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# J.MAK HOSPITALITY

## ***J.MAK BRINGS BACK THE HOUSE CALL***

***J.MAK HOSPITALITY introduces the MINI.MAK, a new way to connect advisors and partners in 2026.***



*Above: Jon "J.MAK" Makhmaltchi behind the wheel of the new "MINI.MAK" branded with J.MAK HOSPITALITY partner logos.*

**NEW YORK, NY (Sept. 9, 2025)** – This fall, **J.MAK HOSPITALITY** ([jmak.com](https://jmak.com)), a leading sales and marketing partner for luxury travel brands worldwide, is introducing the MINI.MAK, a new way to reach travel industry partners.

The 2025 Winnebago Solis Pocket van will serve as a mobile office carrying **J.MAK** founder Jon "J.MAK" Makhmaltchi on house calls and on the road to visit travel advisors, travel agencies, hotel partners and the media wherever they may be.

"We're always moving at J.MAK," says Makhmaltchi, "and every year we like to introduce something fun and different to connect with our partners and supporters in an unexpected way."

This isn't the first time that JMAK packed up a Winnebago to reach partners on the road. In 2020, the company introduced the MAK.MOBILE during a time when social distancing was the norm, agency offices were closed and advisors were all working from home. The

innovative idea had Makhmaltchi visiting the driveways of advisors who were often feeling disconnected from the business and their colleagues.

The result of his efforts, and socially distanced coffees along driveways up and down the east coast, not only brightened spirits, but gave partners hope and a bit of human connection they were all craving at that time.

Since many advisors continue to work from home, as Makhmaltchi does, this new initiative is meant to continue the ethos of real connection with partners. The MINI.MAK is outfitted with a seating area, desk space, wifi and a bathroom –the ideal mobile office. And it has already traveled to J.MAK partner hotels **Troutbeck** in the Hudson Valley, **Belden House & Mews** in Litchfield, Conn., **Prospect Berkshires** in Ergemont, Mass., and to travel advisors in Westchester and Connecticut.

“Spreadsheets and presentations are so boring,” says Makhmaltchi. “This is a relationship business. At the end of the day, it’s about connecting with people and supporting each other and growing our businesses together.”

In the coming months, the MINI.MAK will travel to J.MAK partners **The Newbury Boston**, **Chatham Bars Inn** on Cape Cod, **Harbor View Hotel** on Martha’s Vineyard, and **The Lake House on Canandaigua** in New York’s Finger Lakes region.

Follow along on the MINI.MAK journey at @jmakhospitality on [Instagram](#) and [Facebook](#).



Above: Jon “J.MAK” Makhmaltchi visiting partner hotel Prospect Berkshires and travel advisors Rene Prasad of Grand Explorations Travel (left) and Lucy Beck of Elli Travel (center) along with her husband. J.MAK HOSPITALITY partner logos liven up the exterior of the van (right).

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#### About J.MAK HOSPITALITY

J.MAK Hospitality ([www.jmak.com](http://www.jmak.com)) works alongside leading luxury hotels and residences, destination experts and travel services around the world to connect them with key travel agency partners and broader audiences who will impact their businesses and drive awareness. J.MAK focuses on hospitality brands with personality, helping each client articulate its individual flair, in order to relax, feel

confident and authentically stand out. J.MAK harnesses its network to build relationships through in-person and virtual connection, as well as hefty marketing and social media engagement. J.MAK HOSPITALITY is made up of passionate, experienced luxury travel experts disrupting the industry norm.