

The Art of Travel



Evian Royal Resort



Coral Sands



Los Saucos Casa Patagonica

with

MJL
SELECT



MJL
SELECT



Le Sereno, St. Barth

Endless Possibilities

MJL Select specializes in sales and marketing support for luxury hotels as it relates to sales activities, launches and ongoing sales efforts. We are a dedicated consulting group for hotel companies and resorts in the US, Europe and Latin America. MJL Select is committed to providing clients with the highest level of integrated sales and marketing services to meet and exceed their expectations for both awareness and sales.

Our in-depth knowledge of the luxury hospitality industry is what sets us apart from other companies in the highly competitive travel marketplace. By employing a well-thought out targeted approach, based on the clients vision and goals, we are able to develop sales and marketing programs to drive sales and increase awareness to create a lasting impression in the desired audience. Additional sales, marketing and PR services are offered through affiliated offices in Paris, London, New York, Buenos Aires and Barcelona to give your property a truly global presence.

Our array of services extends from project development consultation in upgrades to existing hotels and full renovations, to new hotel introductions and relaunches for the luxury market. We work closely with each client personally to increase worldwide sales, marketing and brand awareness.

In other words, with MJL Select the possibilities for the growth of your luxury property are endless.



Jakes Hotel, Jamaica



MJL
SELECT



Cowley Manor, Gloucestershire

Knowledge + Experience + Contacts = Success

At MJL Select we believe that nothing can be more of an asset to your property than our experience in the luxury market for over 25 years. We know how to reach the top clientele worldwide as well as key people internationally to promote your brand. Our personal relationships with key agents, managers and journalists in the travel and lifestyle realm can not only increase your exposure but raise your property value and profile as well.

Why Us?

- Over 25 years worldwide experience
- International key contact client base worldwide.
- Reach in the largest travel markets in US, UK, Italy, France, Spain, Argentina & Brazil.
- Contact with key decision makers in all sales areas of travel worldwide.
- Spa consulting including product procurement to enhance your property.
- Targeted Accurate database with over 4500 Travel Professionals Worldwide



Nikki Beach, Turks & Caicos

We consider the close personal attention we are able to provide to our select client base as one of our greatest strengths. At MJL Select, we understand that our success depends on the success of our clients.

Our TEAM



Mario Leon is the charismatic founder and president of MJL Select, a unique sales and marketing organization dedicated to the international luxury travel market. The company focuses on direct sales soliciting corporate and leisure travel, plus group and incentive business. Sales activities incorporate direct mail, sales calls with qualified travel agencies, rate negotiation with principal travel managers, special events, organization of FAM trips and client representation at relevant travel industry events.

His extensive experience over the past 20 years includes sales and marketing initiatives with some of the most impressive luxury and boutique hotels in Miami Beach including The Raleigh, The National and The Palms. In his capacity as Director of Sales he initiated budgets and marketing plans to implement aggressive rate and occupancy growth which in each case exceeded projected expectations. He also maintains a high profile image in primary feeder markets including the Northeast and California in the US, Argentina, Brazil, France and the United Kingdom.

For Hotels AB of New York, he successfully created the sales and reservations staff for two luxury hotels which were promoted to the entertainment industry, luxury goods, advertising and commercial production segments. This included cross-sell of the Chateau Marmont, The Mercer, The Standard Hollywood and The Standard Downtown in L.A.

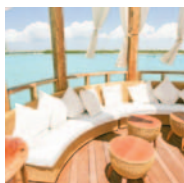
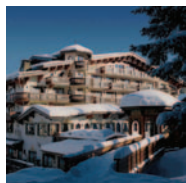
Prior, as the Director of Sales for the luxury hotel group Island Outpost, Mr. Leon developed, sales plans, budgets and strategies for twelve hotels and two villas in Miami, the Bahamas and Jamaica. He successfully introduced The Tides, Pink Sands, Harbour Island and The Caves to markets in the US, UK, France, Italy, Argentina and Brazil.

He has been extensively involved in media relations, market research, supervision and training of sales staffs for several high-end hotels. He has served on the City of Miami Beach Community Relations Board and the City of Miami Beach Tourist & Convention Center Expansion Authority Board. Mr. Leon attended the Florida International University where he earned a Bachelor of Arts in International Relations. He speaks English, Spanish, French and some Italian.

Laura Schmidt-Soar: International Sales. Has a great depth of experience gained by working in senior and Executive Committee level positions for many years in international hotel sales and marketing. Primarily in the sales area, her positions included leading the Sales and Marketing team at the Park Hyatt Buenos Aires for 8 years with great success. She currently represents luxury hotels researching business opportunities for deluxe travel related products and destinations in the European market.

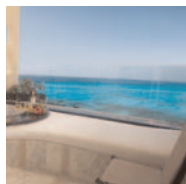
Ronald White: Domestic Sales. Has an in depth knowledge of the smaller high-end business meeting's market as well as the exclusive individual leisure travel market. Ron began his working experience with Starwood Hotels and Resorts in Sales and Marketing for 5 years. After moving to Miami seven (7) years ago, Ron has continued to grow his relationships with purchasers by selling The National and Palms Hotel on South Beach.

Angela Rojas: Angela began her working experience in the Dominican Republic holding sales and operations positions at prominent resorts on the island. She completed her Bachelors Degree at Pontificia Universidad Catolica Madre y Maestra - Hotel Management School in 1990. In 1999 she relocates to the United States joining Creative Marketing Alliance, a sales and marketing firm specialized in small boutique properties to 500 plus room resorts, takeover groups and airline charter operations, where for 8 years she solidified her dynamic sales expertise. Her area of expertise in international sales for hotels covers the Caribbean, Mexico and South America. She was recently a key player in the launch of Real Resort's luxury THE ROYAL brand in Cancun and Playa del Carmen and the Palm Beach Hotel Group in Barbados. She is based in New York and handles the MJL Select portfolio for the Northeast territory.



Some of MJL SELECT projects:

- Above
- Les Airelles
 - Nikki Beach
- Below
- Unik Resort
 - Pink Sands



Client LIST

MJL Roster



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SELECT

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www.mjselect.com

- Cadogan Hotel, London, England. www.cadogan.com
- Cowley Manor, Cotswolds, Gloucestershire, England. www.cowleymanor.com
- Coral Sands, Harbour Island, Bahamas. www.coralsands.com
- Evian Royal Resort, Evian Les Bains, France. www.evianroyalresort.com
- Island Outpost. www.islandoutpost.com
- Le Sereno, St Barth, FWI. www.lesereno.com
- Les Airelles, Courchevel, France. www.airelles.fr
- Los Sauces, Casa Patagonica, Calafate, Argentina. www.casalossauces.com
- Marley Resort & Spa, Nassau, Bahamas. www.marleyresort.com
- Nikki Beach, Turks & Caicos Islands. www.nikkibeachhotels.com
- Panamericano Buenos Aires Hotel & Resort, Argentina. www.panamericano.us
- Panamericano Bariloche, Patagonia, Argentina. www.panamericanobariloche.com
- Pan Dei, St. Tropez, France. www.pandei.fr
- Pink Sands, Harbour Island, Bahamas. www.pinksandsresort.com
- Temptation, Cancun, Mexico. www.originalresorts.com/temptation
- Unik Resort, Isla Mujeres, Quintana Roo, Mexico. www.unikresorts.com