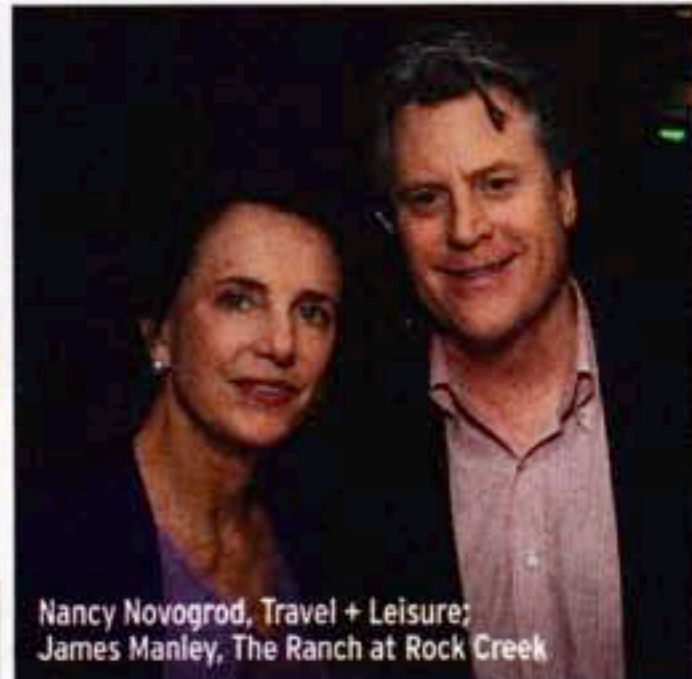


ONBOARD

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Guests enjoyed Patrón specialty cocktails.



Nancy Novogrod, Travel + Leisure;
James Manley, The Ranch at Rock Creek



Expert Panel: Wido Shaefer, TravelStore; Barbara Gallay,
Linden Frosch Travel; Kimberly Wilson Wetty,
Valerie Wilson Travel; Jim Strong, Strong Travel Services



Stuart Levine and Philip Dailey of
SLS Hotel at Beverly Hills



Nitsa Lewis, Crystal Cruises;
Edward Phillips, Summit Travel
Group; Bill Smith, Crystal Cruises



Audience members responded to lightning
round questions with "yes" and "no" signs.



Jean-Paul Kyrillos, Travel + Leisure;
John McDonnell, Patrón Spirits International A.G.

MARKETWATCH LA

ON MARCH 25, 2010, Travel + Leisure hosted 200 industry guests at the spectacular SLS Hotel at Beverly Hills. The spring season's MarketWatch event featured an inspiring keynote address from John McDonnell, Chief Operating Officer/Executive Vice President of Patrón Spirits International A.G.

Mario Jobbe, Co-Founder of Circus Brand Karma, educated guests on the importance of social media marketing, and T+L's Editor-in-Chief Nancy Novogrod discussed ways hoteliers and luxury marketers can create lasting impressions on customers by focusing on small, thoughtful details.

The afternoon culminated with a reception, where guests mingled and sipped delicious specialty cocktails, courtesy of Patrón.