

CLEAR TOOLBOX

Fully customized, effective **travel industry solutions** that work for your individual needs.



**Tour Operator
Account Management**



**Contracting & Issuing of
Tactical Offers**



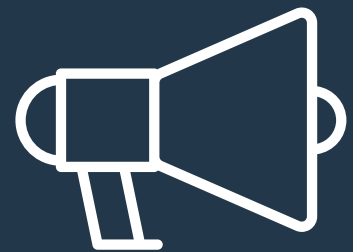
**Product
Training**



**Fam
Trips**



**Appreciation
Events**



**Maximising Market
Presence**

CLEARMARKETING



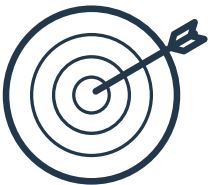
Tour Operator Account Management

With our Little Black Book of who's who in the industry, we are proud of the solid relationships that we have with the key UK Tour Operators. We know Product Managers from ultra-luxury operators, through to airline owned and mainstream operators as well as boutique, specialist and niche operators. We can provide recommendations on partners you should be working with and will be your UK based key contact for the trade. We are continually active in pursuing new partnership and sales opportunities.



Contracting & Issuing of Tactical Offers

Our team possess adept commercial awareness and are on hand to assist with discussions around setting your European market rates. We can draft and issue your UK market contracts using your own template or ours. We can recommend tactical offers that will work in the marketplace and suggesting strong campaigns to maximise sales and revenue. We conduct regular price comparisons and competitor analysis to ensure that you are positioned correctly within the comp set.



Product Training

Education is key to sales. We are able to secure training slots with the major Tour Operators to directly influence and educate their sales teams. We can present your PowerPoint presentations and videos via webinars and/or inhouse training as well as regularly include you in our own social media posts. Virtual training continues to be the preferred method for our partners, prove extremely effective and also save money on travel costs and expenses. We have invested in webinar technology which allows us to deliver your presentation on your behalf, or you can log-in and present live from resort.



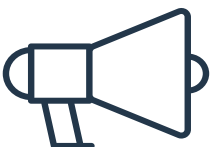
Fam Trips

The opportunity to experience your product first-hand gives the travel trade the knowledge and passion to be able to better sell. Once they experience the hotel product and enticing experiences that the destination has to offer, they are far more likely to become patriots of the product. We can coordinate, host and offer itinerary suggestions that are both immersive and educational. We ensure that guests are carefully hand-selected and that your resort/destination is professionally showcased to make as impactful as possible.



Appreciation Events

More and more, our clients want to reward those who sell the product well. Our Appreciation Events are an excellent way to network with your top sellers in a relaxed, entertaining atmosphere which ensures the focus is on you entirely. We organize your exclusive event at a "wow" venue within your budget and personally invite those most valuable agents to recognise and reward their loyalty. We can organise similar events for prospects to get to know them, present to during the course of the evening and make a great impression.



Maximising Market Precense

Content is our resorts' Real Estate, so we know how important it is for you to have accurate and appealing content. We can provide a copywriting service, writing advertorials and press releases and as standard we suggest amends and improvements for brochure pages, web copy and content used in tour operator marketing.
