



Travel Marketing Worldwide (TMW) provides travel industry representation and services to boutique hotels, lodges, resorts and in-country operators around the world. At TMW, we approach representation a little differently. As your representative in the North American market, we don't simply push brochures to any travel agent who will listen. Rather, we've created a rock-solid database of travel agents and tour operators who are actively selling travel to your destination, and through these relationships have captured nearly 100% of your most important producers of travel from North America.

You'll find outstanding value from our marketing and representation services through our "portfolio" approach. We develop an annual marketing plan that meets your needs, yet ensure the costs are shared among all members of our non-competitive portfolio which creates a significant value.

***We understand that your marketing and sales budget is limited and are dedicated to offering focused services that will work the hardest for you and generate real results.***

The U.S. market is daunting. We get that. But as one of the world's largest markets in outbound leisure travel, it's one that you simply can not ignore. Assessed at \$2.4 trillion and 64 million outbound trips annually, the U.S. market is the second largest market for outbound leisure travel. Further underscoring the importance of having a strategic marketing plan targeting the U.S. market in place today, a variety of 2011 travel trend reports are forecasting between 4% and 5% growth in 2011 from the leisure travel marketplace.

For the price of only a few bed nights per month, we become your eyes and ears on the ground in the U.S. We get your product in front of top producing travel agents and tour operators. The U.S. market will become a consistent source of business for you.

***Travel Marketing Worldwide helps international boutique properties and experiential tour operators successfully do business with travel agents and tour operators in the U.S. market. Our three step process includes;***

**Step #1: Product Positioning:** Knowing the U.S. market inside and out, we pride ourselves on having our collective finger truly on the pulse of the upscale, active, adventure and specialty travel and hospitality sector. First, we help position your product for success in the market by identifying what unique value you have to offer the U.S. travel trade.

**Step #2: Travel Trade Training:** Getting your product in front of operators who can and will sell it, and developing these relationships on your behalf is the next important step. We conduct in-person meetings, phone and webinar meetings, sales and trade events.

**Step #3: Sales and Promotion:** Once the product has been introduced we follow up the entire sales process, stay in constant contact with your key partners for the long term and work hard to maintain these important relationships for you as bookings start to come in. We lead the industry when it comes to harnessing social media, public relations and online technology and tools to maintain effective and efficient ongoing communications with the travel trade.



***We are working hard every day to drive sales on behalf of our clients. Here are some of our recent successes:***

- Effective utilization of *webinar technology* to increase number of product trainings (getting our clients products in front of key sellers of travel) by over 60%.
- Implementation of *tour operator FAM trip* that resulted in 3 new tour operator accounts generating long term business averaging about \$90,000 annually for African tour operator.
- Utilized conservation story to assist in launching new Mozambican safari property, generating relationships with *30 boutique safari companies* over the course of 12 months as well as generating *high-profile consumer media coverage*, including National Geographic Travelers "Trip of a Lifetime.
- Generated support from U.S. operators considered "*thought leaders*" by their peers for a new Tanzanian property by focusing on *15 key operators* and executing in-depth product trainings, sales and marketing support prior to mass market launch.

*"Travel Marketing Worldwide has been representing Heritage Hotels in the North American market since 2006. Since engaging The Travel Marketing Worldwide our business from North America -- despite the challenges we have had in Kenya -- has been steadily growing and is now our biggest source market for our safari business. Sarah Fazendin and her team provide a personal, innovative and very professional approach to business and have been the main reason for our success in this very important market."- George Kariuki, Director of Sales and Marketing, Heritage Hotels, Kenya*

***Please contact us to discuss if your product is the right fit for Travel Marketing Worldwide.***

***Travel Marketing Worldwide...passionately committed to building the bridges that build business.  
www.travelmarketingworldwide.com : info@travelmarketingworldwide.com***

