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LES CLEFS D'OR USA, CONCIERGE ASSOCIATION, TO PROVIDE COMPLIMENTARY CONCIERGE TRAINING FOR THE CARIBBEAN CONCIERGE

CARIBBEAN ESCAPES AND OTHER LUXURY SERVICE FIRMS SPONSOR TRAINING TO ENHANCE THE CARIBBEAN TRAVELER'S EXPERIENCE.

March 10th, 2006 – Les Clefs d'Or USA announced a series of training classes to be provided to concierges in the Caribbean. The class, ***Les Clef d'Or USA presents the Concierge Professional***, is sponsored by Caribbean Escapes and other luxury travel partners in the Caribbean. It includes exciting presentations by founding member of Les Clef d'Or USA and internationally renowned service expert Holly Stiel.

The training is provided at no charge to individuals functioning as concierges. "The U.S. Board of Directors are excited to be able to share their knowledge and experience with our Caribbean colleagues. It is an exciting joint venture. We plan to make a difference in service standards," states Shujaat Khan, President, of Les Clefs d'Or USA.

The concierge training is scheduled to begin in March in Barbados. Training classes are also being scheduled in Jamaica, St. Barth, and the Bahamas. Other destinations will follow.

"Les Clefs d'Or USA is an organization that seeks to improve the guest experience by creatively catering to the travelers needs. We have a wealth of knowledge and experience from our international organization that we are glad to share with hotel concierges in the Caribbean. We would like to thank Caribbean Escapes and our other corporate sponsors for making it possible," commented Miguel Pena, who is spearheading the initiative and is a Member of the Les Clefs d'Or USA Board of Directors.

The training classes are open to hotels, which are members of their local hotel associations. Employees from those member hotels that are currently providing concierge services are invited to attend. The classes are one day each and with a maximum of 20 students per class. The classes incorporate entertaining video content from Holly Stiel's award-winning DVD training courses, and will focus on a wide range of topics including: *Making the Impossible Possible*, *The Desire to Serve*, *Networking to meet the clients needs*, *Acquiring Knowledge of "The Best,"* and *the Concierge Professional*.

One of the first destinations to receive the training will be Barbados. Susan Springer, Executive Director of the Barbados Hotel and Tourism Association added, "The concierge role is a specialized function within the hospitality industry. This function will clearly benefit from a training class developed for their specific needs and skill sets. The concierge attendees, their hotels, the industry, and ultimately the traveler to Barbados will gain from the skills acquired from the training. We'd like to thank Les Clefs d'Or USA, Caribbean Escapes, and the other sponsors for pulling this training together."

One of the corporate sponsors is Island Video Guides who place island content such as restaurants, activities, and shops on a touch screen that guests can use to search for the their area of interest. The screens are provided on a complimentary basis to hotels. Other Corporate sponsors include Little Switzerland and Piper-Heidesek.

"Travel is never just about the resort, it's about the overall experience," commented Glenn Harris, the principal and founder of Caribbean Escapes. "Caribbean Escapes (CE) educates affluent clients on the islands of the Caribbean and the luxurious resorts available. As such, the training provided by Les Clefs d'Or is a perfect project for CE to support. As we know, the concierge is often a key part of the vacation for a demanding client who continually raises the bar of their level of expectations. We are glad to be a part of this initiative to enhance concierge skills in the islands."

For more information about the Les Clefs d'Or Concierge Training, contact Caribbean Escapes at info@caribbeanescapes.com.

ABOUT LES CLEFS D'OR

Les Clefs d'Or is an exclusive international association of professional hotel concierges. There are over 3,000 members in 39 countries worldwide. Les Clefs d'Or Concierges are distinguished by the golden crossed keys worn on their uniform lapels. They are considered providers of extraordinary service, and consistently achieve high levels of guest satisfaction. Founded in Paris in 1952, Les Clefs d'Or accepted the United States as a member country in 1978. Consistent with the organization's motto, "In Service through Friendship," members regularly exchange information with each other to improve their skills, solve problems and expand the number of resources available to assist guests around the world. For more information about Les Clefs d'Or, visit www.lcdusa.org.

ABOUT CARIBBEAN ESCAPES

Caribbean Escapes features 25 destinations and more than 120 of the Caribbean's most luxurious resorts, which were selected by invitation only, as well as the best in dining, golf, spa experiences and upscale retailers. The program offers a variety of vacation planning materials: an entertaining and informative coffee table publication, a luxury travel television series and DVDs, and a website with booking engine. Caribbean Escapes is dedicated to giving discriminating travelers access to a distinctive array of travel experiences. To book your Caribbean Escapes vacation, purchase the luxury travel coffee table publication or DVDs, visit the website www.CaribbeanEscapes.com or call the U.S. toll free number, 1-TO-MY-ISLAND.

ABOUT HOLLY STIEL

Holly Stiel, M.A., is a pioneer in the field of customer service and the first American woman admitted to Les Clefs d'Or. In 2004 Stiel was presented an honorary membership for her lifetime of service to the profession. Holly single-handedly started the concierge department at San Francisco's Grand Hyatt, and was their Chief Concierge for 17 years. Her company, Stiel Media LLC, produces customer service training solutions for some of the largest hotel chains in the world, and offers a range of off-the-shelf DVD training programs. For more information visit www.stielmedia.com.