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FOR IMMEDIATE RELEASE

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League Marketing Group Celebrates 25 Years

"Looking forward to the future with an abundance of Industry partnerships to promote Tourism companies providing epic lifetime experiences throughout the globe"

Jan.30, 2021. Manhattan Beach, CA. League Marketing Group is delighted to announce that this month marks the **25th** anniversary of the company.

It's hard to believe that 25 years have passed since LMG was launched. The vision came after 15 years of working on and off property in a variety of roles for numerous hotels, resorts and a Hawaii DMC for LMG's President, Evelyn St Germain. LMG's birth was driven by a deep passion of travel, the desire to help Boutique Hotels compete without the large marketing dollar budgets required for the immense exposure needed to reach Consumers and Travel Industry decision makers across a variety of niche markets throughout the U.S and Internationally.

The 15 years prior were spent being a road warrior in The U.S and abroad on sales calls, attending Industry Trade Shows, Presentations/Trainings to large and small groups, Travel Agent, Tour Operator, Meeting Planner and Travel Media Educational Trips and 4 Hotel/ Resort openings all lead to the birth of the company. An important early decision was, to always have a seasoned and like-minded team with a deep passion for travel and professionalism that allowed for more benefits and success for LMG's portfolio of clients over the years. It started as a small Marketing firm, and by choice still remains a Boutique business to this day. Along with garnering a couple Industry awards along the way.

LMG still provides support to Boutique properties but, has evolved over the years to also work for larger properties, many within International Hotel brands and other distinct lifestyle companies. It is a well-rounded portfolio providing services for a limited number of select LMG partners focused on catering to the "luxury" leisure Individual, Families and Small Group travelers.

LMG's President, Evelyn St Germain states, "I am so delighted to have reached this incredible milestone. I pay immense gratitude to all the supporting people within the many Travel communities that have trusted, loyally supported and referred LMG to our clients. Without them bringing business to the table, we would not be celebrating this accomplishment. I'll be forever indebted to the many Travel Industry entities; Hotels, Resorts, Ranches, Boutique Cruises, and other clients who have allowed us to work with them. We've had the honor of working with some of the "Best of the Best" resorts in Hawaii, Tahiti, Fiji, Mexico and the Caribbean. While working with them LMG was tasked with expanding their visibility, marketing outreach, supporting and participating in opening more than a dozen hotels/resorts, helping them grow marketshare and increasing revenues by leveraging the many relationships LMG has nurtured with Industry partners for decades. In celebration of this anniversary a fresh new look for the LMG logo, branding and website is expected to be completed in Spring 2021. We are hopeful LMG will get another decade or two of "perseverance and hope" doing what we love and do best! It's been an incredible journey! "

"Alone, we can do so little, together we can do so much." – Hellen Keller

About LMG: League Marketing Group was established in January 1996 by Ms. St. Germain. Providing Sales and Marketing support for Hotels, Resorts, Ranches, Cruises and Tour Operators. The company has Sales associates in So. and Nor. California, and sales affiliates throughout the U.S. Contact Evelyn for more information on current LMG clients.

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