

8TH
FLOOR



8TH FLOOR
REPRESENTS



WHY 8TH FLOOR?

8th Floor delivers a data-driven, client-focused sales strategy designed to maximise results across all key market segments in the UK and Europe. We target the clients and sectors that generate the highest ADR and ROI while building lasting brand loyalty.

With over 100 years of combined experience in both property and regional/global sales, we have deep-rooted personal relationships with key decision makers in high-end leisure, M&E and corporate across the UK and Europe, as well as niche markets such as entertainment, sports and Middle East.

Our UK-based team travels extensively across Europe, ensuring direct, face-to-face engagement with the right clients, driving revenue, strengthening partnerships, and delivering measurable success.

YOUR SUCCESS IS OUR SUCCESS

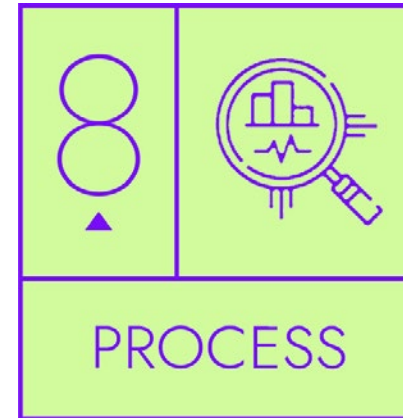


SALES, MARKETING & CONSULTANCY

Don't let limited resources hold you back. 8thFloor empowers your hotel to grow faster, scale more effectively, and stay ahead of the competition. From developing key strategies to executing focused sales activities, innovative sales campaigns, we deliver the tools, networks, and expertise that accelerate your success.

It's time to rethink how your hotel approaches the market.
Let 8th Floor lead the way.

8th-floor.com



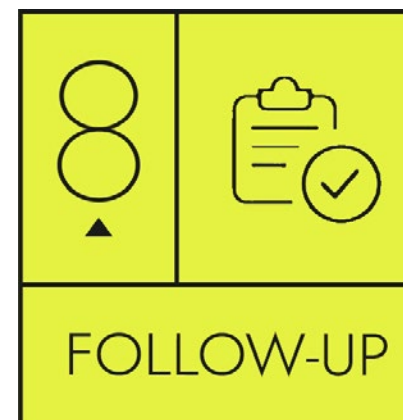
Strategic Market Expansion

Tap into new, high-value markets effortlessly. With our vast, loyal database and global network of partnerships, exclusive trade show & 3rd party program access, we connect you with opportunities that drive growth.



Proven Success

With many years of experience and a loyal following, 8th Floor delivers consistent results — enhancing your brand's visibility, credibility, and profitability in an increasingly crowded market.



Elevate Your Growth with 8th Floor

Avoid letting resource constraints limit your potential. 8th Floor supports your hotel in growing steadily, scaling thoughtfully, and staying ahead of the competition. With tailored strategies and targeted sales efforts, we provide the tools, connections, and expertise to help you succeed.

PR & COMMS



8th-floor.com

WHY IS PR ESSENTIAL?

Elevate your brand with our multi-award-winning PR partner Palm PR. The public relations experts specialising in exciting campaigns that make your unique brand seen and heard.

We create measurable campaigns that deliver results for our clients. Campaigns that bring each brand's unique purpose and personality to life, ensuring a meaningful connection with the people that matter to your business.

Our expert team crafts bespoke PR strategies that align seamlessly with your brand identity and business objectives. From media relations to influencer partnerships, we've got you covered. Being well-versed in the unique challenges and opportunities across influencer marketing, PR, SEO and social media.

Over the years, we have helped luxury and lifestyle businesses garner positive media coverage, enhance brand visibility, drive cultural advocacy and meaningful campaigns, as well as navigate through challenging communications scenarios.

And we're the only UK PR agency to guarantee results in our contracts up front.

8THFLOOR

PRESS COVERAGE

selling

TRAVEL

TRENDING

LOS CABOS RAISES AWARENESS WITH NEW CAMPAIGN

CHARLES MATH

JAN 25, 2023

Facebook

Twitter

Instagram

Condé Nast

Traveller

Nohe, Sharm El Sheikh

NATIONAL GEOGRAPHIC

TRAVELLER

Santo Remedio

COCA NA RESERVA

6TH

AWARD-WINNING

Los Cabos is a beautiful destination with a rich history and a vibrant culture. The city is known for its stunning beaches, world-class golf courses, and delicious food and drink. The city is also a great place to visit for those who want to experience the best of both worlds. The city is a great place to visit for those who want to experience the best of both worlds.

SANTO REMEDIO AMONG THE PLAYERS OF LOS CABOS TO LONDON

LOS CABOS

Los Cabos is a beautiful destination with a rich history and a vibrant culture. The city is known for its stunning beaches, world-class golf courses, and delicious food and drink. The city is also a great place to visit for those who want to experience the best of both worlds. The city is a great place to visit for those who want to experience the best of both worlds.

INDEPENDENT

yahoo!

PRWeek

OPULENCE

THE BEST OF EVERYTHING

Evening Standard

The Mandrake: Mandrake Room

BUTTER APPEAL: THE ENTRY LEVEL ROOM OF THE MANDRAKE

Dark, dramatic and with edgy prints to add a dash of whimsy, entry-level rooms at The Mandrake deliver sensuality in a small, intimate suite. Around half of the hotel's a deep blue and purple colour palette — the other half is a more typical-looking white-wash — so be sure to request the red room to maximize the romance factor. Italian films and towels add a further dash of glamour, while an in-room 'spiritual' concierge can help you find your place or choose that personal connection, via anything from therapists to exotic going-bats.

MR PORTER

Tucked away on Newman Street, The Mandarin hotel is a Londonian paradise, only a stone's throw away from central London's busy shopping district. The hotel's Mandarin Shop Package will transport you to the land of nod in the most stylish and mindful way imaginable — the programme spans six-to-one going-bats, guided meditation and more, as

THE SUNDAY TIMES

The Sunday Times 100 best British hotels

Mollie's Motel, Bristol, hotel review

The Cider House offshoot is a mid-century that won't break the bank

Forbes

Four Seasons Resort and Residences Cabo San Lucas (Cabo Del Sol) - MEXICO

Four Seasons

Four Seasons Resort and Residences Cabo San Lucas at Cabo Del Sol

OUR TEAM



BEN COULDRIDGE



FOUNDING PARTNER

UK based & has extensive experience in M&E, Leisure & Entertainment

- GSO Starwood Hotels heading M&E & Entertainment strategy
- Opening DOSM at W Verbier (Starwood) & Andaz London (Hyatt)
- Hotel openings, re-positioning & multi-segment sales



DANI LABI



FOUNDING PARTNER

Based in UK & has un-paralleled global Entertainment & Leisure contacts

- On-property & GSO for Mandarin Oriental in UK & USA
- Running a successful Hotel consultancy business for the past 18 years
- Ambassador for LE Miami & Traveller Made award winner



SEMRIN WADWA



MANAGING PARTNER

Based in UK & has extensive Corporate, 3rd Party & Sports experience

- GSO Starwood & Hyatt leading Corporate, 3rd Party & Sports strategy for EMEA
- Leading strategy for organisations culture change
- Six sigma green belt



ANTHONY KEFER



GLOBAL SALES DIRECTOR

Based in UK with extensive M&E experience

- M&E sales UK & Europe
- On property & regional sales experience
- Worked with multiple luxury & lifestyle properties



BEN HANAFI



GLOBAL BUSINESS MANAGER

Based in UK with extensive Entertainment & Sports experience

- Entertainment & Sports expert
- Hotel & football club experience
- UK, Europe & USA business development



ANGELIKA MARSH



GLOBAL SALES DIRECTOR

Based in UK & has extensive experience in Luxury Leisure & Tour Operators

- Regional & GSO sales for Banyan Tree
- Specialist tour operator account management
- Key experience in specialist leisure markets in UK & Europe



LISA DONOVAN



GLOBAL SALES DIRECTOR

Based between London & Manchester with extensive experience in High-end Leisure & FIT/TOs

- Over 25 years in luxury leisure and luxury resorts
- Working with high-end tour operators and travel designers
- Expertise in global destination promotion



MICHELLE TOLL



GLOBAL SALES EXECUTIVE

Based in UK & has extensive experience in Entertainment & Tour Operators

- Entertainment Travel Agent looking after VIP, artists & band travel
- On property & GSO for Savoy & Fairmont
- Specialist tour operator account management



MOHAMMED AZIZ



GLOBAL SALES SPECIALIST

Based in UK with extensive administrative experience

- Extensive experience in IT innovations
- Specialist in sales processes & CRM management
- Focusing on enhancing efficiency & exploring innovative solutions



JESS MWANIA



SALES SUPPORT SPECIALIST

Based in UK with extensive administrative experience

- M&E focus for our hotels
- Specialist in sales processes & CRM management
- Focusing on helping close leads & client management



OUR CLIENTS

We choose the hotels we want to partner with, Luxury Lifestyle hotels that excite us & tell a story.

Somewhere we would want to stay ourselves & those that complement our brand, but more importantly hotels we know we can deliver for.

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SALES@8TH-FLOOR.COM
WWW.8TH-FLOOR.COM
+44 (0) 203 488 5654

