dedicated and passionate influencers in the luxury travel industry with deep connections and committed followers who look to her for guidance in placing their clients at the world's greatest privately managed hotels and resorts.

— Jack Ezon, Founder & Managing Partner, EMBARK Beyond





Sari Freeman, Owner & CEO

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. Prior 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.

Telephone: 973-838-0899

Email: info@passagesofdistinction.com



Lisa Azoulay, Director of Events & Industry Relations

As Director of Events & 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.



ABOUT US



Genevieve Gray, Sales & Marketing Manager, Western Region

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.



Dawn Nowacki, Executive Assistant & Office Manager

Dawn comes to Passages of Distinction as a seasoned business professional with a wide range of experience in corporate level administrative support, client care, as well as medical practice management. Dawn has extensive education and certifications in Business Administration, Education and Finance. Having spent years in a customer centric environment, she possesses strong interpersonal and communication skills. Dawn is truly a team player and strives to provide the ultimate level of support, service and satisfaction to clients and business associates.

