

# ACHIEVING MARKET GROWTH

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Leisure Hotels  
UK & Northern Europe  
2022



INTELLIGENT  
TRAVEL  
SOLUTIONS

# WHO WE ARE

Established in 2016, we work with leisure hotels and tourism businesses to give them the strength to prosper and thrive in a tourist industry increasingly dominated by large integrated groups.

We combine experience and best in class practices from tour operating, commercial management, yield management, marketing and local market knowledge with your teams' knowledge to help grow your business' revenues.

We will develop with you cost-effective marketing & sales strategies designed to deliver the customer demographics and revenue targets for your business. Our strategies are based on proven market understanding achieved with Europe's leading tour operators and airlines.

We have expert staff covering the UK, Ireland, Belgium, Holland, France and Scandinavia to help give your sales and marketing efforts extra reach, cost-effectively.



# WHAT WE DO

Our work can be split into 3 areas, which allows our partners to choose the level of involvement best for them.

1. Distribution strategies in source markets
2. Yield liaison strategies
3. Joint-marketing & promotion strategies in source markets

Our strategies will grow your revenues and sales in our source markets.

Our mutual success is built on strong and open relationships with all our partners and a recognition that the customer is at the centre of our industry.

# B2B DISTRIBUTION STRATEGY



# YIELD LIAISON STRATEGIES

With our in-depth understanding of hotel yield, aviation yield and tour operator demand cycles, we are **uniquely positioned** to work closely with your team to build on **yield insights** to develop unique, cost-effective, sales strategies that drive increased revenues.

Revenue insights from your in-house team allow us to build promotional strategies that will tie in with the strategic goals of key tour operator (T.O.) partners.

We will work strategically to distribute relevant commercial messages in tandem with promotional activity to achieve mutually beneficial results for the hotel and our travel industry partners.

# JOINT-MARKETING STRATEGIES

By building on our distribution networks, we work with the marketing teams of tour operators and large travel agency chains to build bespoke, value for money campaigns.

We deliver meaningful volumes and quantifiable results to social media, digital marketing and other marketing campaigns for your business.

We ensure all marketing activity has a budgeted cost of sale and an accountable ROI.

Examples of partner marketing strategies have seen investments of 4,000€ deliver sales in excess of 90,000€.

It can often be more cost-effective to utilise the resources and reach of your distribution partners when selling independent hotels.

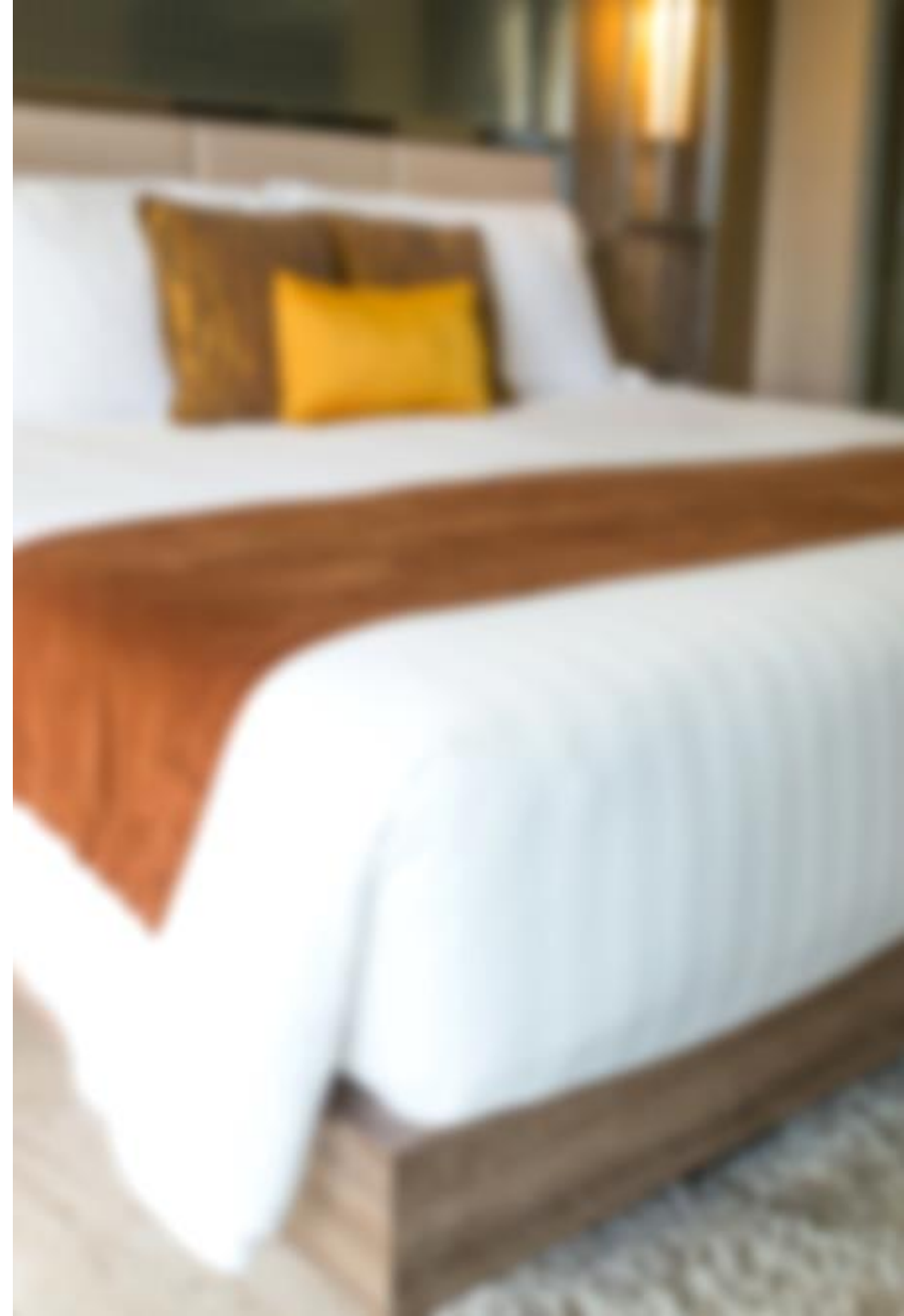
# PREVIOUS EXPERIENCE

Working with Inova Hospitality Management of Greece, our work was peer-reviewed and recognised in the 2018 International Travel & Tourism Awards at WTM London as one of the **world's best tourism marketing agencies**.

Our Inova partner hotels generally achieved **+30% ADR** compared to their competitors after 3 years of working with us.

Past business development has seen 4 of our partner's sales increase such that they are now in the **top 10 selling hotels** in the UK for their leisure destination.

When a collection of 5\* hotels in Greece decided to increase their profile in the UK, our strategies increased revenues by 7% and drove over **£300k of new business** into an off-plan new property before COVID struck.



# ITS AND YOU

We can add value to your leisure hotels by –

- Offering you effective distribution & marketing strategies in the UK & Northern European markets
- Apply our knowledge of proven marketing and sales promotion techniques to allow accurate budget development and revenue forecasting
- Deliver cost-effective revenue growth strategies by developing value-added promotional strategies with key distribution partners
- Providing you with market insights and actionable strategies from our meetings with tour operators and attendance at regional travel shows





# ITS AND YOU

Our ideal partner hotels would be –

- In the leisure / beach sector
- In destinations where tour operators / OTAs are a large percentage of the market
- Have at least 100 keys
- At least 4\* standards in rooms, facilities and services
- New builds or renovations / re-launches are always a great opportunity

From our work with Greek hotels, most tour operators now have at least one, if not more, of our client hotels in their top 10 selling hotels in Greece.

We would welcome the chance to do the same for your leisure hotels.



# INTELLIGENT TRAVEL SOLUTIONS

The world of tourism has changed

Our experience and personal networks will help your business succeed in these challenging times

*Steve Stewart*

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