

Can't afford a dedicated Hotel Marketing Manager? Think again!



Real creativity

The Vincent, Southport



Great industry contacts

Grand Jersey, St Helier



A strong track record

Headlam Hall, County Durham

The Tourism Business provides marketing support to quality independent hotels throughout Britain. As an owner-managed business located in York, The Tourism Business is ideally placed to help hotels like yours win the competitive battle and increase profits.

The company's hands-on approach and proven delivery of results has led to it being retained by hotels like Rothay Garden, Grasmere and Headlam Hall, County Durham, for more than five years each. And the marketing campaigns produced on behalf of hotels we work for are nationally recognised, with The Tourism Business's clients having won no less than three UK Hotel Marketing Awards in the last few years.

Now The Tourism Business is expanding to take on a limited number of new hotel clients in key areas across England, Scotland, Wales and Ireland. As with all our clients, you will enjoy exclusivity within your area, and you'll have access to tried and tested marketing methods, PR resources and travel trade/buyer databases which will help increase your hotel's awareness - and your business levels.

Why not give us a call soon and discuss how we can help you with your marketing.



Knowledge of the area

The Chester Grosvenor & Spa



Award-winning campaigns

Rothay Garden Hotel, Grasmere



A passion for the industry

The Royal Horseguards, London

Hotel Marketing...

- 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
- A Winning Website & great Search Engine Optimisation
- Media Advertising - social and offline - that really works
- CRM, Database Marketing and e-Marketing

Hotel Sales & PR...

- Creating Leisure & Corporate Packages that will really sell
- Choosing the right Hotel Consortium/Franchise
- PR, Promotions and generating more Media coverage
- Discounting at the right time, "flash sales" and online voucher promotions
- Working with OTA/online travel agents and short break operators
- Better Corporate Sales & working with Agencies
- Sales & PR in Overseas Markets
- In-House Sales & Marketing that will work for you



Target-driven

Salford Hall, nr Stratford-upon-Avon

"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 all your efforts" MD, five-star, 85 room international hotel, heritage city

"I am really pleased with both the new image and all the marketing you have done so far. It is great that you will be able to continue working with us - you have given us so much good marketing support" Owner, 25-room historic inn, Surrey

"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



Part of the team

Cottage in the Wood, Malvern Wells

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