



COLUMBUS

MONTE-CARLO

PRESS RELEASE
September 2018

Gerard Arazo, Director of Sales and Marketing, is delighted to announce three new additions to our Sales Department: Jessica Marquez Da Silva, Laura Guerin and Nina Sohler.

As the first hotel to capture Monte Carlo's unique sophistication in a low-key yet contemporary setting, The boutique hotel, which embodies design, style and excellent service, combined with a laid-back relaxed luxury atmosphere in unique surroundings, will unveil its final new look in September 2018. Following a renovation of all 153 guest rooms and 28 suites, all common areas, a new Cocktail bar and the Tavolo Restaurant, the Sales Team has been reinforced in line with the new approach at the hotel, to ensure renewed efficiency and quality of service. The initiative also reflects a desire to reposition the new Columbus Monte-Carlo's vibrant image.



Jessica Marquez Da Silva, 34,

has been with the Columbus Monte-Carlo for 10 years, working mostly in the events and reactive sales departments. She has gained solid hospitality industry experience through her management of important events such as the Festival du Cirque, groups connected with the Monaco Grand Prix, and various MICE events. Her passion and dedication earned her a promotion in March 2017 to Sales Manager in charge of the local corporate and leisure markets. She is also responsible for building long-term relationships with Monaco-based companies and partners in the tourism sector. Jessica grew up in the principality and is married with two children. She is highly driven and has a passion for sport and travel.



Laura Guerin, 30,

joined the luxury iconic Fairmont Monte Carlo in 2011. Over the next seven years, she moved up the ranks in the events and sales departments, before taking over the UK market in January 2016 as a Sales Manager where she secured major Group bookings achieving successful results for the well-known resort in the Riviera. She joined the Columbus Monte-Carlo team earlier this year and is responsible for MICE, where her primary focus is on securing Meetings & Incentive group including product launches. Laura is very active and enjoys travelling, photography and boxing in her spare time.



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Nina Sohler, 25,

completed her third-level education in Languages, Hospitality and Digital Tourism at the Université Nice Sophia Antipolis, also spending time in Glasgow, Scotland.

Appointed by the Nice-Côte d'Azur Regional Tourist Board (CRT), she began her career in hospitality at the luxury boutique La Pérouse Hotel in Nice. Looking for a new challenge, she joined the Columbus team as Sales Executive in April 2018 and is the go to person for making groups happen from request stage to event management. She is focused on achieving success in events and group tourism. Nina has a passion for languages and other cultures and can speak English, Italian and Russian, and previously spent seven months in New Zealand. Her desire to consistently challenge her limits is also reflected in her love of CrossFit.

Jessica, Laura and Nina have joined Director of Sales and Marketing Gerard Arazo Riera, who has been involved in the department restructuring since his arrival in March 2017 back to back from the Carlton Cannes. The team is actively engaged in repositioning the Columbus Monte-Carlo in tandem with the ongoing renovation project, to create the new and upcoming boutique lifestyle hotel in Monaco and the Riviera.

About the Columbus

The Columbus Monte-Carlo's success lies in its uniqueness to Monaco, with a location in a residential and commercial area just a few minutes from Monte Carlo. The hotel combines sophistication with warm, contemporary design in a relaxed setting.

The Columbus Monte-Carlo offers the trademark glamour of Monaco alongside the understated vibrancy of its surroundings. Its elegance and simplicity are embodied in its reception area and 181 rooms and suites, which instil calm and tranquillity. Visitors are drawn back by a desire for harmony and authentic "Riviera Chic"

Press Contacts:

Claudine Drollet – PR & MARKETING MANAGER

T. + 377 92 05 82 30 M. +377 6 78 63 95 26

cdrollet@columbus.mc

Gerard Arazo Riera – DIRECTOR OF SALES & MARKETING

T. + 377 92 05 82 48 M. +33 6 40 61 98 91

garazo@columbus.mc



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Sales Contacts:

Laura Guerin - SENIOR SALES MANAGER
T + 377 92 05 82 40 M +33 6 78 63 86 27
lguerin@columbus.mc

Jessica Marquez-Da Silva – SALES MANAGER
T + 377 92 05 82 31 M +33 6 62 57 59 35
jmarquez@columbus.mc

Nina Sohler – SALES EXECUTIVE
T. + 377 92 05 82 46 M. +33 6 40 61 15 94
nsohler@columbus.mc



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