

8<sup>th</sup>  
FLOOR



8<sup>th</sup> FLOOR  
REPRESENTS



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# Why 8th Floor ?

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8th Floor offers a data & client driven targeted sales strategy to maximize results, across all major market segments in UK & Europe with targeted focus on the segments & clients that bring the highest ADR/ROI whilst creating brand loyalty.

With over 100 years of experience collectively on property & within regional & global sales, we have personal relationships with key decision makers in the high-end leisure, MICE, Corporate, Entertainment & Sports markets spanning UK & Europe.

We have our team based in UK, France & Italy offering direct client face to face contact with key customers that deliver the right results.

**YOUR SUCCESS = OUR SUCCESS**



# Sales, Marketing & Revenue Representation

Loyal relationships are the key to success now more than ever.

Internal resources can be limited, so let 8th Floor become a true extension of your in-house team, providing a cost-effective way to grow sales & implement strategy through our targeted sales actions, social media campaigns, access to global partnerships & trade shows as well as 3rd party programs.

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Dedicated representation to luxury lifestyle standalone & multinational hotel chains

Access to key global decision makers, partnerships, tradeshows & third party programs

Covering all major market segments & industry verticals; Corporate, MICE, Luxury Leisure & FIT

Unmatched global contacts in global niche markets; Entertainment, Creative, Fashion & Sports

This is the time to **REDEFINE** your sales structure with **EXPERIENCED** proactive sales to a wider audience. **MOVE** market share with strategic support, whilst **BOOSTING** your brand awareness & above all **GROW** revenues by giving you the edge over your competitors



# Our Team


8th Floor was founded by a team of industry experts with over 100 years of combined experience in global, regional & on-property sales, marketing & revenue.

We have team members based in France & Italy covering Europe from Benelux to Spain & Scandinavia to Germany.

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**Michelle Toll**   
**Based in UK & has extensive experience in Entertainment & Tour Operators**


- On property & GSO for Savoy & Fairmont
- Entertainment travel agent for many years
- Specialist tour operator account management



**Leila Michele**   
**Based in UK our Social Media Director & Executive Assistant**

- Creating & implementing social media; email & content marketing strategies
- Content strategy, marketing & management
- Hotel openings & set up of Sales & Marketing strategies



**Ben Couldridge**   
**UK based & has extensive experience in MICE, Leisure & Entertainment**

- GSO Starwood Hotels heading MICE & Entertainment strategy
- Opening DOSM at W Verbier (Starwood) & Andaz London (Hyatt)
- Hotel openings, re-positioning & multi-segment sales



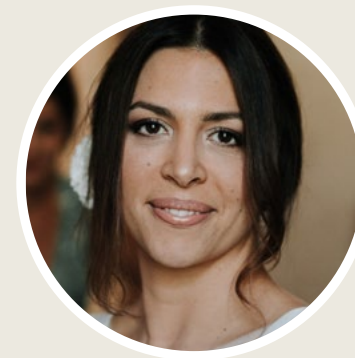
**Dani Labi**   
**Based in UK & has un-paralleled global Entertainment & Leisure contacts**


- On-property & GSO for Mandarin Oriental in UK & USA
- Running a successful Hotel consultancy business for the past 18 years
- Ambassador for LE Miami & Traveller Made award winner



**Semrin Wadwa**   
**Based in UK & has extensive Corporate, 3rd Party & Sports experience**

- GSO Starwood & Hyatt leading Corporate, 3rd Party & Sports strategy for EMEA
- Leading strategy for organizations culture change
- Six sigma green belt



**Gioia Valentina Peruzzo**   
**Based in UK & has extensive Corporate & Leisure experience**

- Corporate Sales, Luxury leisure & FIT & hotel openings
- On property & regional sales experience
- USA, UK & European high end client contacts



**Carolina Picone**   
**Based between France & Italy & has extensive experience in High-end Leisure, MICE, Corporate & Entertainment**

- GSO for Oetker Collection & Starwood Hotels
- Luxury Leisure, MICE, Corporate, Entertainment, FIT
- Hotel openings & set up of Sales & Marketing strategies



# Our Clients

We choose the hotels we want to partner with, Luxury Lifestyle hotels that excite us & tell a story.

Somewhere we would want to stay ourselves & those that complement our brand, but more importantly hotels we know we can deliver for.

EQUINOX  
HOTELS

ALMANAC  
HOTELS

KIMPTON  
AYSLA  
MALLORCA

Batty  
Langley's  
— 1724 —

HAZLITT'S  
1718

THE  
ROOKERY  
1764

æthos

GANSEVOORT



BROADWICK  
SOHO

THE WESTIN  
RESORT  
COSTA NAVARINO



THE ROMANOS  
RESORT  
COSTA NAVARINO

W COSTA NAVARINO



MAMA  
SHELTER

ST REGIS  
BORA BORA

THE DOYLE COLLECTION  
LONDON • DUBLIN • WASHINGTON DC • CORK • BRISTOL

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