

HELEN FULLEM, PRESIDENT :: THE CROWN COLLECTION, THE LANGUAGE OF LUXURY

For nearly two decades, Helen D. Fullem has led what is considered to be one of the leading travel-marketing firms in the industry, The Crown Collection, The Language of Luxury. A leader in the upscale travel market, The Crown Collection provides top quality sales, marketing and reservations services to a select group of high-end, deluxe travel products in the Caribbean, continental U.S., Hawaii, Europe, South America and Asia. The firm's current client roster stands at 40 and growing and features world-class hotels, resorts, spas, villas and cruise companies.

In April of 1986, after almost twenty years in the hospitality industry serving, in various sales, marketing, reservation and operations capacities, Helen Fullem established Crown International Marketing, Inc., headquartered just 30 minutes from New York City in Paramus, New Jersey. Considered one of the foremost authorities on luxury-travel and well-respected among hoteliers and owners alike, Crown quickly became a formidable brand synonymous with high-level service and unparalleled travel experiences. The company is well versed in the deluxe travel market, offering both clients and travel contacts a hands-on, service-oriented approach to business.

Prior to launching Crown International Marketing, Inc., Ms. Fullem served as North American Sales Manager for Hotel Le Bristol Paris for several years. It was during her tenure that she established the U.S. sales and reservations office for the hotel. Today, Hotel Le Bristol counts itself among longtime members of The Crown Collection. Ms. Fullem began her career with The Leading Hotels of the World, where she was Operations Manager responsible for overseeing a worldwide communications and reservations network, as well as travel industry relations.

Ms. Fullem attributes the company's success to the many years she spent serving in sales, marketing and operations capacities for deluxe hotels. "It is our understanding of the deluxe travel market segment and hospitality industry that has enabled us to provide unparalleled service to our clients. For the discerning guests, travel is an experience; our mission is to provide travel experiences that last a lifetime," said Ms. Fullem.

In recognition of the nearly twenty years of successful travel marketing, Crown International Marketing, Inc., introduced a new name, "The Crown Collection, The Language of Luxury" in October 2004 to reflect its growing portfolio of luxury properties, cruise companies and vacation experiences. Along with the re-branding initiative, The Crown Collection launched its "Through Open Doors" programs, which offer travelers the opportunity to explore special places with private access, a well-traveled and knowledgeable host, in the company of an exclusive group of travelers. These programs can be combined to include private jets to truly create a remarkable experience.

To serve its constituents in key regions, The Crown Collection maintains sales offices in Los Angeles, California and Basel, Switzerland, providing service to top-producing travel consultants along with affluent consumers worldwide. Along with direct sales the company incorporates broadcast e marketing, public relations, mailings, informative websites, and educational seminars for its clients.

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The Crown Collection provides top quality sales, marketing and reservation services in the United States, Europe and Latin America to a distinguished roster of luxury hospitality products appealing to discerning affluent travelers. The company's portfolio of hotels, resorts and cruise companies are situated in some of the world's most desirable destinations such as: France, Germany, Greece, Ireland, Italy, Switzerland, the U.K., the U.S., Europe and Latin America, Asia, South America and the Caribbean. Established in 1986, The Crown Collection is considered a leading source in upscale travel, and is highly regarded among discriminating travel buyers and high-end travel agents seeking exceptional products and services. Situated just 30 minutes from New York City, one of the major U.S. travel markets, Crown also maintains sales offices in Los Angeles and Switzerland.