



HIDDEN DOORWAYS

A KAA TRAVEL COLLECTION

Company Brochure





WELCOME

Hidden Doorways curates and represents a global luxury travel collection of bespoke hotels, resorts, villas, private islands, safari lodges, wellness retreats and destination specialists. Our collection of unique and unknown destinations offers the most exciting products in the luxury travel and hospitality industry.

Incredible travel opportunities deserve inspired representation. At Hidden Doorways, we strive to expand our clients' reach by providing exceptional sales and marketing for extraordinary experiences.

Through long-standing relationships around the world, we offer individualized sales and marketing services to each travel product we represent.





Inspired **REPRESENTATION**

When one travels well, one's eyes open to more incredible and meaningful worldwide experiences. Uncommon, incomparable, remarkable moments. It is with this in mind that we create an individualized marketing, sales and consulting program for each client, offering an experience as unique as the one each provides their savvy guests.

With offices on three continents, long-standing relationships worldwide and open lines of communication, Hidden Doorways is dedicated to expanding our clients' reach in a proven and measurable manner.



Industry **KNOW-HOW**

Hidden Doorways has successfully increased revenue for its clients in all major markets. What is your current challenge? Whether it's increasing exposure in North America, maximizing sales throughout your market segments, creating a new marketing strategy or promoting a certain product, service or destination, we're up to the task.

Over 25 years of luxury travel industry experience is parlayed into successful strategic and tactical methods to expertly position your travel product in the world market.

SALES STRATEGIES

- Sales calls and missions with all client segments
- FAM Trips
- Road shows
- Industry-specific tradeshow
- Hotel and destination presentations
- Product training
- Representation at luxury consumer events

MARKETING STRATEGIES

- Maximize strategic relationships/partnerships in key industry segments based on specific needs
- Create integrated marketing plans
- Direct mail programs
- Implement promotional luxury alliance initiatives
- Product positioning and business mix strategies
- Competitive sales and marketing analysis and benchmarking

RESULTS

Our measurable results are obtained through audits and performance evaluations, as well as staffing, sales training, deployment and branding assessments and market research.

OUR ADDITIONAL EXPERTISE

- Resort and destination consulting
- Sales strategy review and implementation
- Business assessments and audits
- New product introductions and pre-opening launches
- Marketing plans
- Positioning and repositioning of products
- Sales team goals, evaluation and incentive plans





WELLNESS TRAVEL

Recognizing that health and wellness trends are rapidly expanding within the luxury travel industry, Hidden Doorways offers dedicated team members who focus on this specialized segment.

Our marketing initiatives are carefully crafted to meet the needs of overseas destination spas, spiritual yoga retreats, medical-based clinics and luxury boot camps.



DESTINATIONS

- Africa
- Asia and Southeast Asia
- Bahamas
- Bhutan
- Brazil
- Cambodia
- China
- Costa Rica
- Ecuador
- Fiji
- France
- French Polynesia
- Greece
- Grenada
- Guatemala
- Iceland & Scandinavia
- India
- Indonesia
- Israel
- Italy
- Maldives
- Mexico
- New Zealand
- Oman
- Panama
- Portugal
- Seychelles
- South Africa
- Spain
- St. Lucia
- Switzerland
- Thailand
- Turkey
- Turks and Caicos
- United Kingdom
- United States
- Vietnam



TEAM

NORTH AMERICA OFFICES

JoAnn Kurtz-Ahlers
Founder and President

Denise Bruzzone
Strategy and Business Development

Dori Solomon
Sales Consultant

Farimah Parang
Sales Consultant

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Marketing and Graphic Design Consultant

Sandy Blake
Director of Operations

Judi Halperin
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WORLDWIDE OFFICES

Chris Mastin
Sales, Europe

Justine Mastin
Sales & Marketing Director, Europe

Jo Morris
Marketing & Trade PR, UK

Cristianne Coelho
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