

**RED
ELEPHANT
REPS**

COMPANY PROFILE

EUROPE



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Red Elephant Repts delivers high-impact representation that opens doors across Europe.

Focusing on the leisure market segment, our specialised team, based in all the key feeder markets throughout Europe, provide 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 place with key decision-makers.

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

We are the quality-over-quantity partners for all your representation needs, providing you with a lasting presence in Europe.



Ian Paul Woods
CEO

Ian@redelephantrepts.com

What Sets Us Apart?

Personal touch: We work with a carefully selected group of quality clients in each European market, providing every client with a customised and focused level of service.

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

Precision planning: We place strong focus on understanding your needs in order to develop personalised, targeted business strategies.

Connections: Our extensive database features key travel industry contacts, linking you with major industry players.

Market expertise: Our team of travel professionals is based throughout Europe, working 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 needed.





Opening Doors

Sales

Our regionally based Sales Director serves as a local liaison for your selected European market, strategically fostering key client relationships and delivering ongoing, high-impact communications within your chosen market.

We implement a strategic engagement plan to ensure consistent, impactful presence and follow-up within your selected 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.

Markets

- UK & Ireland
- Benelux
- DACH
- Italy
- France & Spain



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

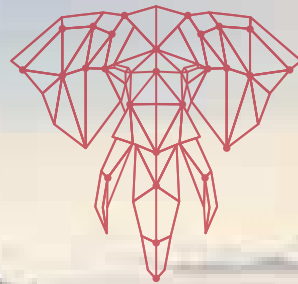
Optional add-ons

Direct support tailored to your market entry requirements. This includes assistance with scheduling key market appointments and providing professional accompaniment during sales calls. This service requires advance planning and pre-approved 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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