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LUXURY BRANDS COLLECTION



AP Luxury Brands Collection is a community of independent hotels, standing out in an extremely diverse and competitive market.

With a wealth of experience and decision making driven by insights, AP LBC navigates clients in this competitive space, ensuring the right penetration in Corporate MICE or Leisure segments.

For us, it is about the power of the collective, working within the AP LBC community guarantees unrivaled service quality and a team committed to your success.



A community for independent Hotels STARTS HERE



A community with common goals



Drive Revenue



Sales Experts



Loyalty



Establish New Relationships



Marketing Services



A Digital Platform

Why we exist

After in depth research with travel and procurement managers , we found a gap in the market for a truly independent hotel community to address specific needs. AP LBC will be the go to hotel community for select travel managers and agents in the hospitality industry as well as the gateway to a an aggressively growing 1.5 million subscriber base.



Access to 1.5 million users via our high net worth individuals



We grow your revenue



We give you brand awareness and grow your global foot print.



**We drive your
leisure business
for all
distribution**

We drive your **MICE** Business

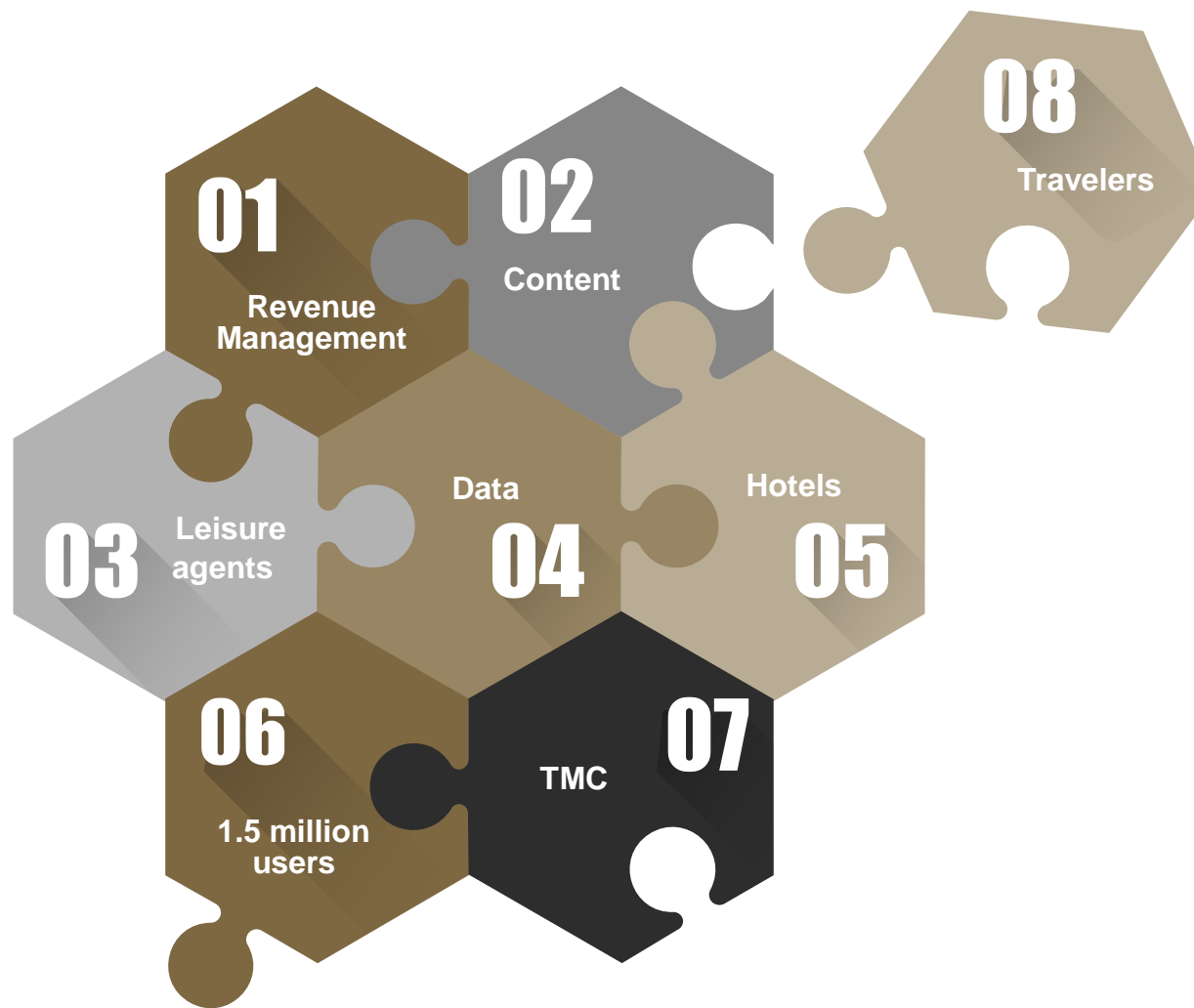




About Partners Luxury Brand Collection

How we work

We put the puzzle together



We are put all the pieces together **giving you time to focus on running your hotel**

Our Journey with you



Bespoke Services

We work with your team to transform your sales efforts



Working with you

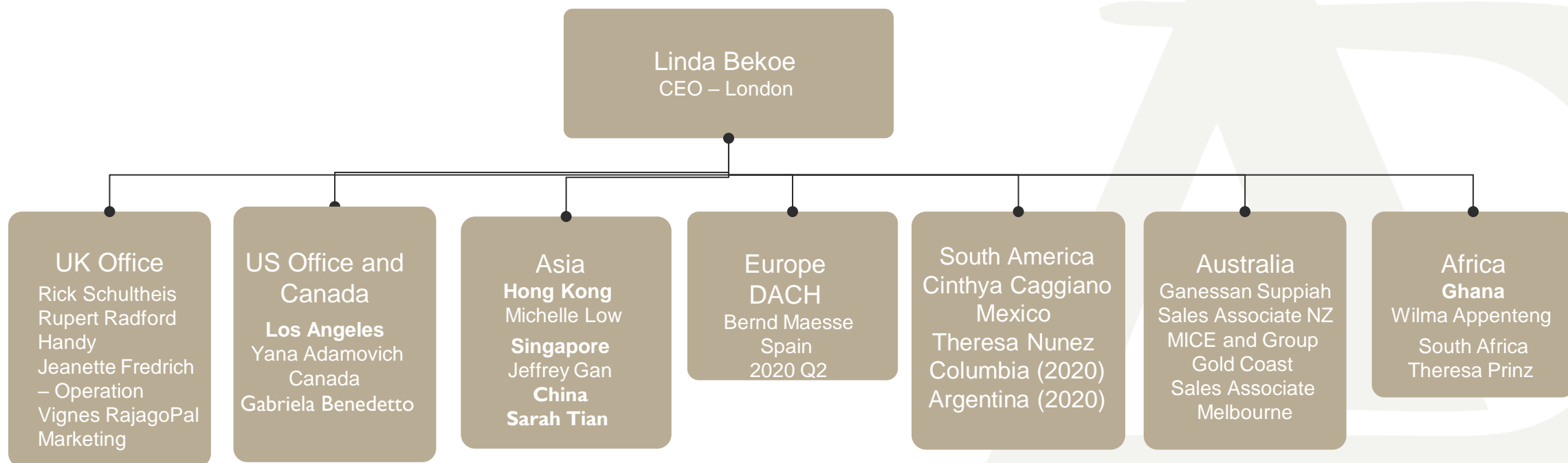
Understanding your business



About Partners Luxury Brand Collection

Our team

Your Global Team



Our team of experts have over 75 years combined of industry knowledge in the Corporate.

Our Global Partners





AP LBC Global Distribution

A new and bold way to look at distribution

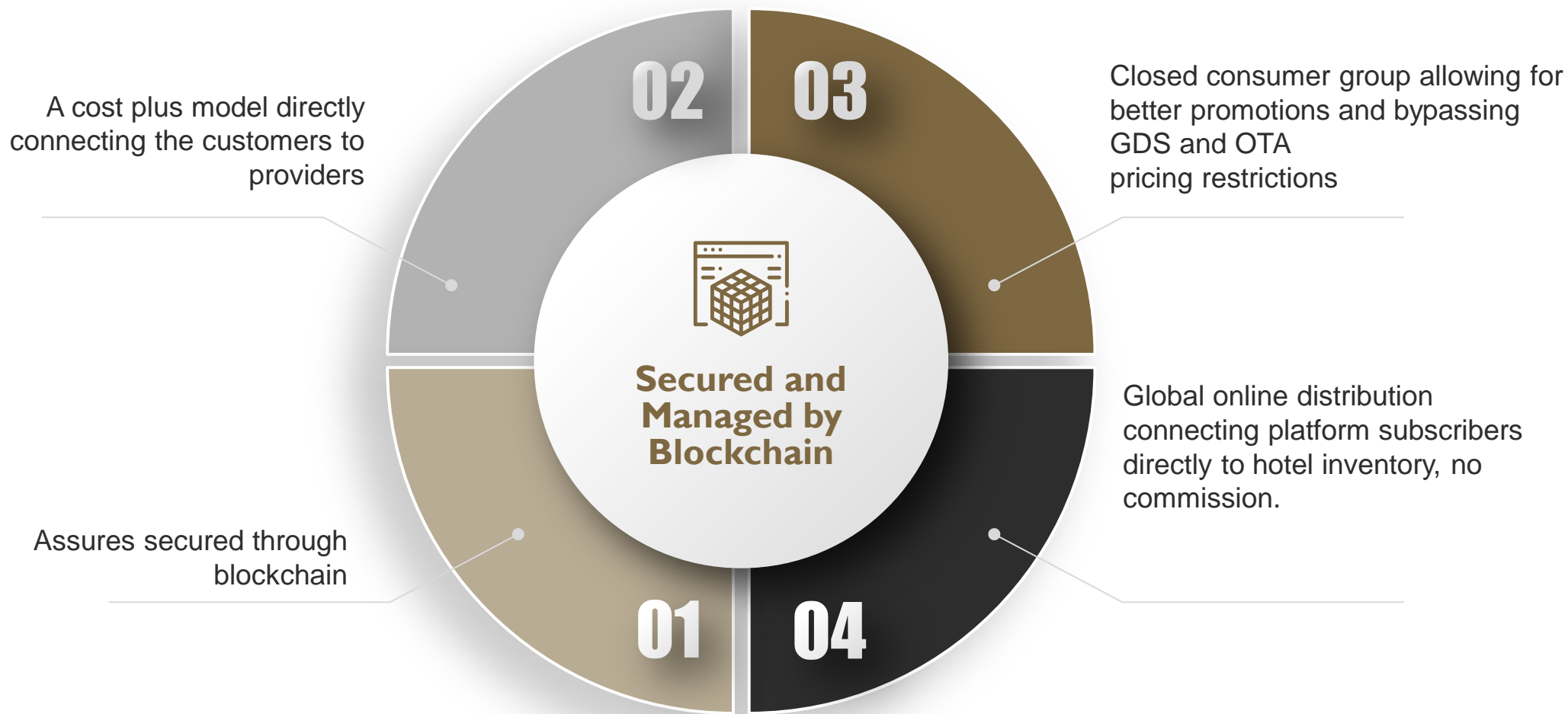


Great Stays

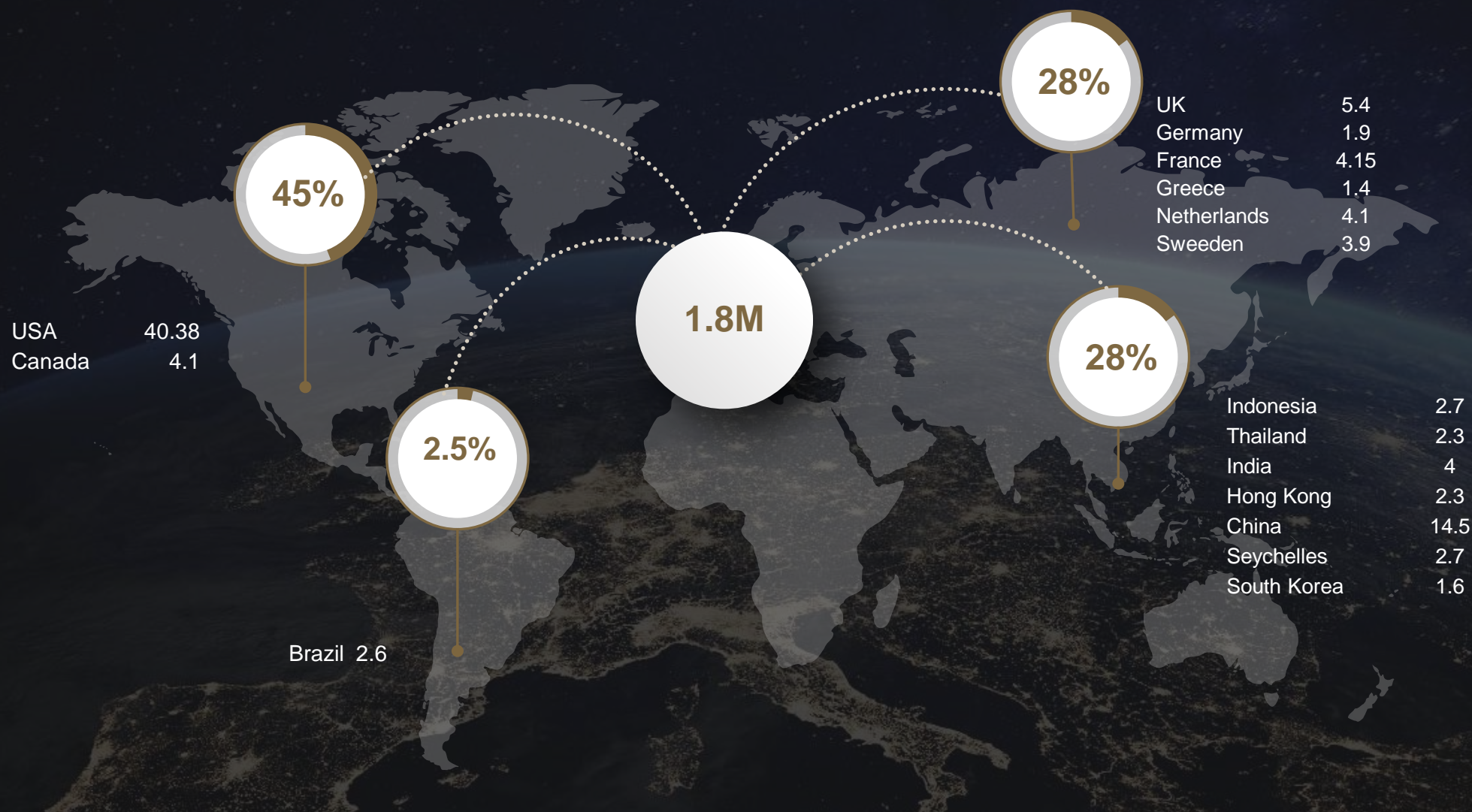
Great Stays “access to 1.5 million subscribers”

Great
STAYS

BY FRESH WATER



A community with common goals



AP LBC Great Stays

Great
STAYS

BY FRESH WATER



The platform facilitates the transaction between the providers and the subscribers. The 1.5 million closed consumer group require a membership in order to access provider inventory.

Because offers are inside the group and not publicly available, they are “fenced off” from rate integrity and therefore can be offered at a significantly lower price.



“Taking control of your inventory”



Like OTAs Travel Centre employs an online distribution system however it has 3 main elements which OTA do not have

- Superior pricing
- Genuine Security
- The dissatisfaction with travellers and travel providers with the status quo



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**What does
success
look like to
you**

“What our clients say” | TESTIMONIALS

Carol Neil

Fidelity Bank

Working with AP LBC is a real pleasure, they understand what I need for my hotel program and more importantly I have one point of contact. My tier 2 hotel program is all outsourced to the AP LBC Hotels.

Joanna Baskin

Director of Corporate and
Consortia Posadas

AP LBC Team will always go the extra mile to understand my objectives and how to get extra business. They managed to source an RFP in one of my remote hotels which resulted in 7000 room nights. Love the passion for winning business.

Carina Booker

Managing Director – Booker
Venue

The AP LBC team understands my strategy and requirements for international business, we are always aligned to ensure we get the best venue and value for clients.



THANK YOU

AP LUXURY BRAND COLLECTION

www.ap-lbc.com