



HIDDEN DOORWAYS

Luxury Travel Representation & Consulting

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

- Australia
 - Austria
 - Bahamas
 - Cambodia
 - Costa Rica
 - Ecuador
 - Fiji
 - France
 - Germany
 - Greece
 - Guatemala
 - Iceland
 - India
 - Ireland
 - Israel
 - Italy
 - Jamaica
 - Laos
 - Maldives
 - Mexico
 - Oman
 - Panama
 - Portugal
 - Saint Barthélemy
 - Saint Lucia
 - South Africa
 - Spain
 - Switzerland
 - Thailand
 - United Kingdom
 - United States
 - Vietnam
- Plus:
- Private Yacht Charters
 - Destination Specialists Globally





TEAM

JoAnn Kurtz-Ahlers

Founder & President

Patrick Anderson

Sales Consultant

Sandy Blake

Director of Operations

Denise Bruzzone

Strategy and Business Development

Scott Bull

Sales Consultant, Wellness Collection

Cristianne Coelho

Sales Consultant, Brazil

Joanne Ellis

Sales & Marketing Manager, Europe

Judi Halperin

Sales & Marketing Assistant

Stephanie Harlow

Sales Consultant

Ruddy Harootian

Sales Consultant

Maureen Kim

Sales Consultant

Lindsey Leo

Special Projects, Europe

Andy Martell

Marketing Consultant

Chris Mastin

Sales Consultant, Europe

Justine Mastin

Sales & Marketing Consultant, Europe

Jo Morris

Sales & Marketing Support, Europe

Rachel Newman

Sales Consultant

Dori Solomon

Sales Consultant



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www.hiddendoorwaystravel.com | mail@hiddendoorwaystravel.com

Hidden Doorways Travel Collection, P.O. Box 853, Dana Point, CA 92629 | (949) 487-0522