



MEDIA ALERT

Visit West Hollywood Appoints La Collection to Lead Travel Trade Representation in Australia and New Zealand



West Hollywood, California. Credit: VisitWestHollywood.com

8 July 2026 – [Visit West Hollywood](#) is proud to announce the appointment of [La Collection](#) as the destination marketing organization's (DMO) Australian travel trade agency of record, effective 1 July 2026, further strengthening the city's presence in one of its most important international markets.

The partnership will be led by Craig Farrell, Co-Founder and Director of Sales of La Collection, who will oversee travel trade representation, education and sales initiatives across the market. Working closely with travel agencies, advisors and industry stakeholders, La Collection will showcase West Hollywood's world-class hotels, acclaimed dining, vibrant arts and culture, luxury shopping and iconic nightlife to the region's luxury and entertainment travel sectors.

The appointment reflects Visit West Hollywood's deliberate, targeted approach to growing awareness and sales within specific high-value travel trade segments in this region. La Collection



specialises in luxury leisure and entertainment travel, making it a natural partner to connect West Hollywood's unmistakable hotels and experiences with the advisors who curate travel for discerning clients.

Visit West Hollywood and La Collection also share strong alignment through the Serandipians luxury travel community. La Collection's extensive experience working with Virtuoso suppliers and advisors provides immediate access to many of Australia and New Zealand's leading luxury travel specialists. As both a Virtuoso and Serandipians preferred destination, West Hollywood is well positioned to leverage these established relationships and further strengthen its presence within the luxury travel trade market.

A key advantage of the partnership is La Collection's founder-led, hands-on approach. As co-owner of the business, Farrell is actively engaged in the market, personally building relationships and championing West Hollywood in-market. His background at Show Group, Australia's leading travel management company specialising in the entertainment, film and television industries, provides valuable expertise in one of West Hollywood's strongest market segments and reinforces its standing as a leading California hub for the entertainment and creative industries.

"We're delighted to welcome Visit West Hollywood to La Collection's portfolio," said Craig Farrell, Co-Founder and Director of Sales, La Collection. "West Hollywood is one of the most distinctive destinations in Los Angeles, with an identity built on style, culture, nightlife and a genuinely inclusive spirit. It speaks directly to the luxury leisure and entertainment clients our team works with every day. We're proud to represent Visit West Hollywood for the travel trade across Australia and New Zealand and look forward to bringing its next chapter to the trade."

"Australia and New Zealand are vital markets for West Hollywood, and in La Collection we've found a dedicated partner who truly lives and breathes the luxury leisure and entertainment segments we're known for," said Sean Keli holokai, Chief Sales Officer at Visit West Hollywood. Keli holokai continues to lead the trade account alongside Vice President, Business Development, Jeanie Yom.

"Craig and the La Collection team bring the direct relationships, expertise and agency connections to keep West Hollywood front of mind with the advisors selling to exactly the travellers we want to reach. Together with Canuckiwi's ongoing PR representation, La Collection's appointment creates an integrated market approach that positions West Hollywood for continued growth across Australia and New Zealand," said Tom Kiely, President & CEO, Visit West Hollywood.



The travel trade appointment complements Visit West Hollywood's ongoing public relations and media representation in Australia and New Zealand through Canuckiwi, which was announced in 2025. Canuckiwi will continue leading consumer and trade media relations, publicity and communications across both markets, ensuring a coordinated approach that supports both B2B engagement and consumer awareness as Visit West Hollywood continues to build on its long term presence and raise its destination awareness across the region.

To explore West Hollywood's travel trade initiatives and more, please visit [VisitWestHollywood.com/Travel-Trade](https://www.visitwesthollywood.com/travel-trade) and follow @visitweho on [Facebook](#), [Instagram](#) and [TikTok](#) for curated inspiration and the latest business updates on [LinkedIn](#).

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About Visit West Hollywood

Visit West Hollywood is the official destination marketing organization that invites visitors to West Hollywood, California, a walkable, 4.9 square kilometer city in the heart of Los Angeles. Located at the base of the Hollywood Hills and adjacent to Beverly Hills, West Hollywood is a creative and progressive city that embodies the quintessential L.A. lifestyle. West Hollywood is home to 21 hotels and comprises four main districts: the world-famous Sunset Strip with unparalleled nightlife; Santa Monica Boulevard, part of historic Route 66 and a vibrant, eclectic corridor; the Rainbow District, a global epicenter of LGBTQ+ culture and nightlife; and the Design District, known for its sought-after shopping and dining. West Hollywood enjoys a year-round moderate climate and thanks to its prime location and hip atmosphere, West Hollywood serves as home and playground to many celebrities.

For media enquiries:

Claire Mountaine, Australia | New Zealand PR Director - Visit West Hollywood

E: claire@canuckiwi.com

M: + 61 (0)404 755 325