

# Luxury Experience Company

**Luxury Experience Company (LEC)** ([www.L-E.Company.com](http://www.L-E.Company.com)) and **Luxury Experience (LE)** [www.LuxuryExperience.com](http://www.LuxuryExperience.com) were founded in 2001 by knowledgeable and professional Industry Insiders, Edward F. Nesta and Debra C. Argen. Luxury Experience (LE) is an "Online Resource for the Discerning Consumer" featuring experiential material on luxury products and services. Luxury Experience is an unbiased respected source that draws readers throughout the world looking for in-depth information.

Articles are experienced-based for the following sections:

- Destinations
- Restaurants
- Chefs' Recipes
- Wine Cellar
- Performances
- Gastronomy
- Hotels and Resorts
- Spas
- Liquor Cabinet
- Music Scene
- Luxury Products
- Adventures

Luxury Experience creates a Progressive Internet Presence, increases exposure and visibility, and materials achieve first-page organic search positioning across the major search engines, which drives traffic to your website.

**Edward F. Nesta** - Edward is President of Luxury Experience Company and Publisher of [LuxuryExperience.com](http://LuxuryExperience.com). Edward brings extensive years of experience in the luxury hospitality industry managing 18 offices in 15 countries representing over 400 luxury hotels worldwide before creating LEC. He is an adventurer, photographer, mixologist, published author, and has been written about in such publications as [Forbes.com](http://Forbes.com), [InformationWeek](http://InformationWeek), [Internet Week](http://InternetWeek), [CIO Magazine](http://CIO Magazine), [Global Connect Magazine](http://Global Connect Magazine), [IT Decisions Europe](http://IT Decisions Europe), [Communications News](http://Communications News), [Computer World](http://Computer World), [Customer Interface Magazine](http://Customer Interface Magazine), and [Hotel Business Magazine](http://Hotel Business Magazine).

**Debra C. Argen** - Debra is Executive Vice President of Luxury Experience Company and Editor in Chief of [Luxury Experience.com](http://LuxuryExperience.com). She is an adventurer, published author, mixologist, and award-winning photographer, has worked extensively with national tourist boards, foreign and domestic airlines, domestic and international luxury hotels and resorts, restaurants, chefs, and spas. She has been a frequent guest on travel and food and wine radio shows and has been featured in international newspapers.

## **Who. What. When. and Where**

Page views per month (12-month average) – **60,000**

Unique Visitors per month (12-month average) – **12,000**

Hits per visit (12-month average) - **16**

Median Age: **35**

Reader Demographics – **80+ countries, dominant age bracket 30-40, affluent**

Subscribers – **RSS, Double-opt-in Subscribers, Facebook fans, Twitter followers**

## **How we track our Readers**

Luxury Experience tracks reader traffic via an integrated website statistics software as well as Google Analytics.

## **Social Media**

Luxury Experience uses a variety of Social Media channels to help maximize exposure including:



## **Testimonials**

“Thank you for developing the great material about HOTEL LA PURIFICADORA in Luxury Experience, which is the focused marketing material that we want. I know that this will create excellent visibility and acceptance. - Ma. Fernanda Cajica, HOTEL LA PURIFICADORA, Puebla, México”

*“Thank you very much for the published articles in Luxury Experience. I have sent them to colleagues, agents, as well as friends. The feedback has been awesome, and they were happy to read the materials on Restaurant 4 at Hotel Rangá. - Mr. Rune Hummelsund, International Sales & Marketing, Hotel Rangá, Hella, Iceland”*

“The presentation of the Baur au Lac and Rive Gauche is exceptional - wonderful! - Julia Faulhaber, Director of Sales & Marketing, BAUR AU LAC, Zurich, Switzerland”

*At Rathsallagh we are often approached by magazines and other media interests to cooperate in promotional articles and competitions etc, indeed we get so many that we tend to ignore most of them, and the ones that do arrive seem to be more interested in R & R than in taking an active interest in the property they are supposed to be writing about. And when they do get around to publishing, the articles they write are an obvious rewrite of our own promotional material. Then one day I received an email from Debra Argen and Edward Nesta of Luxury Experience Company, and from the very onset one could see that here were two people that were supremely professional in what they were doing and more importantly extremely interested in what they were writing about.*

*Dealing with Debra and Edward has been a delight from the start, their interest, knowledge, and dedication to the subject at hand is second to none. Indeed, when I read articles they have written on other properties, I can be confident that the picture they paint is as reliable and fair as one can possibly get. - Joe O'Flynn on behalf of all at Rathsallagh and the O'Flynn family, Rathsallagh House, Dunlavin, County Wicklow, Ireland”*

“Thank you very much for the wonderful materials you have written about our enchanting hideaway spa resort, Kempinski Hotel San Lawrenz. I'm also thrilled with your coverage of the captivating island of Gozo for the whole world to read and discover. It's such a "bijou", yet so little known. I'm confident that your materials will greatly help in spreading the word! - Emel Atikkan, General Manager, Kempinski Hotel San Lawrenz, Triq ir-Rokon, San Lawrenz, Gozo, Malta”

*“The materials you developed on the New York Culinary Experience held at the International Culinary Center were absolutely fabulous. Thank you so much. - Stephanie Fray, Conundrum Marketing”*

“We are truly pleased with the coverage that you presented on the Berkshires. It was a pleasure to work with you. - Deborah Mossman, Administrative Manager, Berkshire Visitors Bureau”

*“Many thanks for sending us your extraordinary Riviera Maya articles, your narrative expresses very clear and vividly all the wonders that visitors can experience and discover in our destination. We are sure that many of your readers will be inspired and will look forward to visiting us to live their own adventures in Riviera Maya. Once again thanks for being so professional. - Lic. Ana Mari C. Irabien, Public Relations Coordinator, Destination Marketing Office, Riviera Maya, Mexico”*

“Switzerland Tourism and its Swiss destination partners absolutely loved working with you. Not only for your enthusiasm and interest in our destination, but also for your highly professional work ethics which proved to be such a joy to work with. Thank you both for such wonderful exposure and continuous support in spreading the word on what not to miss while in Switzerland. I am looking forward to seeing you both soon and discussing future projects! - Erika E. Loser, Media Relations NA, Switzerland Tourism, New York, NY”

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