



FOR IMMEDIATE RELEASE

Empowering Premium Hotels & Resorts with Growth-driven Sales & Marketing Solutions

22nd July 2024

LuxCrest, a new results-oriented, data-driven, sales, marketing and communications agency, is excited to announce its official launch. The Company offers comprehensive solutions designed to empower luxury hotels and resorts of all sizes achieve sustainable growth.

Global Reach with a Local Focus

Based in Germany and the United Kingdom, LuxCrest primarily serves the German-speaking, affluent markets of Switzerland, Austria, and Germany. The agency provides a full suite of services, including targeted sales strategies, content marketing, branding, and communications.

Experienced Team

LuxCrest is led by a Team of seasoned professionals with a proven track record in the sales, marketing, and communications industries. Our experts bring together some of the best minds in their respective fields. Our Team speaks nine languages, including German, French, Spanish, Arabic, and Dutch, allowing us to effectively serve a diverse clientele.

Our team members have experience working with some of the world's most prestigious hospitality brands, including Four Seasons Hotels & Resorts, One&Only Resorts, Six Senses Hotels Resorts Spas, Aman, Raffles, The Ritz-Carlton, and Park Hyatt.

Commitment to Measurable Results

What sets LuxCrest apart is its focus on delivering measurable results. Our Team collaborates closely with clients to understand their unique needs and develop relationships and data-driven strategies - that produce impactful outcomes.

Comprehensive Services

LuxCrest offers a wide range of services designed to drive growth, including:

- Sales Strategy & Implementation
- Digital Marketing & Lead Generation
- Content Marketing & Brand Storytelling
- Marketing Automation & Analytics
- Public Relations & Media Outreach

Leadership

Founder & CEO Nina Fleischmann Torosyan is a dedicated hotelier with 25 years of experience in the luxury, lifestyle, and hospitality industries. She has played a key role in the opening and management of some of the world's top luxury resorts, including Cheval Blanc Randheli, Velaa Private Island, and Kudadoo Private Island. Additionally, she has overseen several flagship hotels in the Asia-Pacific region and managed diverse hotel portfolios across various continents. Now, she has returned home.

Nina possesses profound knowledge and understanding of industry players and consumer behavior. Her career has taken her to Thailand, Vietnam, Cambodia, Indonesia, Hong Kong, Singapore, the Maldives, London, and the Middle East. She holds university degrees in Philology and Hotel Management and speaks seven languages fluently.



Learn More About LuxCrest

To learn more about LuxCrest, please visit our website at

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