



# FERRCOM

BESPOKE STRATEGIES FOR TOURISM & HOSPITALITY



# SALES DEPLOYMENT





# INSPIRATION<sub>VERTICALS</sub>



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 &amp; LIFESTYLE</p> <p>AFAR Robb Report</p> <p>Condé Nast <b>Traveler</b>  <b>USA TODAY</b></p> <p>TRAVEL+LEISURE</p> <p><i>elite traveler</i></p> <p>DEPARTURES</p> <p>The New York Times</p> <p>THE WALL STREET JOURNAL.</p> <p></p> | <p>WOMEN'S &amp; MEN'S INTEREST</p> <p><b>W</b> <b>GO</b> VANITY FAIR</p> <p>VOGUE ELLE</p> <p><b>TOWN&amp;COUNTRY</b></p> <p>BAZAAR <b>WWD</b></p> <p><b>Esquire</b></p> <p>ELLE <b>GOOD HOUSEKEEPING</b></p>  | <p>POP CULTURE</p> <p><b>People</b> <b>Us</b> <small>WEEKLY</small></p> <p><b>SPECTRUM NEWS</b> <b>NY 1</b></p> <p> <b>TODAY</b>  <b>GOOD MORNING AMERICA</b></p> <p><b>ACCESS/★</b></p> <p> <b>CNBC</b> <b>THE early show</b></p>                   | <p>BRIDAL &amp; HONEYMOON</p> <p><small>MARTHA STEWART</small> <b>weddings</b></p> <p>BRIDAL GUIDE</p> <p>BRIDES</p> <p><i>the knot</i></p> <p><b>INSIDE</b> <small>weddings</small></p>   |
| <p>CULINARY &amp; DESIGN</p> <p><b>dwell</b> <b>bon appétit</b> <small>FOOD + CULTURE</small></p> <p><b>FOOD&amp;WINE</b></p> <p>Wallpaper* <b>ELLE DECOR</b> <b>DUJOUR</b></p> <p><b>delish</b> <b>EATER</b></p> <p>INTERIOR DESIGN <b>AD</b> <small>ARCHITECTURAL DIGEST</small></p>   | <p>BUSINESS</p> <p><b>yahoo!</b> <b>finance</b></p> <p><b>FAST COMPANY</b></p> <p> <b>cheddar</b> <b>CNN BUSINESS</b></p> <p><b>FORTUNE</b></p> <p><b>Forbes</b> <b>BUSINESS INSIDER</b></p> <p> <b>QuickTake</b> <small>by Bloomberg</small></p> | <p>TRAVEL TRADE</p> <p><b>TRAVEL WEEKLY</b> <b>PhocusWire</b></p> <p> <b>TRAVEL PULSE</b> <b>LODGING</b></p> <p><b>HOTELS</b> <small>PASSION FOR HOSPITALITY</small></p> <p><b>Hotel Business</b></p> <p><b>LUXURY</b> <small>TRAVEL ADVISOR</small> <b>Skift.</b></p> <p><b>hospitalitynet</b></p> <p> <b>HOTEL MANAGEMENT</b></p> | <p>FAMILY</p> <p><b>WHEREVERFAMILY</b></p> <p><b>Parents</b> <b>Scary Mommy</b></p> <p><b>romper</b></p> <p> <b>Family Vacationist</b> <small>EST. 2020</small></p> <p> <b>tinybeans</b></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.





## 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.

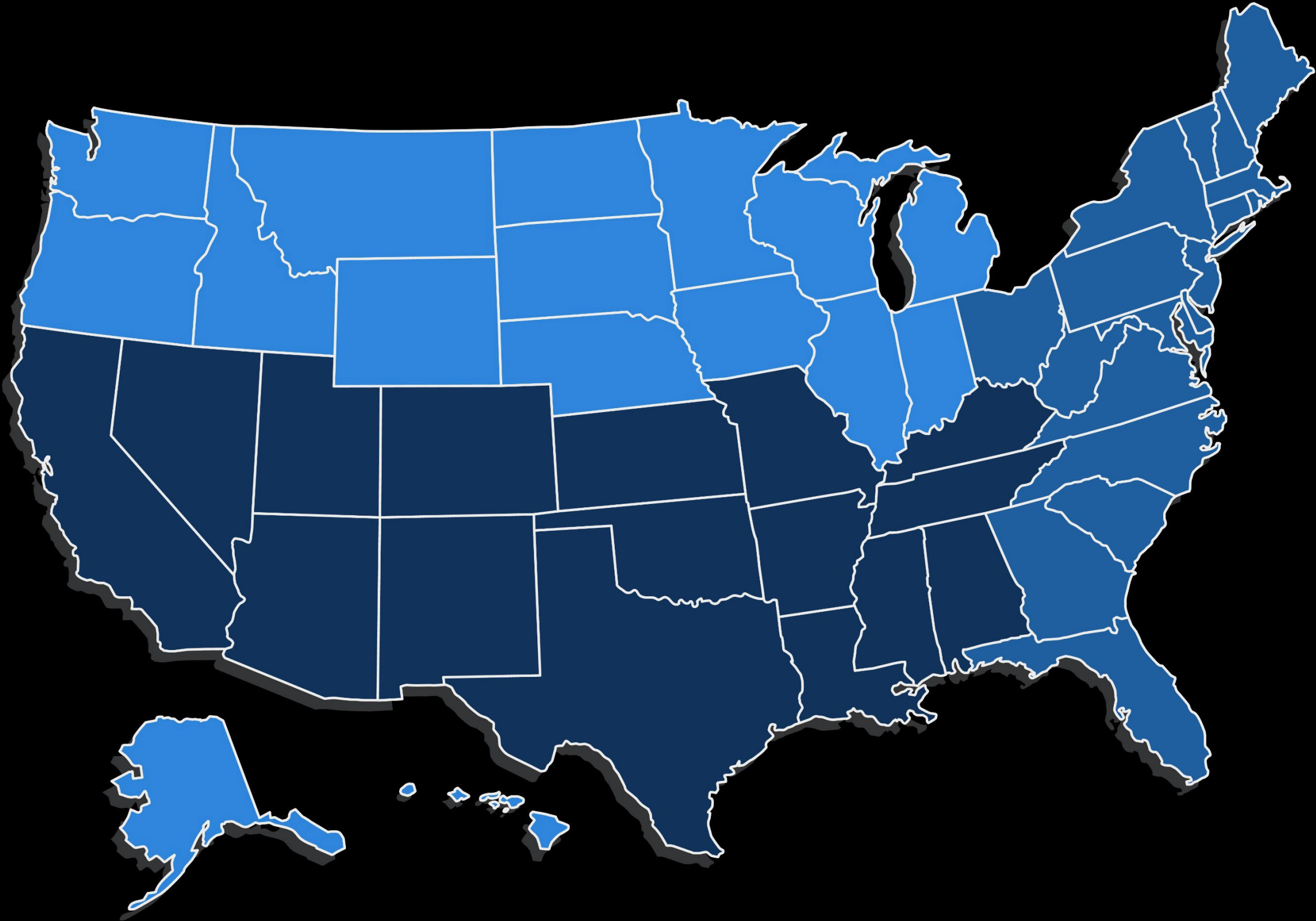
# BDM'S

## 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