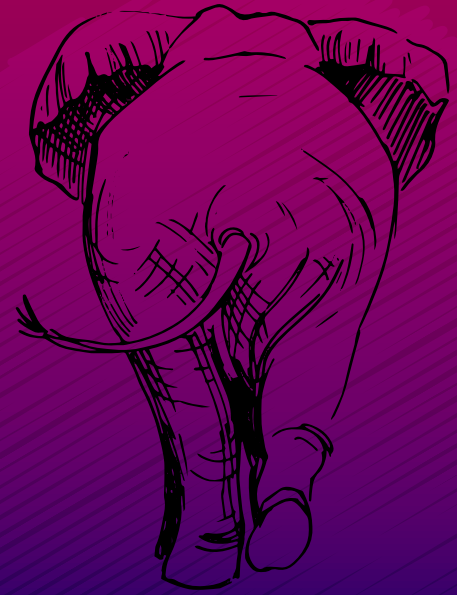


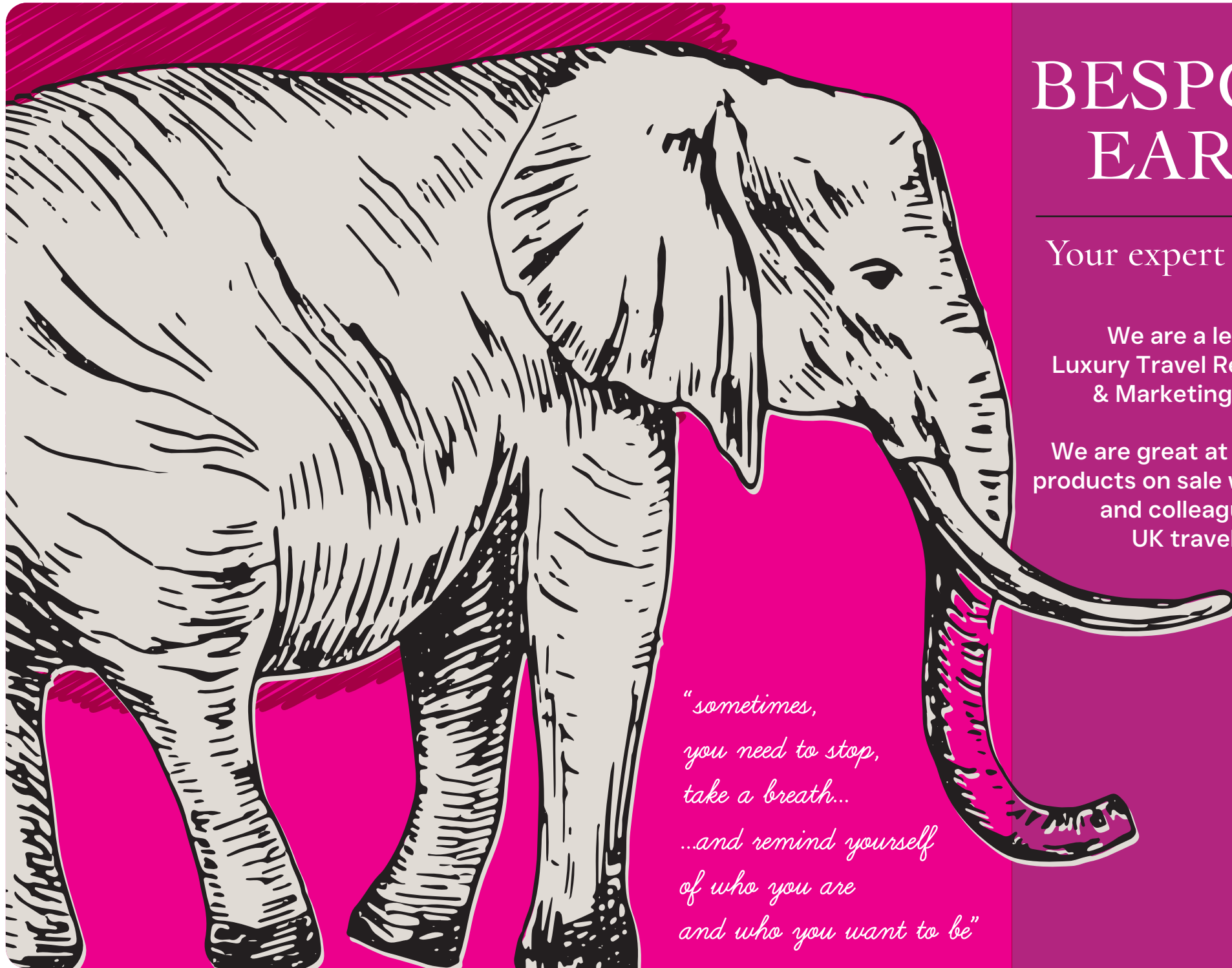


*"a winner is a  
dreamer who  
never gives up"*



**BESPOKE EARTH**

Your expert in the UK



# BESPOKE EARTH

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Your expert in the UK

We are a leading UK  
Luxury Travel Representation  
& Marketing company.

We are great at getting lovely  
products on sale with our friends  
and colleagues in the  
UK travel trade.

*"sometimes,  
you need to stop,  
take a breath...  
...and remind yourself  
of who you are  
and who you want to be"*



We are 'Story Tellers,  
empowering our travel  
industry partners to  
become Story Sellers'



## BESPOKE EARTH

Your expert in the UK

Sheena has been working in luxury representation for over 17 years. From beginning at the front line in a large London travel agencies before entering into tour operations as a key buyer and Product Manager for Africa, Indian Ocean, India and Middle East, to running the ultra-luxury programme for a leading UK tour operator, and finally into luxury marketing and representation. Sheena is both respected and well known in UK luxury trade circles and beyond. From rate to brand placement, with extensive knowledge of destination, UK market and product we are confident we will ensure your product stays one step ahead of the competition.

The team – Emma, Gillian and Julie all have extensive knowledge of the UK travel industry and our destinations of expertise.

*"Surround yourself with people who only lift you higher"*

# The Bespoke Earth Approach

We will operate as a seamless extension of you, by applying a bespoke, proactive and personalised approach to your sales drive. Utilising our years of experience and established global contacts in the luxury hospitality industry, our approach is passionate and dedicated in style, consistently delivering solid, tangible results, increased sales and, most importantly, a deep understanding and awareness of the brand and guests experience that you will offer.

Our previous experience spans travel agencies, tour operators, tourism bodies, airlines, luxury concierge and HNW sales. Our methods are proven and our operation and work, well respected. Our trade partners believe in the products we represent and, more importantly, trust us. We understand the challenges both they and you face and are able to work this to our client's advantage.



Our relationships are underpinned with continual contact, face-to-face training, strategy meetings and joint marketing/brand partnerships.



Through mutual respect, we achieve results that benefit all & exceed expectations throughout the booking chain, from client, agent, operator, to our partner properties, resulting in an enhanced client experience and high repeat booking loyalty. We nurture our business through professional business friendships



On behalf of our clients, we are seasoned attendees of luxury & specialist shows: Experience Africa, Our Africa Travel, ILTM Cannes & Asia, PURE, We Are Africa, Connections Luxury, WTM, Indaba, ITB and more.



We are happy to guide our partners and their teams, or attend on your behalf, to ensure your properties are included in the most suitable events and shows. We seek out the very best buyer appointments that will build longstanding partnerships, maximising your investment. We are also working with Aspire – again demonstrating our luxury commitment to the UK trade.



We are connected globally and currently work alongside and can recommend or (as we have in the past) manage other regional sales teams in key markets, removing the pressure of communication from your team.

*"We can now destroy  
or cherish our planet  
– the choice is ours"*



## BESPOKE EARTH

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# Our Objectives

Fully understand the objectives for the UK from your team.

Translate these objectives and develop a considered sales strategy with a clear to measure our ROI.

'Get beneath the skin' of the product, allowing us to interpret and convey the passion and truly immersive guest experience to be had – stories make us memorable.

Build excitement & intrigue within the UK trade – tell your story.

Bring the personalities, history & who 'we are' to life.

Identify and introduce operators & agents to you and ensure their clients quotes/proposals and travel itineraries are used as their primary or at least secondary DMC.

Establish a marketing budget & targeted with you for activities throughout the UK market.

Have a unified and clear brand message shared across all teams and markets.

# Our Deliverables

Ensure a detailed knowledge of all properties, the destination and the USP's of each property to ensure ease of sales.

Establish a campaign calendar creating interest through social media, newsletters & trade communication – teasers.

Spread the story, intimate knowledge of the property, the philosophy and the 'story' through dedicated newsletter, 121 meetings, presenting, marketing, website and brochure features, trade shows, fam trips & trade stays.

Understand the rates, offers & contract. Consult and recommend where necessary, offers and incentives with proven trade partners and previous/existing success stories.

Work with your team, closing the circle of communication and relationships between all parties, their partners in the UK – making introductions where needed.

Build & populate the Bespoke Earth TRADE ROOM with factsheets, brochures, images – give the trade access instantly to all they need to sell.

Create a UK sales presentation for automated presentation, inclusion in our luxury presentation book inclusion in our bookmark give away feature.

Develop a targeted luxury sellers partnership list.

Work closely with the PR team to provide relevant trade coverage.



## BESPOKE EARTH

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# Our Services

## Training

Frequent travel trade training and event attendance within the UK, Ireland & Channel Islands

## Product

Negotiation of product exposure through brochure features (barter &/or budget management)

## Development

Negotiation & development of joint marketing activity with our Tour Operators and Agencies

## Events

International trade event attendance when required eg. ILTM, PURE, WAA...

## Sales Calls

Escorted &/or prearranged trade sales calls for supplier principles/staff

## PR Agency

Co-ordinated PR services with our recommended partner PR agencies

## Reports

Fully detailed and tailored activity reports bi-monthly (6 per year)

## Social Media

Product exposure through our dedicated social media channels

## Rate Setting

Consultation & guidance on rate setting, competitor analysis and targeted strategic offers

## Trends

Reporting on market trends, relevant news & regional activities

## Brochures

Brochure writing, image distribution & sign off

## Negotiation

Joint marketing agreement, negotiation and management

## Collaboration

Collaboration with tourist boards and local DMC's (enhanced sales cycle)

## Inspections

Co-ordination & introduction for trade site inspections & stays

## VIP

VIP & special case booking liaison between trade and partners & reservations

## CRM

We utilize a bespoke dynamic CRM to maximise engagement & efficiency

## Distribution

Mailing & distribution of your branded material, fact sheets, brochures & rates



*"A strong woman looks a challenge  
in the eye and gives it a wink"*



# BESPOKE EARTH

Your expert in the UK

Sheena Dovey

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