

THE  
**BETSY**  
SOUTHBEACH

August 12, 2013

To whom it may concern,

This is a professional reference for ELEQT – Part of the Quintessentially Group.

The Betsy has had the pleasure of working with ELEQT for the last year in their Luxury Capitals of the World program.

The ELEQT Social Media platform and their editorial services have given The Betsy the opportunity to access high-end consumers in a fun and inspiring way.

The ELEQT social network in turn has created brand awareness for The Betsy around the world, with a special focus on the Americas, which has created many more ambassadors for our hotel.

We highly recommend ELEQT as a platform to communicate with high end users, and look forward to continuing our relationship with ELEQT in 2014.

Sincerely,

Ivan J Tamayo



Ivan J Tamayo  
Director of Sales  
The Betsy-South Beach  
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