



CREATIVE ~ HOSPITALITY ~ SOLUTIONS

Services

Sales & Marketing Assessments
Revenue and Expense Budgets
Marketing Plans with an ROI
Restructuring of S&M Department
Pre-opening Planning
Electronic Marketing Evaluation
CRM Implementation
Website Design
Collateral Design
Photo Shoot Management
Art Direction
Logo/Branding/Naming Services
Developing Marketing Partnerships
Manage Sales & Marketing Effort
Hiring and Interviewing
Staff Coaching
Management of Public Relations

Introduction to Allimar

Allimar Marketing is a strategic hospitality marketing company founded on the principles of sound business practices, advanced technology and creative solutions to complex problems.

All business climates have their unique challenges and we are uniquely experienced for developing strategies in a variety of economic trends. While technology has allowed us to reach our customers with much greater speed and in a mind-numbing array of media, it is important to understand how to leverage this technology effectively impact occupancies, RevPAR, market share and GOP. Marketing practices are not stagnant and it is imperative to blend traditional marketing and the new electronic opportunities to effectively support your brand and deliver your message.

We take our clients through the steps of clearly identifying a strategy for conducting an in-depth assessment of all areas of the current sales and marketing activities. Once the assessment is completed, a detailed report will be submitted with specific recommendations for improvement in the key areas that need to be addressed. A strategic plan is identified and implemented.



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Clients

Hotels

Hotel Bel-Air ~ Los Angeles, CA

Ojai Valley Inn & Spa ~ Ojai, CA

Koa Kea Hotel & Resort ~ Kauai, HI

Kona Village ~ Kona, HI

Hualalai Villas & Homes ~ Kona, HI

CordeValle, A Rosewood Hotel ~ San Martin, CA

Hotel Cheval ~ Paso Robles, CA

Santosha Resort & Residences ~ Golfito, Costa Rica

St. Regis Los Angeles ~ Los Angeles, CA

The Carneros Inn ~ Sonoma, CA

San Ysidro Ranch ~ Santa Barbara, CA

Sea Island Resorts ~ Sea Island, GA

Paws Up ~ Greenough, MT

Le Meridien Beverly Hills ~ Beverly Hills, CA

Alisal Guest Ranch ~ Solvang, CA

Villa Toscana ~ Paso Robles, CA

The Argent ~ San Francisco, CA

Poet's Cove ~ Pender Island, B.C.

Cambria Inns ~ Cambria, CA

Simpson House Inn ~ Santa Barbara, CA

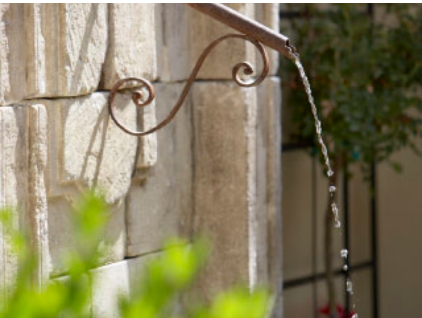
Luxury Services

Creative Intelligence ~ Graphic Design

Powerstrip Studio ~ Interior Architecture

Halcyon Blue ~ Luxury Bath Amenities

Women & Wine ~ Lifestyle Organization



FAVORITE QUOTE

The problem with people who have no vices is that generally you can be pretty sure they're going to have some pretty annoying virtues.

-Elizabeth Taylor

Previous Experience

Allison Kneubuhl

President

A veteran in the hospitality industry, Allison Kneubuhl has spent her career gaining solid experience in all areas of luxury hotel and resort sales and marketing disciplines.

After graduating from the University of Washington with a degree in Communications, Allison pursued a career in the luxury hotel industry. As a sales manager in the then unknown Four Season's Clift Hotel in the early 80's (Four Seasons Hotels first foray into the United States), she received her first taste of a true luxury hotel and continued to refine her skills at the Four Seasons Newport Beach, Mandarin Oriental San Francisco, Kahala Mandarin Oriental and finally the Regent Las Vegas.

In 2001 Allison established Allimar as a full service sales and marketing consulting company specializing in luxury hotels and resorts. Since then Allimar has been involved in the repositioning and marketing strategies for numerous luxury properties including San Ysidro Ranch, The Carneros Inn, CordeValle, A Rosewood Resort, Hotel Cheval and Sea Island Resorts. The team at Allimar in following her lead have established a policy of insuring that hotel marketing efforts are customer driven, utilize solid market research and embrace the latest technologies available to increase market share.



Previous Experience

Teresa Holden

Vice President

Prior to joining Allimar Marketing, Teresa Holden was a marketing executive in the hospitality industry with over 20 years of experience in selling and marketing upscale products and services. She has been affiliated with The Ritz-Carlton Hotel Company, Wyndham Hotels & Resorts, Ian Schrager Hotels, W Hotels and St. Regis Hotels & Resorts in a variety of positions requiring expertise in establishing strategies to increase market share, pricing, product positioning and creating product awareness.

She has been the recipient of numerous awards within the organizations where she has been employed including Sales Team of the Year and Hotel of the Year and has recognized for exceptional leadership skills. Teresa participated in the launch of W Hotels and has been a spokesperson for the brand on several television shows in addition to interviews with The Los Angeles Times, The Los Angeles Business Journal and The Wall Street Journal.

Her most recent on-property position with St. Regis Hotels has given her hands on experience in developing plans for integrated marketing communications, developing strategic alliances and electronic and direct mail campaigns. In 2003 she joined Allimar as Vice President and has assisted with the marketing effort for Hotel Bel-Air, the Kor Hotel Group, Koa Kea Hotel & Resort, Ojai Valley Inn & Spa and Santosha Resort & Residences.

FAVORITE QUOTE

It's kind of fun to do the impossible.

-Walt Disney