



## MEDIA RELEASE

### **CROWN CONCIERGE ATTENDANT LUIS BARRA GARCIA ADMITTED TO LES CLEFS D'OR**

**MELBOURNE, 20 JULY 2016** – Crown Resorts' further cements its position as a leader in service excellence with the admittance of Crown Towers Melbourne's Concierge Attendant, Luis Barra Garcia, into the Australian chapter of the international organisation of hotel Concierge – Les Clefs d'Or. Luis joins Les Clefs d'Or's 17 Victorian members, including Crown's other formally recognised Les Clefs d'Or member Ashleigh MacDonald, the only female member in Australia.

Les Clefs d'Or was established in 1952, with the Australian national chapter established in 1981. The organisation awards new members with the gold crossed keys, an honour reserved for a highly select number of service professionals who continually demonstrate the highest level of care for their guests. The distinctive gold keys worn on the lapel of Les Clefs d'Or members are recognised by travelers around the world and identify the bearer as a true professional in their chosen career. Each member of the Society strives to consistently provide the most caring, attentive service to their guests, and to work in a manner reflective of Les Clefs d'Or's motto, "In Service through Friendship."

To be accepted into Les Clefs d'Or, Luis was required to demonstrate commitment to the continual improvement of service standards and to recognise the valuable role he plays in maintaining Australia's reputation as a desirable destination for travellers.



*Crown's Luis Barra Garcia*



*Crown Melbourne*

Peter Crinis, Chief Operating Officer – Crown Hotels and Food & Beverage, said "this is a great honour for both Mr. Barra Garcia and Crown. We are thrilled that Luis' high level of professionalism and excellence has been recognised by Les Clefs d'Or, and feel privileged to have Luis as a part of our team here at Crown Melbourne."

Luis commenced his career in concierge at Crown in June 2015 and this recognition highlights the exceptional service he provides guests on a daily basis and reflects his unwavering passion for the hotel industry.

For press information please contact Jodi Crocker:

**JODI CROCKER**  
**HEAD OF MEDIA RELATIONS**

p: [+61 3 9292 8672](tel:+61392928672)

m: [+61 403 026 600](tel:+61403026600)

e: [jodi.crocker@crownresorts.com.au](mailto:jodi.crocker@crownresorts.com.au)

w: [crownresorts.com.au](http://crownresorts.com.au)