

The Leading Hotels of the World, Ltd.

Fall 2007 Internships

The Leading Hotels of the World is the premier name in luxury travel, providing sales and marketing and reservations for over 430 luxury hotels and resorts throughout the world.

What makes our internship program special?

**Tours of our 5 star luxury hotels in NYC
Intern lunches with our executives and department heads
Presentations in our offices by hoteliers from around the world**

We are seeking high-energy students to join the following departments as unpaid interns:

Dept: Accounting

Responsibilities: Accounts Receivable – correction & review of billing statistics and bank reconciliation analysis.

Requirements: Excellent organization and interpersonal skills, accounting major and knowledge of Excel & Word applications.

Dept: Leading Interactive Reservations (Web Affiliate Intern)

Responsibilities: Prospecting potential affiliates/partners, assist in the implementation and reporting of affiliates. Assist in developing sales materials to support affiliate efforts. Coordinate with programmers for site design requirements.

Requirements: Marketing/PR focus, basic knowledge of computer skills (Microsoft software), sales experience a plus.

Dept: Marketing - Database Marketing

Responsibilities: Assist the Database Marketing Director with the following tasks and projects:

- Analyze direct and database marketing needs from The Leading Hotels of the World and ensure delivery capabilities through the company's marketing database and CRM platform
- To Design and execute campaigns and email marketing efforts across the company and across target audiences
- To analyze customer behavior and marketing program performance at the corporate level and to serve as a consultant to regional offices on analysis and reporting issues
- Design and execute reports for program analysis
- To support other marketing projects as required

Requirements: Experience with Microsoft Excel & Access, strong interest in the marketing side of the hospitality business, detail oriented and have strong analytical skills, able to handle projects and prioritize, training will be provided on CRM tool

Dept: Marketing – Marketing Services

Responsibilities: To track production of submissions and set up production reports for all marketing programs. Provide administrative support to the department and assist with special projects.

Requirements: Excellent organization, interpersonal & written communication skills.

Dept: Marketing - Marketing Technology (Online Marketing Intern)

Responsibilities:

- Research, identify, and analyze competitive hospitality website features, especially innovative applications of “Web 2.0” features such as blogs, e-reviews, video postings, etc...”
- Work with LIR team to execute established web marketing strategies,
- Assist Marketing Technology Director in the development of a “Web 2.0” site enhancement strategy
- Assist Internet Content Coordinator with review of hotel content
- Provide administrative support to the department and assist with special projects.

Requirements: Excellent organization, interpersonal & written communication skills. Working knowledge of MS Word, MS Excel. Photoshop or Power Point a plus, but not required.

Dept: Membership Services

Responsibilities: We have 430 hotels and we need to load approximately 10 to 15 photos for each hotel into the various databases. The intern will be trained in Photoshop so that they can enhance the photos. They will have to resize and rename the photos and then use a web program to upload the photos. They will audit the various travel web sites to make sure that all of our hotels are appearing in each web site.

Requirements: Excellent organization, interpersonal & written communication skills. Working Knowledge of MS Word, MS Excel. Photoshop knowledge a plus

Dept: Promotions and Event Marketing

Responsibilities: Assist the Promotions & Event Marketing team in the planning and execution of corporate meetings, tradeshow, showcases, road shows, etc. Compile information that serves as the basis for the Familiarization Calendar and the Marketing and Promotions handbook. Support in researching prospective tradeshow and participation efforts. Provide assistance in departmental mailings. Assist with special projects as assigned by manager.

Requirements: Excellent communication, interpersonal, and organizational skills. Knowledge of Excel, Word and the web.

Dept: Reservations Management

Responsibilities: Analysis of statistical data and trends, researching issues relating to reservations and/or database entries. Notify clients when renovations take place – call future arrivals. Analyze bookings – maintain statistical data for our reservation staff. Analyze incoming jobs to QC. Review Office and Extranet Data and make recommended changes. Review reservations determine which office booked the reservation. Contact guests to alert of renovations and or closures. Enter brochure requests in the system. Verify email/fax and resend confirmations. Attend hotel of the week presentations and compile

notes to distribute to all offices. Review and resubmit automated online confirmation for system email rejects. Analysis of inbound/outbound reports produced thru TRUST Call Centers. Review reports pertaining to hotel Content, Rates and/or policies and follow-up as needed. Assist with various special projects within the department as needed.

Requirements: Good written/oral communication skills, computer literate, good math and organizational skills, dependable.

Dept: Strategic Planning

Responsibilities: Liaise with strategic planning team, LHW strategic partners, membership, and staff worldwide to support the company's overall strategic plan. Research and coordination of the day-to-day business (contract status and reconciliations, task tracking, etc.) for all Joint Ventures and new business opportunities. Assist with the coordination of all aspects of LHW's Joint Ventures and affiliated businesses, which include: Leading Group Sales, Leading Hotel Schools of the World, Leading Financial Services, Leading Service Provider Network, Leading By Design, Leading Insurance Services, Leading Interactive Reservations, Leading Quality Assurance and The Leading Residences of the World. Oversee critical paths to track & measure times sensitive ROI-centric due dates and overall program success. Provide administrative support and project assistance.

Requirements: Budgeting and sales and marketing experience, a plus. Hospitality experience in the luxury market or a luxury-oriented industry preferred. Ability to multi-task with proven analytical, communication and organizational skills. Strong computer skills and basic use of spreadsheets, a must.