
ORIENT EXPRESS GROUP IN SEARCH OF AD AGENCY

ORIENT-EXPRESS

Luxury travel and hotel company **Orient Express Group** is looking to hire a new firm to handle their integrated global advertising account. Owing 50 hotels, restaurants, tourist trains and river cruisers in 24 countries, Orient Express is now welcoming ad agencies to compete and see who will best suit their needs. The company has previously relied on in-house efforts for the majority of their advertising needs. The company has shown a 21 percent increase in profits when compared to the same period last year, thanks mostly to an increase in hotel profitability.

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