



**RED
ELEPHANT
REPS**

COMPANY PROFILE
THE AMERICAS



Red Elephant Reps provides premium, high-impact representation that opens doors across the premium and luxury travel sector in the USA and Canada.

Focusing on the leisure market segment, our specialised team delivers direct and targeted sales representation for hotels and destination management companies (DMCs). We use our strong industry relationships and proven expertise to secure your product's position with key decision-makers within the high-value premium and luxury travel agent market.

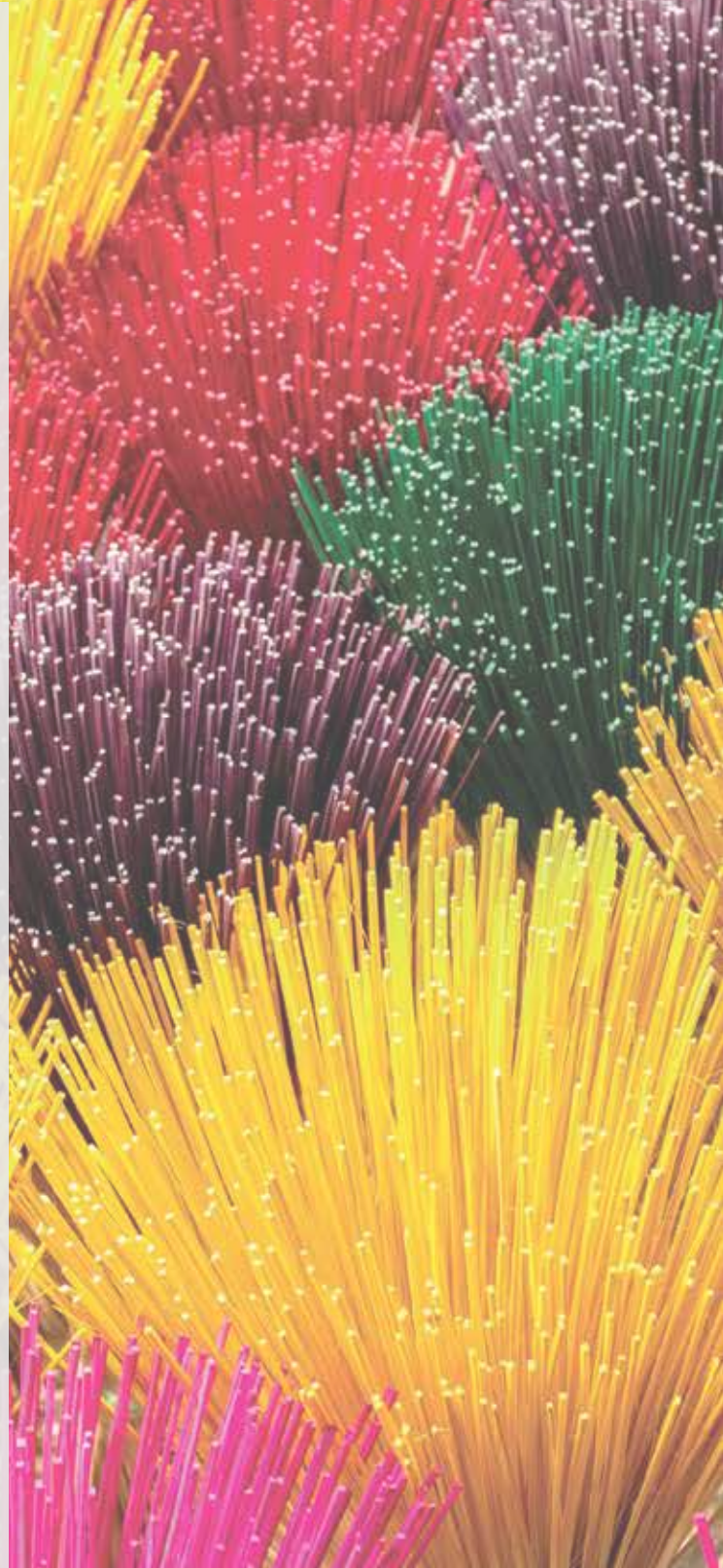
Our strategy is defined by focused, personalised service: we intentionally limit our exclusive portfolio to ensure every client receives equal, dedicated, high-impact exposure.

We are the quality-over-quantity partners for all your premium and luxury brand needs, providing you with a lasting presence in the USA and Canada.



Ian Paul Woods
CEO

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What Sets Us Apart?

Premium and luxury portfolio: A carefully curated portfolio of premium clients represented across the USA and Canada.

Proven history: Since 2012, we have applied our extensive industry knowledge and refined strategies to consistently deliver successful representation services throughout the USA and Canada.

Personal touch: We place strong focus on understanding your needs in order to create personalised, targeted business strategies.

Connections: Our extensive database features numerous premium and luxury travel industry contacts, including major consortium members, connecting you with key industry players.

Market expertise: Our team of travel professionals are experts in the USA and Canada, collaborating closely with you as an extension of your team.

Transparent costing: Our comprehensive fixed monthly pricing plans cover all services, with flexibility to add extra services as your needs require.



The background is a vibrant, abstract composition of thick, textured brushstrokes in shades of blue, yellow, orange, red, and green. Overlaid on this are several pieces of ornate, dark metal grilles or window guards. These grilles feature intricate scrollwork, diamond patterns, and vertical bars. They are positioned in various orientations: some are rectangular, one is arched, and another is partially visible on the right edge. The overall effect is a rich, layered visual texture.

Opening Doors

Sales

Our regionally based Sales Director acts as a local liaison for the USA and Canada, building strong client relationships and delivering on-going, high-impact communications within the specialised premium and luxury travel agent segment.

We implement an engagement plan to ensure consistent, impactful presence and follow-up within the highly influential travel market, including comprehensive product and destination training to key advisors and agency owners.

Our Sales Director uses detailed, in-depth market intelligence to analyse your competitors, resulting in identification and acquisition of high-potential agents for collaborative partnerships.

We provide you with monthly performance reports that offer actionable insights into the previous month's market activities, marketing impact and engagement metrics, enabling us to outline key required actions.



Personalised Approach



Marketing

Increased brand exposure and product or service visibility via regular monthly newsletter features sent to our extensive, targeted database of travel professionals.

Continuous market presence and engagement through regular social media posts across all Red Elephant Reps platforms, highlighting your content to ensure you stay top-of-mind with followers.

A dedicated page on our website to showcase your products and services, including links to presentations, fact sheets, tours and more.

Integration of your sales collateral and promotional materials into our client portfolio and marketing toolkit for maximum exposure.

Our monthly performance report contains newsletter and social media metrics, allowing tracking of your results.





Meaningful Connections

Optional add-ons

Direct support tailored to your market entry requirements. This includes assistance with arranging client facing events in-market and providing professional accompaniment during sales calls. This service requires advance planning and preapproved budget confirmation.

Flexible participation options for key international trade shows and essential industry events, ranging from exclusive, dedicated presence to cost-effective shared involvement. This approach ensures alignment with your specific marketing budget, maximising impact.

Tourist board activities and other key industry initiatives. Any activities requiring a financial contribution or payment will be communicated to you in advance with full transparency, and will require your prior approval before commitments are made.





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Let's Talk

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