

lush *experiences*

CURATE • INSPIRE • INFLUENCE

Introducing Lush Experiences

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About Lush Experiences

Lush Experiences is based in New Jersey and is one of North America's most respected Affluent Hospitality Sales & Marketing Representation companies whose focus is working with the finest luxury hotels, villas, and destination curators throughout the world. Each Lush Collection Member is represented with a focused approach throughout the travel industry using various sales and marketing channels. Lush Experiences gives a voice to our unique collection of luxury properties and destinations experiences to the top travel professionals in the business. Lush Experiences provides travel agents with a resource to share information, assist with any stage of the booking process, and assure your VIP clients enjoy a once in a lifetime experience.

The Lush Collection features hotels and destinations experiences from around the world working in conjunction with respected industry GDS providers such as The Leading Hotels of the World, Relais & Chateaux, Small Luxury Hotels, as well as consortiums such as Virtuoso, Signature Travel Network, Ensemble, AMEX FH&R.

With extensive experience and knowledge, both Giuseppe Di Palma and Brad Beaty are seasoned veterans with the recognition and respect of the industry's most influential decision makers.



Sandy Lane



Hotel Santa Caterina



Myconian Kyma

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Agent Endorsements

"I have worked with Giuseppe for almost 20 years. I was delighted when he decided to create Lush Experiences 5 years ago. His knowledge of his products and destinations makes dealing with him a true delight. He is my 'Go to' person for high end properties around the world." - **Harley Riak | Valerie Wilson Travel Inc.**

"I've always been a great believer that it's just as easy to sell the best as opposed to anything else. When dealing with Giuseppe Di Palma and the Lush Experiences collection I know I can depend on the fact that he's representing the best in the industry. Giuseppe is always readily available to help and assist in any way possible and represents his properties at the highest level. I'm a great believer in the product line of Lush Experiences as are the agents of Protravel International." - **Andy Pesky | Protravel**

"You are both fabulous representatives - who not only bring us the best but help us and our clients." - **Patricia Eisen | New Canaan TravelWorld**

"I really love working with your guys. Hardest working people in travel. Your efforts are much appreciated." - **Cindy Ducasse | TTI Travel**

"I first met Giuseppe over eleven years ago when he was representing Concorde hotels. I was immediately impressed not only by his knowledge of the properties, but by his philosophy that close relationships between the travel advisors and the hotels were paramount to the success of both. As a result, I could always call on him to help resolve a problem and he could count on me to direct business to a property that needed help. Now, as the owner of Lush Experiences, he has carried this philosophy from solely luxury hotels to superb DMCs and unique villas, creating one of the most dynamic representation companies in the industry. I see how far he has come in only a little more than four years and I look forward to the expansion of his portfolio." - **Martin Rapp | Altour**



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EUROPE

DENMARK

Hotel d'Angleterre—Copenhagen

ENGLAND

Flemings Mayfair—London

FRANCE

Le Roch Hotel & Spa—Paris

Hôtel Barrière Le Fouquet's—Paris

Hôtel Barrière Le Majestic—Cannes

GERMANY

Althoff Seehotel—Bavaria

GREECE

Myconian Collection—Mykonos

ITALY

Hotel Santa Caterina—Amalfi Coast

Marina Riviera—Amalfi Coast

Villa d'Este—Lake Como

Villa La Massa—Florence

SWITZERLAND

Hotel Metropole—Geneva

Gstaad Palace—Gstaad

ASIA

The Fullerton Hotel Singapore

The Fullerton Bay Hotel Singapore

CARIBBEAN

Sandy Lane—Barbados

Eden Roc at Cap Cana—Dominican Republic

Calabash Luxury Boutique Hotel—Grenada

The Palms on Turks & Caicos

Shore Club on Long Bay Beach—Turks & Caicos

LUSH DESTINATION SERVICES

Chauffeur Drive Britain

Privilege Italia



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At Lush Experiences, we take special care to provide additional sales and marketing support for the villas at our esteemed properties around the world. This extra attention allows us to highlight the unique aspects of these stand-alone accommodations that can accommodate romantic hideaways, multi-generational gatherings, or simply offer a private, luxurious oasis for guests.

CARIBBEAN

The Villa at Sandy Lane—Barbados
Eden Roc Villas—Dominican Republic
Estate Villas at Calabash—Grenada
Villas at the Shore Club—Turks & Caicos

MEXICO

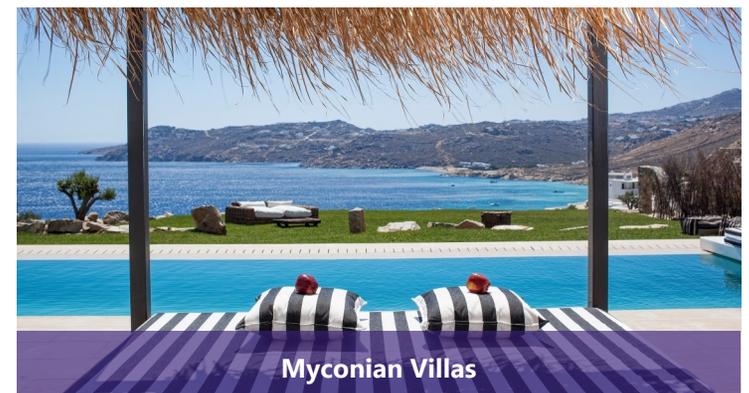
Luxury Residences of Cabo—Los Cabos

ITALY

Private Villas at Villa d'Este—Lake Como
Villino at Villa La Massa—Florence
VillaNocetta—Rome

GREECE

Myconian Villas—Mykonos



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Meet the Team



Giuseppe Di Palma | Owner & Founder

Based in North Jersey Area | gdipalma@lushexperiences.com

Giuseppe has over 25 years of experience in the Travel Industry, including time as Director of Leisure Sales in North America for Concorde Hotels & Resorts, and Associate Director of Sales at The Carlyle. In addition to his North American experience, Giuseppe spent more than 12 years working in luxury hotels in Italy, including holding the position of Director of Sales and Marketing at the Hotel Santa Caterina in Amalfi. He specialized in the top consortiums throughout the industry including American Express, Virtuoso, Signature, and Ensemble. Outside of Lush Experiences, Giuseppe belongs to both MAPTA (Metropolitan Association of Professional Travel Agents), and 41-74 Club.



Brad Beaty | Co-Owner

Based in North Jersey Area | brad@lushexperiences.com

Brad has extensive knowledge and supervision of sales, marketing, advertising, public relations and yield management for luxury resorts, as his past tenures include Director positions at Raffles Resort Canouan Island, La Samanna, St. Martin, and Four Seasons Resort Nevis. Prior to this he worked The Mark, New York after relocating from Los Angeles. Brad founded Passage Distinctive Travel Marketing in 2006, and he and Sari Freeman, then formed Passages of Distinction shortly thereafter. After 12 years of co-heading what became one of the top representation companies in North America, he resigned his partnership to re-challenge himself, and to join his life partner as Co-Owner of Lush Experiences.



Angel Mejia | Director of Sales, Eastern Region and Midwest

Based in New York Metro Area | amejia@lushexperiences.com

Angel began his career in Luxury Hospitality as a Sales Coordinator for The Mark then part of the Mandarin Oriental Hotel Group in 2002. He has since held positions including Sales Manager, Leisure Sales Manager, and Travel Industry Sales Manager. In the span of 15 years, Angel has cultivated and maintained a consistent rapport with a great number of the most reputable luxury travel advisors in the United States and Latin America, as well as, high profile clients worldwide. His experience has been greatly complimented by working alongside some of the travel industry's most highly regarded companies and professionals.

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Meet the Team



Christina Willett | Director of Sales, Western Region

Based in Los Angeles Metro Area | cwillett@lushexperiences.com

Christina's focus with Lush Experiences as the Director of Sales throughout the Western Region will be travel professionals main contact throughout her respective territories, visiting offices providing updates and overall educating Travel Agents on the Lush Collection, and lastly attending various events on behalf of our Lush Members. Christina's 15 years of prior experience has made her well known, not only in the Western region, but throughout the travel industry.

Christina hails from Michigan, and lives in the land of entertainment and sun, Los Angeles, with her dogs as well as her two son and husband – the three handsomest men she knows.



Joe Decker | General Manager & Director of Marketing

Based in North Jersey Area | joe@lushexperiences.com

With over 10 years of experience working with the same team in the Hotel Representation Field, Joe manages day to day operations of Lush Experiences in tandem with the owners. In addition, as Director of Marketing, Joe creates the Marketing agenda for the year, overseeing the execution of the company's print, digital and social media activities, as well as their online presence. Joe enjoys writing and contributes monthly articles to the Lush Experiences Blog in tandem with the Bi-Monthly Newsletter. Outside of work, Joe's interests are San Francisco 49er football, his whiskey club and the band Pearl Jam, wherever in the world they may be performing.



Dan Grant | Market Research & Sales Associate

Based in North Jersey Area | daniel@lushexperiences.com

Dan Grant assists in overseeing the Northeast Region territories while also keeping up with industry trends through continual market research, ensuring that the Lush Experiences members are always at the top of agents minds. In the office, Dan works hand-in-hand with the Marketing Team both overseeing and executing digital and press material.

On his free time, you can find Dan always outdoors or doing something new and adventurous.

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Meet the Team



Heidi LaRusso | Events Manager & Sales Associate

Based in North Jersey Area | heidi@lushexperiences.com

With years of experience calling on various travel and tourism companies, Heidi has a good understanding of the business and the sales process. Heidi oversees all Events for Lush Experiences, coordinating dinners, special events, roadshows, and Familiarization Trips. Outside of this, Heidi works along our sales team, assisting with sales calls schedules and consortiums, as well as Sales support in the Northeast.

Outside of work, Heidi enjoys spending time with her husband and twin boys, paddle boarding, yoga, going to sandy beaches and fitness.



Serena Socha | Marketing & Social Media Manager

Based in South Jersey Area | serena@lushexperiences.com

As the Marketing Manager, Serena is improving marketing efforts by creating both digital and print content, overseeing social media channels, and generating email campaigns. Through these activities, she is able to successfully bring awareness of the Lush Collection and their respected destinations to our extensive database of travel advisors.

Residing in South Jersey, Serena has a love for all things sports, coffee, and Sudoku puzzles.



Sandie Gillespie | Sales Coordinator & Executive Assistant

Based in North Jersey Area | info@lushexperiences.com

Sandie can be found in Lush's home office located in Bloomfield, New Jersey. Here she handles the daily office activities such as coordinating sales appointments, billing, managing the database, providing support to the sales team as well as other office managerial duties.

Born and raised in New Jersey, Sandie currently lives in Bloomfield with her husband, two teenage sons and one beautiful Siberian kitty.



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