



**MONTREAL CONCIERGE**

**PRESS KIT**

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## ABOUT LUXALE

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*“Your authentic Montreal experience”*

Luxale is your *connection* to the authentic Montreal experience. With a constantly evolving hand-picked *network* of trendy, sought-after hotels, bars, clubs, restaurants and clothing stores, Luxale has its finger on the pulse of *‘la belle ville’*.




LUXALE

Motivated by the genuine commitment to serve, our concierge intimately tailors every Montreal experience with impeccable detail to fit our clients' personal taste.

No matter the eccentricity of your request, Luxale is your personal concierge during your visit in Montreal.

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# MONTREAL CONCIERGE

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*“Your best friend”.*

Luxale takes the place of your local friend who knows where the best burger, boutique shoe store or jazz club is. Our concierge representatives double as social butterflies, always up on the latest – a difficult task in a transient and dynamic city.

Formula One (Grand Prix Weekend), Montreal Jazz Festival, Comedy Festival and Fashion Week are of a few major events which inevitably sell-out and overcrowd the most popular restaurants, hotels and clubs. Being a preferred venue partner, Luxale facilitates client access to the most popular and otherwise near-impossible venues, even during peak event season.

Whether a family vacation or romantic anniversary weekend, Luxale will personally craft your trip to ensure you a pleasurable, hitch-free experience.

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# CORPORATE CONCIERGE

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*“Your miracle worker.”*

Luxale Corporate Concierge is well versed in pulling off seamless conferences, holiday parties and client care.

With unbridled knowledge and access to the most appropriate facilities for your event, Luxale ensures timely, cost-effective solutions for your Corporate Conference so you can stay focused on your work.

Take the painful logistics of holiday parties out of employee hands and allow us the privilege of setting up your venue, caterers, entertainment and transportation – showing your employees deserved appreciation for their hard work.

Put client care in Luxale’s hands. We ensure your special guests feel *valued* and *important* while experiencing all Montreal has to offer. From limousine service, dinner reservations, tickets for sporting events, concerts and cultural events, trust that we have it covered.

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## LUXALE HOME

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*“Your hometown help.”*

Local Montreal residents can experience Luxale’s trademark attention to detail as well.



LUXALE

Our in-the-know local concierge and hospitality experts offer you custom assistance with transportation, dining reservations, entertaining arrangements, concierge services and exclusive access to Montreal’s vibrant nightlife.

In addition to private shopping experiences and hosting your guests, Luxale can lend that knowledgeable local hand with your lifestyle needs and home care. Our hand-picked network of interior designers, painters, home improvement specialists and trade workers ensure quality & priority same day service for our clients.

Give yourself the gift of time.

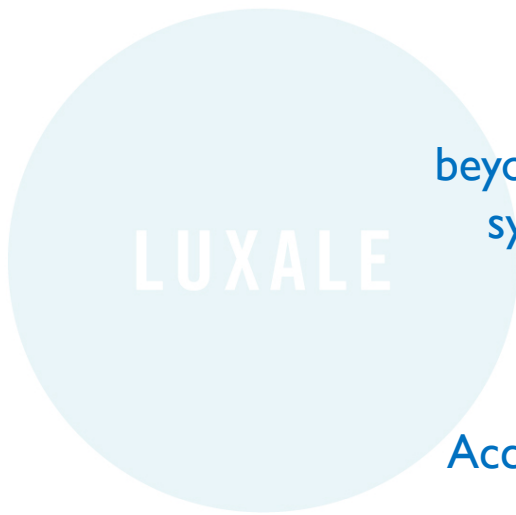
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## WEB INTELLI-PROFILING

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The Luxale web portal is a minimalist yet layered gateway designed to get to know our clientele intimately.



Intuitively asking the right questions, beyond the usual 'trip itinerary' ones, our system is designed to get a feel for the personality of the discerning traveler.

Accordingly, we are able to cater to our clients' every whim with the trip experience and indulgences they are accustomed to.



## DIGITAL WORD OF MOUTH

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Luxale's online marketing initiatives cast a wide net to reach potential clientele using a well-rounded approach to its web presence.



LUXALE

The use of expansive Search Marketing techniques are the backbone of Luxale's growing userbase.

In addition, with a viral facebook application (in development), the digital ability to pass on information will be facilitated. With just a few clicks, brand ambassadors will be empowered and incentivized to spread the word organically about the unparalleled service Luxale offers.



## VENUE INTEGRATION

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Luxale's partners are hand-picked.

To match the mood and whim of our clientele, a range of venue partners (hotels, restaurants, bars and lounges) and service partners are chosen.



LUXALE

Our partners, while quite variant in what they offer, undoubtedly share one common bond consistent to our singular ethos:

COMMITMENT TO SERVICE

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## IN OUR HANDS

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*“Your aide de camp.”*

Luxale represents a no-holds-barred, unfettered renaissance to *quality service*.



LUXALE

In service through friendship, we get to know our clients with more than just a token familiarity. We strongly believe that a genuine interest in providing enjoyable and real social experiences goes a lot further than corporate mantras and business models. Your experiences are our advertising.

Our concierge is the *supreme social advisor, business expediter and personal confidant*:

**Allow your authentic Montreal experience in our hands.**

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# MEDIA CONTACT

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## INTERNATIONAL PRESS RELATIONS

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