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Jet Luxury Resorts – Bucking the Trend

High-end Resort Management Company one of the few to show substantial growth and development during the past year within the hospitality industry.

During a year that may prove to go down in the history books as perhaps one of the most economically devastating since the Great Depression (if not ever, especially within the hospitality industry) a high-end resort Management Company has managed to not only buck the trend and sustain itself, but also show substantial growth within the market as well.

Jet Luxury Resorts, the premiere provider of 4 and 5 star properties at affordable rates, has seen its occupancy rates increase through 2009, and has added ten high quality properties to its roster, including the Trump Waikiki in Hawaii (<http://www.jetluxuryresorts.com/trump-waikiki-beach-hotel/index.cfm>) and the Setai in Miami, Florida. The company is fast becoming one to watch within the hospitality marketplace.

A big reason for the company's success is its unique business model—the premiere national condo hotel management company provides the reservation solution to not only owners but to resorts as well by providing ultra luxurious, high-end inventory at affordable, discounted rates to the rental community—a relevant offer to consumers in today's tumultuous times.

“We are very proud of what we have accomplished at Jet Luxury Resorts. We have successfully helped owners of properties maximize their rental income and at the same time provided a luxury product at an affordable price to the marketplace. We feel we have created a win-win for renters and owners that will only grow as this industry improves from this tough economic time.” States Steve Aylsworth, COO of Jet Luxury Resorts.

Over the past year, Jet Luxury Resorts has added high quality properties to their esteemed inventory. The new additions domestically include the Trump Waikiki in Hawaii, the Setai in Miami, the St. Regis Hotel in New York and the St. Regis Aspen, the Limelight Lodge Aspen and the Aspen Square Hotel, in Colorado.

With the additions of the JK Place properties in Italy (in Florence and in Capri), and the Buena Vista Luxury Villas in Costa Rica, Jet Luxury Resorts increases its international footprint in the marketplace.

Jet Luxury Resorts also announced the addition of their new Estates Division, the inaugural property being the breathtaking and well-heralded Tuscan estate located in Malibu, California. The property, located within the prestigious Pt. Dume Rivera section of Malibu, sits on over an acre of oceanfront land and has been featured in numerous media outlets (including the hit ABC show “The

Bachelor” and “Fantasy Open House” on Home and Garden Television.) With this added Estates Division, Jet Luxury Resorts will be able to provide all options to their guest, from High-end Luxury Hotel accommodation worldwide to estates where an entire family can stay together.

2009 also saw many awards for the company. Jet Luxury Resorts’ creative viral marketing campaign, “Are You Ready to Jet”, has been hugely successful, amassing over half a million views worldwide and being featured on TBS’s Worlds Funniest Commercials 2009. See it here-

(<http://www.youtube.com/watch?v=RzQBj7DU2aw>) Their newest campaign, “Spokesguy” has been online less than a month and has amassed over one hundred thousand views already.

(<http://www.youtube.com/watch?v=cJFI9Wo7vac>)

Jet Luxury Resorts innovative, informative and technologically advanced website was also recognized in 2009 by taking home a WebAward for outstanding achievement in Web Development. Jet Luxury Resort’s website was designed in partnership with TravelCLICK, the leader in ecommerce solutions for the global hotel industry. Since its inception, Jet Luxury Resorts’ web traffic has seen a steady, steep increase in web traffic. Jet Luxury Resorts also has a large social networking footprint, with a huge Facebook presence and a ten thousand follower count on Twitter. The company also co-sponsored Koffeehouse’s 3rd annual “Evening of Independence: A Celebration of Singers, Songwriters & Music” in Los Angeles, all proceeds of which benefit Donate Life America.

The outlook for 2010 is strong, with the much anticipated and ultra luxurious Trump Soho New York coming online February 1st. This coming addition will not only bring more options of luxurious accommodation to the guest in Manhattan, but will do so while continuing to provide the same exclusive level of accommodation, affordable luxury and customer service. It also speaks to Jet Luxury Resorts’ ability to evolve within the hospitality market, indeed within an uncertain economic climate, at an unprecedented level. 2009 found Jet Luxury Resorts bucking the trend. For 2010, expect the company to sustain continued expansion, success and growth within the industry.

**Rates and Availability can be found at www.jetluxuryresorts.com
Or by Calling (877) 538-7389**

About Jet Luxury Resorts:

Jet Luxury Resorts is the premiere national 4 and 5 star condo-hotel management company that provides truly affordable luxury. Jet Luxury Resorts is able to offer exclusive, luxurious yet affordable inventory to the rental community through honest, lucrative and dedicated service to condo hotel and fractional owners. Jet Luxury is worldwide including New York, NY, Aspen, CO, Italy, Las Vegas, NV, Tulemar Beach, Costa Rica, Malibu, CA and in Honolulu, HI at the prestigious Trump Waikiki. Find out more at www.jetluxuryresorts.com.

If you’d like more information about this topic or to schedule an interview with Richard Brosal, President of Jet Luxury Resorts, please call Mercedes Shea at 877-538-7370 Ext. 132 or email Mercedes at mshea@jetluxuryresorts.com.

Jet Luxury Resorts can be found on Twitter (Jetset9) and Facebook.

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