

**SALES**

- 10,000+ Accounts
- USA/EU Sales
- Tradeshaw & Fairs
- Promotions
- Account Visits
- Roadshows

**DRIVE DIRECT BOOKINGS**

**DRIVE DIRECT**

- Loyalty Program
- SEO Website
- Digital Marketing
- OTA Rate Matching
- Social Media
- Multi-Device

**DISTRIBUTION**

- UNAP Consistency
- High-Quality Media
- OTA Distribution
- GDS Distribution
- Meta Distribution
- Direct Connect

**GLOBAL SALES**

**THE 5 STRATEGY APPROACH**

**GLOBAL DISTRIBUTION**

**REVENUE**

- Daily Rate Yielding
- Annual Budgeting
- Weekly Reporting
- On-Site Visits
- OTA Optimization
- Competitive Shops

**REVENUE MANAGEMENT**

**BRAND DIFFERENTIATION**

**BRANDING**

- Positioning
- Reputation
- Communications
- On-Site Print
- Hotel Concept
- Compset Review