

Small Luxury Hotels of the World To Host Its 14th Conference In New York City - "Experiential Marketing" Dominates the Agendas

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Small Luxury Hotels of the World (SLH) will host its 14th International Conference in New York City next month, providing luxury hoteliers from around the globe with a forum for education, inspiration and an opportunity to network.

More than 250 delegates, representing 200 independent luxury hotels from 45 countries will gather for the three-day event which will give hoteliers the opportunity to gain vital knowledge and techniques that when applied successfully will increase business to their hotels and to the SLH brand as a whole.

The Conference, which will take place between 19th and 21st April, will be led by Paul Kerr and Brian Mills, Joint Managing Directors of SLH. During his keynote address Mr. Kerr will focus, among other things, on the recent repositioning of the SLH brand and the greater emphasis that it is placing on Experiential Marketing. "We firmly believe that the future of the luxury hotel market is in creating unique and memorable experiences," commented Mr. Kerr. "With an average size of just 55 rooms, in some of the most stunning locations around the world, SLH hotels are perfectly positioned to do just this," he added.

Aptly themed "**Experience Another World**," a key component of the Conference will be a series of four interactive workshops that will focus on the art of "selling dreams." SLH hoteliers will learn more about experiential marketing techniques and how these can help maximise reservations and drive incremental revenue. With subject matter ranging from experiential packaging, the importance of creative photography, how the hotels should align themselves to the SLH brand and how to make the most out of SLH distribution channels, the workshops are set to be highly educational.

The three-day conference will also feature an extensive business programme, including keynote addresses by industry specialists who will provide an insight into the luxury traveller and how their changing travel habits are creating a greater demand for experiences.

Mr. Edward F. Nesta, President of the Luxury Experience Company, will discuss the topic of developing experiential based solutions in order to achieve greater market share and top of mind presence. Lawrence Leyton, one of the UK's leading motivational speakers and recognised experts in the psychology of peak performance training, will talk about effective ways of getting staff members to act as effective marketing agents to promote unique hotel experiences and messaging.

A new initiative for this year's Conference is the **Travel Agent Awards**, which will take place on 19th April at a Travel Agents' Extravaganza at New York's fashionable Guastavino's. The event, which will be attended by more than 300 top travel agents, is intended to recognise the travel agent community for its excellence. SLH has created three distinct award categories with spectacular prizes ranging from a dinner party for 12 hosted in the comfort of your own home by one of SLH's well known chefs, to a six night Luxury Experience in London and Paris inclusive of flights and accommodation.

SLH hoteliers will also be honoured at an **Awards Ceremony** during the Conference. With six distinct categories ranging from "Best Experiential Photo" to the much coveted "Hotel of the Year" award, hoteliers will have the opportunity to win some spectacular prizes, including a free photo shoot and complimentary SLH membership for a year.

With an extensive social programme organised for each evening of the three day conference, culminating with a gala dinner at New York's Gotham Hall, SLH's 14th Annual Conference is set to be a memorable one.

Further testament to the strength and importance of this gathering of international hoteliers is the involvement of major retail and travel brands as sponsors of the conference. Companies including Ettinger of London, Eos Airlines, Pacific Direct, Galileo and American Express are all supporting the conference.

Welcome to Small Luxury Hotels of the World

Small Luxury Hotels of the World is an unrivalled collection of over 400 independent hotels in more than 65 countries, offering an infinite variety of exceptional guest experiences. Each exclusive property boasts a unique character and charm all the while committing to a single standard of excellence guaranteeing guests an unsurpassed level of quality, service and luxury no matter their destination. Whether travelling for business, leisure or a combination of the two, you are sure to find an SLH property that meets your needs: from the exuberance of surf, snow and safari resorts to the more sedate elegance of resplendent country homes, secluded coral bays, eco-reserves, spa retreats or vibrant city centres. Each hotel takes pride in transforming an ordinary stay into an extraordinary experience - the only difficulty you face is which of the exquisite hotels within the Small Luxury Hotels of the World collection to choose. When you see the SLH gold logo you can expect only the best.

Hotels interested in applying for membership with Small Luxury Hotels of the World may visit www.slhmembership.com for further information and details.