



**RED  
ELEPHANT  
REPS**





## IAN PAUL WOODS

CEO

We help hotels, travel products and destinations bring business back, increase sales and revenue, build brand awareness, make meaningful connections, and gain lasting results in regional or global markets.





# WE'RE TRAVEL EXPERTS

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More than a representation company – we are your one-stop-shop for tailored yet cost-effective sales, marketing and PR solutions for hotels, travel products and destinations.

With a team of worldwide travel professionals, close relationships with key industry contacts and many years of experience, we will develop and tell your story on a global stage.

Working as a global extension of your sales and marketing team we will take your business from strength to strength and increase financial return - at a fraction of the cost of hiring your own staff or multiple representa-





# WHAT MAKES US DIFFERENT...

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- Global interconnected network of travel professionals – experts in their markets
- Belief in the personal touch – taking the time to get to know you and your requirements
- Personalised, targeted action plans into the markets you choose – whether regional or global
- Database of 18,000+ travel agents, tour operators and media contacts and growing day by day
- We'll make introductions and encourage direct communication between you and our vast network of key decision makers
- Multiple language marketing and PR from our in-house Creative Content & Marketing team
- All-inclusive pricing structures with fixed monthly premiums making it easier to monitor return on investment









PAUL TOMASCH  
VP Sales Americas

## OUR SOLUTIONS...

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From our Global Sales team to our Marketing and Support teams, we manage everything in house so are able to offer all-inclusive pricing structures with no hidden extras. Through a combination of our solutions, we'll provide tailor-made, targeted business strategies according to your requirements and budget:

- Sales
- Marketing
- PR
- Consulting

# SALES

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- Sales representation in regional or global markets
- Sales calls and activities
- Webinars with direct access to our teams and our database of travel agents and tour operators
- Introductions and networking opportunities
- Product and destination training
- Tradeshow and travel mart attendance under Red Elephant Reps
- Priority options for visiting agents to participate in FAM trips and inspections
- Organisation of road shows, training and workshops
- Brochure and web space negotiations with tour operators
- Tour operator agreements and agency incentive negotiations
- Monthly sales reports
- Trade show participation on your behalf or joint participation with us
- Arranging and escorting your team on sales calls





# MARKETING

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- Multiple language digital marketing communications
- Inclusion in sales support collateral
- Social media coverage on our own platforms and those of our client DMCs
- Email blasts, newsletters and blog features
- Sales promotions
- Dedicated page on our website
- Opportunities to showcase your marketing resources on our website
- Include your promotional videos on our RER YouTube channel
- Inclusion in our partner DMC portfolios
- Management of your social media
- Content writing and editing
- Online advertising, engagement and SEO consulting



# PR

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- Press releases to our media database
- Crisis communications
- Event planning
- PR concepts and campaigns
- Press trip co-ordination
- Client 'insider' interviews
- Photo and video shoots
- Pre-opening and new product launches
- Networking and social events
- Travel consortiums
- Inclusions in media publications



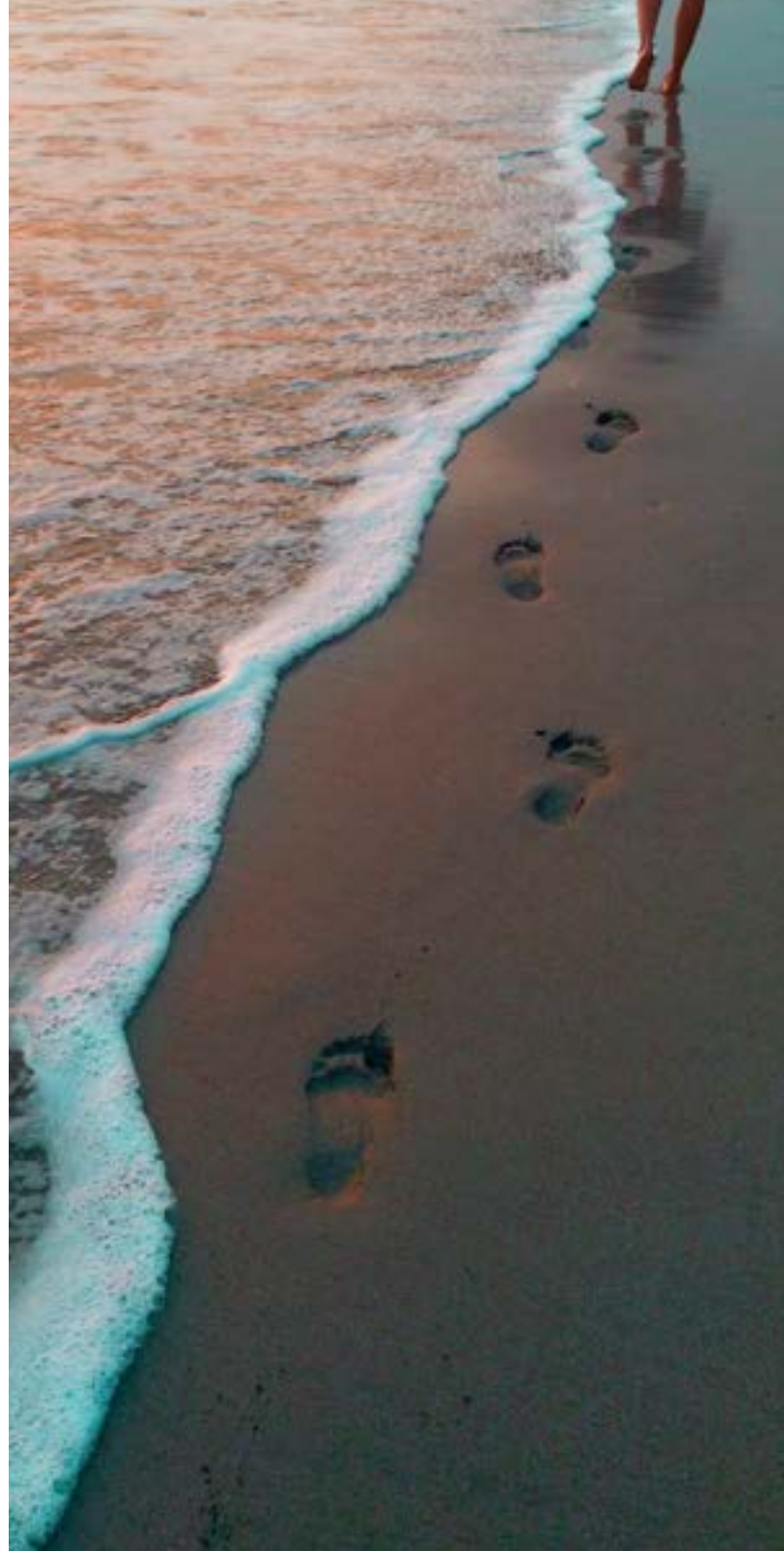




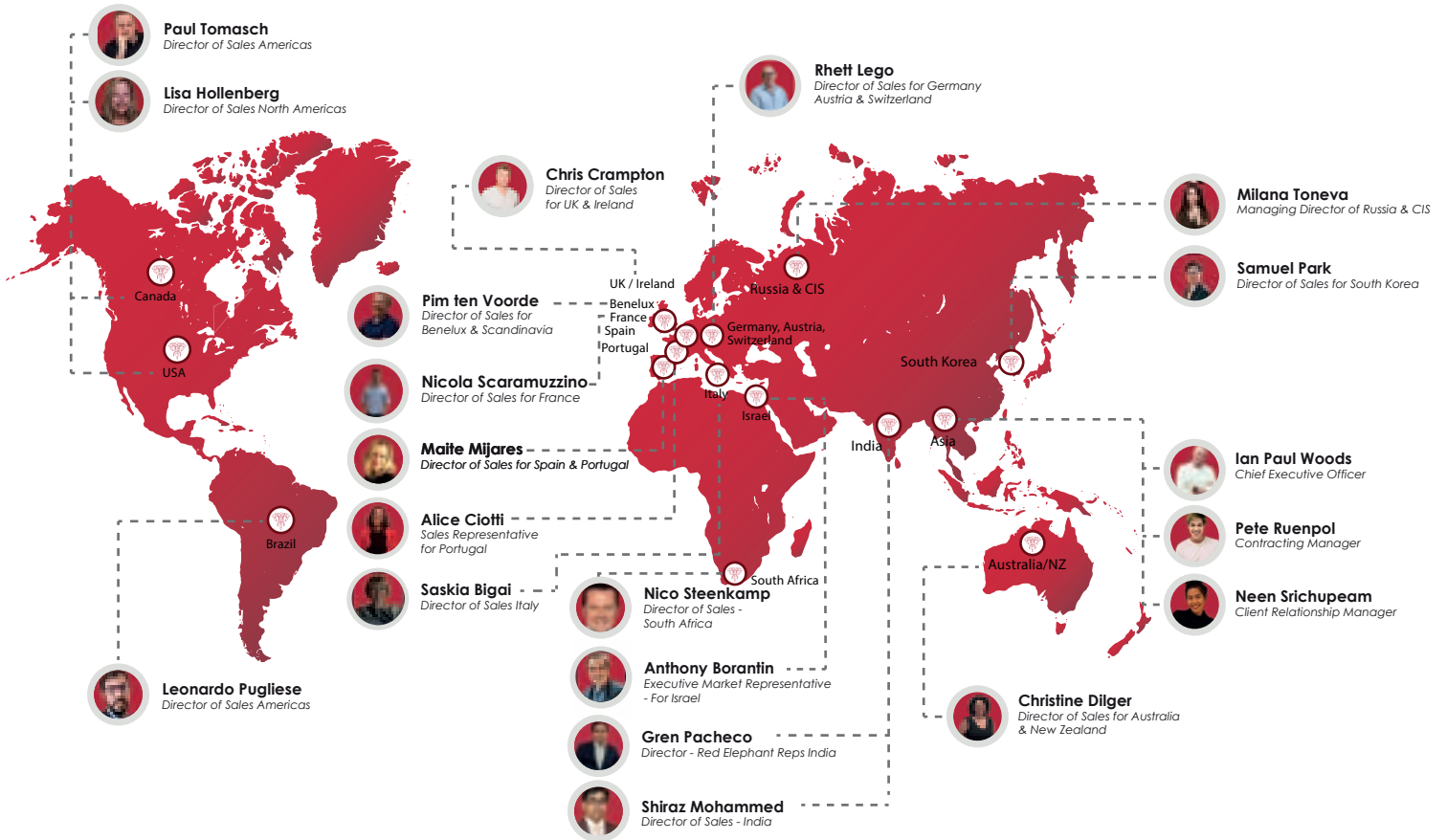
# CONSULTING

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- Market research
- Competitor analysis
- Business development
- Sales and marketing plans
- Campaign launches
- Travel agent and tour operator research and insights
- Advertising research and insights
- Recruitment consultancy and solutions
- IT and connectivity
- Online strategy

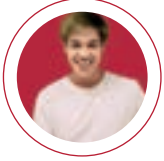


# OUR TEAMS





OUR SUPPORT TEAM



**Pete Ruenpol**  
*Contracting*



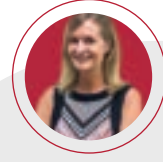
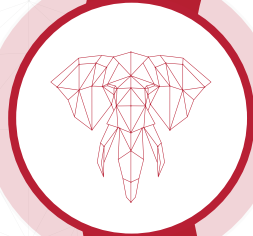
**Martin Struschka**  
*IT Strategies*



**Ian Paul**  
*Chief Executive*



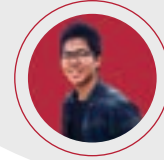
**Neen Srichu-peam**  
*Client Relation-*



**Mary Eden**  
*Marketing Director*

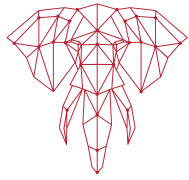


**Tansuda Panadis**  
*Digital Marketing Executive*



**Myat Ryan**  
*Marketing Executive*

OUR CREATIVE CONTENT  
& MARKETING TEAM



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