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LOUIS T COLLECTION

Louis T Collection shares namesake's spirit through new travel blog
Travel inspiration shared from Louis T people and their friends

SINGAPORE (December 3, 2015) — Louis T Collection, a hotel management and building solutions company named after one of Southeast Asia's most intriguing foreigners, is sharing their adventurous spirit with the launch of Louis T travel blog - *Hello World*. The new platform features travel stories in both English and Chinese,

Not limited to where the new company has properties or opportunities, the Louis T site covers the most compelling places visited by the Louis T team and their friends who share the same spirit. The blog gives personal insight into various attractions worldwide, from a thieves market in Mumbai, India to a fish market in Busan, South Korea, from Baikal Lake to the sea views of Koh Samui.



Busan



Baikal Lake



Kyoto



Mumbai

“Although, practically speaking, we are building a hotel brand around the persona of Louis T, I believe the true passion driving us is the travel experience,” said Jing Zhou, senior director of strategic planning at the company. The self-taught photographer, is also the master-mind behind this travel sharing community. “I started travelling at the age of 18 and haven't stopped since. It's quite addictive actually, once you knew that thrilling feeling of seeing an unknown place, it's hard to drop. Another greatest thing is when your state of mind is set to discover and explore, you'll notice so much more nice things that are often neglected in our busy lives. It is a beautiful world that we live in, we want to capture the moment of beauty, big or small, remember and share it!”



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Adam Simkins, co-founder of Louis T, says that “when I look at these wonderful travel memories from our people and our friends, I get inspiration of where the next place I want to be!”

The launch of the new portal is part of a wider trend that puts brands in charge of their own content. Louis T Collection’s travel stories can be found at:

<http://louistcollection.com/blog/>

The blogs can also be found on Pinterest (search Louis T Collection as Pinner) and Instagram (louis_t_collection).

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About Louis T Collection

Louis T Collection is an innovative new force in hospitality management and building solutions with hospitality ties spanning back more than a century.

The company’s extensive suite of services is designed to elevate both independent hotels and small hotel groups to the next level of success, while allowing them to maintain their unique charm and essence of location. Louis T achieves this through leveraging a diverse range of expertise and leading-edge technology alliances that optimize styling, improve market share, operational performance and profitability.

Louis T Collection is a member of The Getz Group of Companies.

www.louistcollection.com