

FERRCONN

ESTRATEGIAS EXITOSAS PARA TURISMO & HOSPITALIDAD

SALES DEPLOYMENT



INSPIRATION VERTICALS



PRODUCT



SERVICE



LIFESTYLE



GASTRONOMY



COMMUNITY

DIRECT CONSUMER

B2C strategies refer to the direct relationship between the hospitality business and the individual consumer.

DIRECT CONSUMER

TECHNOLOGY

- Web platform that increases conversion
- Web platform to sync brand information across publishers
- Search schema implementation and metasearch
- Social (local measure, social listening, comp set)
- STR Reports and metrics

ADVERTISING

- Display & Search (Google, Quantcast, Sojern, Adara, etc)
- Programmatic & retargeting

LIFESTYLE

- Seasonal campaigns
- Tourism board marketing
- Luxury getaways
- Product offers
- Client group offers (couples, singles, families, LGBT)

DISTRIBUTION

- Offer distribution (AAA, Airlines, Trip Advisor, F&F)
- Newsletters
- Email marketing, SMS
- Credit cards
- Airline reward opportunities



KEY CONSUMPTION CENTERS

<p>TRAVEL & LIFESTYLE</p> <p>AFAR Robb Report</p> <p>Condé Nast Traveler USA TODAY</p> <p>TRAVEL+ LEISURE <i>elite traveler</i> THE GLOBE AND MAIL</p> <p>DEPARTURES</p> <p>The New York Times</p> <p>THE WALL STREET JOURNAL.</p>	<p>WOMEN'S & MEN'S INTEREST</p> <p>W GO VANITY FAIR</p> <p>VOGUE ELLE</p> <p>TOWN&COUNTRY</p> <p>BAZAAR WWD</p> <p>Esquire</p> <p>ELLE GOOD HOUSEKEEPING</p>	<p>POP CULTURE</p> <p>People Us</p> <p>SPECTRUM NEWS NY</p> <p>TODAY GOOD MORNING AMERICA</p> <p>ACCESS/★</p> <p>CNBC THE early show</p>	<p>BRIDAL & HONEYMOON</p> <p>MARSHA STEWART weddings</p> <p>BRIDAL GUIDE</p> <p>BRIDES</p> <p><i>the knot</i></p> <p>INSIDE weddings</p>
<p>CULINARY & DESIGN</p> <p>dwell bon appétit <small>FOOD + CULTURE</small></p> <p>FOOD&WINE</p> <p>Wallpaper* DUJOUR</p> <p>ELLE DECOR</p> <p>delish EATER</p> <p>INTERIOR DESIGN AD ARCHITECTURAL DIGEST</p>	<p>BUSINESS</p> <p>yahoo! finance</p> <p>FAST COMPANY</p> <p>cheddar CNN BUSINESS</p> <p>FORTUNE</p> <p>Forbes BUSINESS INSIDER</p> <p>QuickTake by Bloomberg</p>	<p>TRAVEL TRADE</p> <p>TRAVEL WEEKLY PhocusWire</p> <p>TRAVEL PULSE LODGING</p> <p>HOTELS PASSION FOR HOSPITALITY</p> <p>Hotel Business</p> <p>LUXURY TRAVEL ADVISOR Skift.</p> <p>hospitalitynet</p> <p>HV HOTEL MANAGEMENT</p>	<p>FAMILY</p> <p>WHEREVER FAMILY</p> <p>Parents Scary Mommy</p> <p>romper</p> <p>Family Vacationist EST. 2020</p> <p>tinybeans</p>

ONLINE PARTNERS

(OTAs) - Online travel agencies

OTA's are online companies where travelers can book hotels, flights, car hire, or even entire vacation packages.

ONLINE PARTNERS

TECHNOLOGY

- Dynamic connectivity

ADVERTISING

- Visibility booster
- Newsletters
- Secret deals
- Bidding strategy
- Overnight sales
- Mobile strategies
- Sponsor placement

LIFESTYLE

- Genius
- VIP

DISTRIBUTION

- Affiliates
- Bundle and net offers



TRAVEL COMPANIES

Travel management companies are considered “CONSORTIAS”. And are groups of independent travel agencies that come together under one umbrella.

TRAVEL COMPANIES

TECHNOLOGY

- Connectivity and contracts
- Rate parity

ADVERTISING

- Family concessions
- Suite incentive
- Early booking bonus
- SEM, SEO, programmatic
- Webinars
- Online directory listing with up to 3 or more photos
- Highlighted strategy on printed directories
- Last room availability guarantee

LIFESTYLE

- Trade shows
- FAM trips

DISTRIBUTION

- Newsletters
- Campaign distribution
- GDS (prominent GDS display with 4 GDS)
- Agency distribution



BUSSINES TO BUSINESS

B2B - Business-to-Business, is a model wherein a company or business deals directly with another organization to provide travel services.

B2B

TECHNOLOGY

- API Integration
- Rate parity

ADVERTISING

- Branded specific offers and campaigns
- Added value offers
- Loyalty points (brand and third-party offers)
- Incentive commission plan
- Spotlights, hero & landing page participation
- Air credit campaigns
- Golf platform advertising

LIFESTYLE

- F&F Offers
- Incentive commission plan
- 2 events a year
- FAM Trips and site inspections

DISTRIBUTION

- Trade show participation
- Hot sale participations
- Visa Infinity
- B2B Social media
- Brochure content & “On tour” and magazine advertorial
- Travel agent distribution (+40k agencies)



MICE

MICE is an acronym for Meetings, Incentives, Conferences, and Exhibitions. SMERF is an acronym for Social, Military, Educational, Religious, and Fraternal groups. The group segment on average represents 30% - 40% mix

MICE

TECHNOLOGY

- Smart group integrations
- Streaming solutions
- High-tech conference spaces
- Web applications (Cvent, Teneo, Social Tables)

ADVERTISING

- Competitive ads, marque ads
- Diamond plus, suggested ads
- Four diamond listing
- RFP reporting
- GSO virtual events
- SEM, SEO
- Hashtag and social media campaigns
- Streaming
- Event guidebooks

LIFESTYLE

- Trade shows
- Meeting planner's sites

DISTRIBUTION

- Email communication
- Meeting planners offer
- Association and Concession distribution
- MICE campaigns
- Surveys



SMERF

TECHNOLOGY

- 360 Meeting area videos
- Conference spaces
- Personalized website
- Web applications (Cvent, Teneo, Social Tables)

ADVERTISING

- Wedding events
- Civic and professional organizations memberships
- Charity events participation
- Holiday celebration ads
- Interest group presence
- Sports team advertising

LIFESTYLE

- Trade shows
- Meeting planner's sites

DISTRIBUTION

- Email communication
- Meeting planners offer
- Association and Concession distribution
- MICE campaigns
- Surveys



WEDDING

A full-service destination wedding. From custom wedding products and program creation to lead generation, sales, and fulfillment.

Services include:

- Real time event availability
- Hot leads and instant engagement
- Event confirmation
- Leads and conversions
- Wedding product and services
- Contracts and invoices
- Payment processing
- Centralized client communication
- Website
- Licensed sales software
- Training
- On going support



BDM'S

BDM is an acronym for Business Development Manager. A BDM is responsible for the growth of a specific territory. They work with their sales team to develop mutually beneficial proposals, negotiate contract terms and communicate effectively with stakeholders.

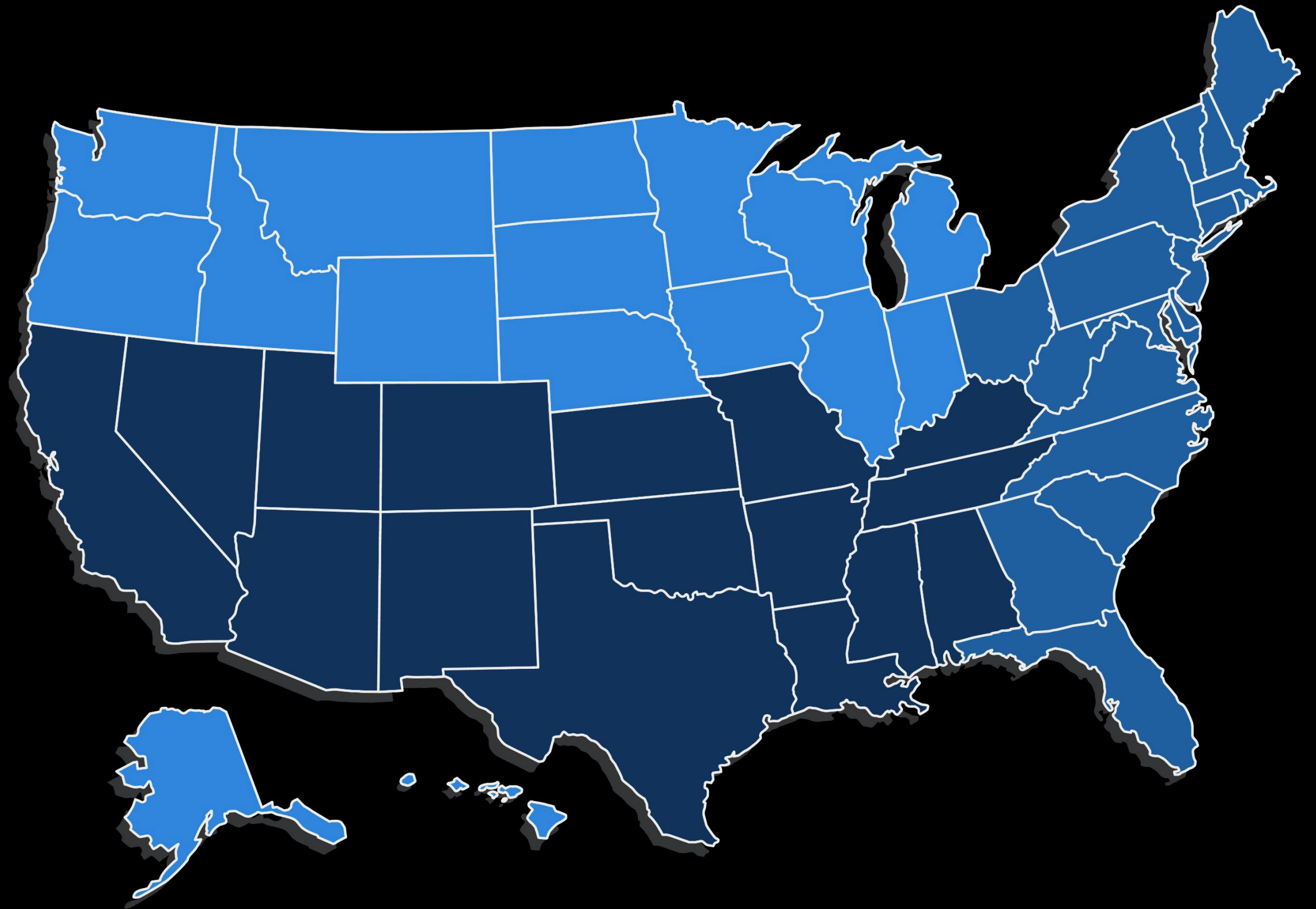
BDM'S

SALES REPRESENTATION

- Trade show participation
- Webinars
- Agency visits
- Events
- Tradeshow representation

TERRITORIES

- East Coast
- Midwest & Northwest
- South & Southwest



SOUTH &
SOUTHWEST

EAST COAST

MIDWEST &
NORTHWEST

INDUSTRY EVENTS

REPRESENTATION WORLDWIDE

Sales representation for the following categories:

- Consortias
- Tour Operators
- Travel Agencies
- MICE Segment
- Consumer Face
- Media Events
- Corporate Events
- Lunch & Learn
- Webinars
- Business client on-site visits



ARE YOU LOOKING TO INCREASE YOUR SALES?



SILVIA.FERRER@FERRCONN.COM
FLORIAN.CONNERT@FERRCONN.COM



www.FERRCONN.com



NEW YORK CITY
CANCÚN, MÉXICO