**The Concierge Elite Press Conference Talking Points**

**Main Message:** Puerto Rico is considered a hidden gem in the Caribbean that is a unique destination for luxury travelers who want to experience a piece of Paradise.

* **Talking Point:** Since The Concierge Elite started last year they have been dedicated to creating unique, memorable and personalized experiences to all the clientele who wants to explore Paradise.
* **Supporting:** According to the 2017 Virtuoso Luxe Report, luxury travelers are seeking adventures in less explored areas and, wherever they go, they’re looking for customized local experiences (Amster, 2016).

**Main Message:** The Concierge Elite will make sure to take care of all the requirements of their high-end clientele in order to provide a unique and personalized service during their stay in the island.

* **Talking Point:** The Concierge Elite recognizes their clientele, and always works to make every single detail of their time in Puerto Rico flawless. They will manage every single request of their clientele in order to make a personalized experience for them.
* **Supporting:** The Concierge Elite team will go above and beyond to exceed their client’s expectations every single time that they hire their services. The company believes that if is ethical, moral and legal they will make it happen for their clientele. Currently, this industry is now a cottage of by the hour personal assistants that can help clients ruin their hectic professional and personal lives (Maclean, 2012)

**Main Message:** Puerto Rico's tourism has decreased the past year but there is still a good amount of luxury travelers that are coming to the island in need of a personal concierge that can coordinate their vacations.

* **Talking Point:** For the past three years, Puerto Rico has been facing major problems that have affected tourism in the island. The Caribbean Island has been struggling with not only an economic recession but as well a new threat called the Zika virus came the past February.
* **Supporting:** "Puerto Rico's tourism in 2016 remained extremely resilient despite a challenging year. Our comprehensive education campaign was instrumental in informing and arming travelers with the facts about Zika for a worry free experience on the island, mitigating the impact on an essential industry to the island's economy," stated Ingrid Rivera Rocafort, Executive Director of the Puerto Rico Tourism Company (PRTC).

**Main Message:** The Concierge Elite will be a traveler’s personal assistant before, during and after their stay in Puerto Rico.

* **Talking Point:** The Company willbook flights, hotel reservations, restaurant reservations, tours, transportation, grocery shopping, group conventions, family getaways, weddings and even relocations to Puerto Rico.
* **Supporting:** “Ultimately, for the wealthy, whether their taste is over-the-top or timeless classic, luxury isn't about the price tag. It's about how they choose to enjoy the very best life has to offer, from hotels and air travel to real estate and fashion” (Maclean, 2012).

**Main Message:** Luis Alvarez, The Concierge Elite’s owner recognizes that the company is changing the perception of a concierge in Puerto Rico.

* **Talking Point:** Alvarez mentioned that usually the luxury travelers that visit Puerto Rico think that here (in Puerto Rico) the concierge is a travel guide, but he believes that they are much more than that. At the Concierge Elite, they're showing the best that this beautiful island has to offer in terms of luxury.
* **Supporting:** Luis truly believes that The Concierge Elite is changing the face of traditional concierges by going above and beyond to exceed their client’s expectation, service being the key to their success. People are beginning to value services more than products (PuertoRicoLuxury.com, 2014).

**Main Message:** The Concierge Elite is thrilled to announce some of their unique tours around the island.

* **Talking Point:** They offer a unique Rainforest experience, 12-hour road trip around the island, High-end “Chinchorreo” tour, East Island Catamaran excursion and Romantic getaway among others.
* **Supporting:** Currently, luxury travel consumer looks for instant gratification when they search for any information regarding any travel arrangement.

**Main Message:** The Concierge Elite also offers unique personalized experiences in Vieques.

* **Talking Point:** The Concierge Elite is the only concierge company that offers one-day trips to the brightness bioluminescent bay on the world at Vieques.
* **Supporting:** Luxury traveling has taken a whole new perspective with the rising of social media, according to the article: *The Social Media Habits of Luxury Travelers in the Americas and beyond.* Nowadays, travelers are looking for “Instagram-able" moments when they choose a destination, hotel and trip experiences (Shankman, 2016).

**Main Message:** The Concierge Elite is a high-end concierge company whose purpose is to please the client, adapting to their needs, not the other way around.

* **Talking Point:** The Company believes that every consumer has their own requirements that must be address individually in order to create memorable and personal experiences for each of their clients.
* **Supporting:** Is up to the travel provider's ability to promote those photo-worthy moments when booking a life to change the trip experience for their clients (Shankman, 2016).

**Main Message:** The Concierge Elite is happy to announce that the company is now the official concierge for the residents at Bahía Plaza.

* **Talking Point:** The Concierge Elite offers unique products and services not only for the luxury travelers that visit Puerto Rico but also for the residents at Bahía Plaza since 2016.
* **Supporting:** The Company’s office is located on Bahia Plaza at Paseo Caribe, which currently is the newest place to be in Condado. According to Maclean’s article *Luxury Living: La dolce Vita* (2012), the concierge industry has expanded over the last decade from just serving luxury hotel guests to taking care of the everyday needs of over- scheduled executives and their families.

**Main Message:** Residents at Paseo Caribe enjoy the services of The Concierge Elite.

* **Talking Point:** The company offersunique services such as: grocery shopping, relocation, business meeting coordination, company's conventions coordination, personalized tours around Puerto Rico according to the client's needs and time.
* **Supporting:** From organizing last minute private jets to deliver their clients for business meetings to planned their seven-week vacation itinerary in detail to even planned a marriage proposal comes with a highly costs but will save their client time and energy (Maclean, 2012).

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