



## Luxury Marketing Club®

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### **AEROMAR SHOWS BUSINESS TRAVELERS A NEW WAY TO SHOP IN MCALLEN**

**MCALLEN, TEXAS (Jan. 4, 2018)** - The Luxury Marketing Club has launched a new promotion for January and February, highlighted in *Altitud*, Aeromar's in-flight magazine, reaching more than 90,000 readers in Mexico nationally.

The promotion is part of the VIP match-making services by the Luxury Marketing Club. This particular VIP Tour and partnership promotion is between Dave & Buster's and the Holiday Inn Express – Medical Center in McAllen. Several other major companies throughout South Texas and Mexico have expressed interest in this new and exciting concept of marketing.

*“This ‘Match Making’ program at our Luxury Marketing Club matches companies interested in the Mexico or South Texas markets,” said Joseph Romero de Velasco, founder of the club. “By becoming club members they are able to meet specific marketing partners and we help them create a project that is three-fold - saving thousands of dollars, increasing revenue and increasing brand awareness for the partners with the best marketing tools and strategies available.”*

The VIP Tour between the Holiday Inn and Dave & Busters offers individuals or families pampering from the time visitors arrive in McAllen with discounts and other perks and a tour that is pre-planned from Mexico via the club's **Discover STx App** where the traveler can become a part of this program with multiple savings and perks. The VIP match-making partnership – in this case the Holiday Inn and Dave & Buster's – allows visitors to stay and play in comfort, with heavy discounts and other benefits.

*“Being a part of the South Texas Luxury Marketing Club has definitely been beneficial for our organization,” said Ocean Gate Hotels' Monica Vega. “Within the first week we were able to partner with Dave & Buster's, and within the first month we had a joint marketing campaign with them and our newest hotel, the Holiday Inn Express & Suites in McAllen, ready to target the Mexico International market. I'm thankful to have met and partnered with Mr. Joseph Romero in 2017, and am thrilled to help grow this new group!”*

Romero, president and creative director of Romero Group International Advertising, started his ad agency in Dallas in Fall 1993 with LM&S, a spring child from GSD&M Austin and created a long-term relationship with Neiman Marcus in Mexico and later with names such as Westin Hotels, Procter & Gamble, Zales, Ford Motor Credit, Dr. Pepper/Seven Up, (Cadbury) and several others.

Romero and his team, which include former “mad men” from ad agencies in Austin and Dallas such as Latin Works, Richards Group and Foot Cone & Belding, have developed the Luxury Marketing Club to be implemented in the RGV with other executives from Arizona and Ohio due to the affluence and sophistication developed in McAllen and now Edinburg, which is emerging as another showcase with luxury real estate, retail and top of the line medical and educational systems

*“South Texas is becoming influenced by the Mexican culture now more than ever, becoming the same ecosystem culturally and financially wise,” said Glenn Parnham, president of International Health in Scottsdale, Ariz. who is also an investor and partner at the Luxury Marketing Club. “A good example are the multimillion dollars of Mexican investments throughout South Texas. This is becoming our future with Mexico.”*

For more information about the South Texas Luxury Club and its services, call (956) 683-4681. Download the app, **Discover STx** today!

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