

# Want a Winning Sales & Marketing Plan? It's easier than you think...



Real creativity

The Vincent, Southport



Great industry contacts

Grand Jersey, St Helier



A strong track record

Headlam Hall,  
County Durham



Knowledge of the area

The Chester  
Grosvenor & Spa



Award-winning campaigns

Rothay Garden Hotel,  
Grasmere



A passion for the industry

The Royal Horseguards,  
London

Too many hotels are working today without a proper, well thought-through Marketing Plan - and so they miss all sorts of sales and marketing opportunities. But there is a solution: The Tourism Business not only provides marketing support to quality independent hotels throughout Britain, but does so in a unique, structured way. Clients benefit from having a Winning Marketing Plan or a full Marketing Review, one that is tailored to your local market, is designed to beat your competition, and is target-driven, working in line with your business levels and demands.

The Tourism Business is ideally placed to help hotels like yours win the competitive battle and increase profits. The company's strategic approach and 25 years of hotel marketing experience has led to it being retained by hotels like The Royal Horseguards (London), Grand Jersey (Jersey), Brooklands (Surrey), Rothay Garden (Grasmere) and the Vincent (Southport). And the marketing campaigns produced on behalf of the hotels are nationally recognised, with clients having won no less than three UK Hotel Marketing Awards in the last few years.

Now The Tourism Business is keen to help even more hotels with their marketing strategy and plans. Following a tried and tested path, we can work with you or your advisers over a short period of time to develop your Marketing Plan for the next financial year. As with all clients, you will enjoy exclusivity within your area, and you'll gain a new and invaluable member of your team - combined with years of experience with fine independent hotels, and groups like Best Western, Choice Hotels, Forte and Holiday Inn.

Why not give us a call soon and see how soon you can have a genuine Winning Marketing Plan.

## Where you're heading...

- Business Trends which will affect you soon
- The right Target Markets and how to attract new ones
- Image, Positioning and your Corporate Identity
- Pricing/revenue for all market segments
- Off-Peak Marketing Strategies to combat seasonality
- 50 ways to generate short lead-time business
- Better Evaluation so you don't waste your marketing budgets

## How you're going to get there...

- A Winning Website & great Search Engine Optimisation
- Packages, PR and Promotions
- Media Advertising - social and offline - that really works
- CRM, Database Marketing and e-Marketing
- Choosing the right Hotel Consortia and short break operators
- Better Corporate Sales & working more effectively with Agencies
- Weddings, F&B and Exclusive-use markets



Target-driven

Salford Hall,  
nr Stratford-upon-Avon

*"Thank you for all your hard work and support during the pre and post opening of the hotel, your experience has been invaluable"* General Manager, 4-star, 120 room new-build hotel, southern England

*"Thank-you again for all your help so far....could not have done it without you"* General Manager, 60 room luxury boutique hotel, NW coastal resort

*"Thank you for your very comprehensive report. It was most useful, and a way forward has now been discovered....many thanks for your assistance"* Recoveries Officer, Barclays Bank

*"The report was excellent"* Executive Director, UK Hotels, major British-based hotel group



Part of the team

Cottage in the Wood,  
Malvern Wells

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