

Your bridge to the UK market



Real creativity

Corporate hotels & conference centres



A strong track record

Country houses & golf resorts

An Overseas Representation package for the UK that you *can* afford

The Tourism Business is a leading PR and trade representation company based in the United Kingdom. It provides support to international hotels and resorts with which want to get more business from the UK market.

The company is run by Managing Director Martin Evans, who has 25 years' experience in senior sales and marketing roles in the hotel and travel industry. Martin is supported by a team of 15 other experienced sales and marketing personnel.

Formerly with Trusthouse Forte Hotels and Best Western Hotels, Martin has built The Tourism Business up in the UK to be one of the country's leading hotel marketing and PR agencies. The Tourism Business is now expanding internationally with the aim of representing just one leading hotel in each key region for UK-outbound travellers.

The Tourism Business's hands-on approach and proven delivery of results has led to it being retained by four and five star hotels in the UK for many years now, and clients have included The Royal Horseguards Hotel in London, The Chester Grosvenor & Spa in North West England, and Grand Jersey in the Channel Islands, all excellent 5-star international hotels.

Why not call or email us soon and we'll be happy to tailor a no-obligation proposal to your business. And if you do decide to appoint us, you'll be in good company!



Award-winning campaigns

Destination hotels & spa's



Great industry contacts

Capital city hotels & apartments

Hotel Sales Representation

- Knowledgeable Sales & Marketing Planning for the UK market
- Travel Trade Sales calls by 'phone and in person to UK agents and tour operators
- Group sales including societies, associations and special interest groups
- Meetings, Conference, Incentives & Events (MICE) sales to agents and top corporates
- Exhibition representation at all key UK exhibitions and trade shows
- Route Marketing on key airline routes to your region
- Includes sales databases for all key segments
- Optional UK Internet Marketing and Search Engine Optimisation
- Optional channel distribution of your hotel product to the UK's major online booking agencies

PR Representation & Media Campaigns

- Pro-active consumer and business PR campaigns to UK and Irish media
- PR, Promotions and generating media coverage in UK newspapers, magazines and online
- Creation of UK Press Packs, business profiles, photo-files and press releases
- Targeted Press Familiarisation Visits, including airline liaison
- Competitions and Reader Offers
- Includes Press Cuttings from all UK media
- Uses Cision, the leading UK online media database, with 20,000 personal email contacts
- Subscription on your behalf to TravMedia daily alert to 6,000 travel journalists
- Strong contacts in the British Guild of Travel Writers and other freelancers

Contact:



THE
TOURISM BUSINESS

HOSPITALITY • TRAVEL • LEISURE

Minster View, P.O Box 400, York YO10 3YB

Tel. + 44 (0) 1904 438100 Fax. + 44 (0) 1904 438200

E-mail: martin@thetourismbusiness.com www.thetourismbusiness.com

Member:

