



FORTH Representation provide cost effective Sales, PR & Marketing solutions for Tourism Boards, Hotels & Resorts, and Incoming Tour Operators (DMC's) who seek bigger market share from the UK & Irish outbound travel market. Quite simply, we deliver our valued partners tangible results, making sure your brand and USP are communicated in the best possible light to the trade's key decision makers.

SERVICES WE DELIVER ON

- Assistance with implementing tailored sales & marketing plans
- Product training for reservations, product and sales teams
- · Brochure, website design and copy writing
- Sales calls to leisure, corporate and MICE agencies
- Airline and Tourism Board co-ordination to develop FAM trips
- PR campaigns spanning print, TV, radio and online media
- Sales visits, attendance at road shows and trade shows
- Weekly reporting, pipeline and actual business won

A CLIENT VIEW

Within the shortest period, FORTH Representation have impressed our managerial staff with their strong work ethic and willingness to work as part of a team to develop business opportunities for both Browns Hotels and Ceylon Roots DMC. FORTH are a highly motivated team who have built and nurtured strong relationships with some of the leading Tour Operators in the UK.

They have tripled our UK sales within 12 months giving us quick ROI in those shortest time. They are also thorough in their reporting and professional in their day to day communication. In this sense FORTH Representation can be trusted to manage the stresses and responsibilities of being a Ground Sales Office/Agent (GSO/GSA). I am confident that with their extensive background in sales and motivated disposition, they will serve any company well, thus, I am writing to give FORTH Representation my full recommendation.



We are ROI focused:

Our combined experience of successfully positioning global Hospitality and Travel Industry partners, has made us exceptionally focussed on the short and long-term performance we deliver, a minimum standard we bring to all our valued partners.

We know the top producers:

We know all the UK & Irish agencies who produce volume to your region and those will embrace your brand and product.

We are experienced with MICE:

Representing a number of MICE focused clients, (Gloria Hotel Dubai, Kyoto Tourism Board, Hangzhou Tourism Board). We sell MICE on a daily basis.

Combined travel industry experience of more than 60 years:

All of the team at FORTH come with decades worth of long-haul travel experience, working with MICE, Tour Operations, DMC, Tourism Boards, we understand fully how to operate and represent your business here in the UK.

HELPING TO DEVELOP YOUR MARKETING & PR STRATEGY



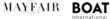
After consultation about your aims, objectives and budget, FORTH Representation will create a bespoke PR & Marketing strategy that develops your brand awareness. The focus will be to educate trade and/or consumer audiences about your destination and brand in the absolute best possible light.

OUR 4 STEP PROCESS:

Evalute:

Evaluation of existing Marketing /PR strategy

- Identify initial positioning opportunities
- · Identify target audiences
- · Identify communication channels best suited to reach the target audience through Media, Print, TV, Radio, Online, and Social Media channels
- SWOT analysis















Traveller



TTG

Examples of trade and consumer titles:

Plan:

Development of Marketing /PR strategy

- · Create stakeholder understanding
- · Development of key messages
- Selection of key tools, such as advertising, events, digital
- · Setting KPI's.
- Measurement of marketing and PR activity against KPI's.

'coverage views' 'domain authority' 'press trips booked'

'luxury that doesn't cost the earth'

'beachside boutique getaway with sustainability at its soul'

Examples of KPI's and Key messages:

Create:

Creation of key tools

- Development of PR toolkit such as press packs, press releases and hotel information
- Creative production
- · Content production



Execution:

Delivering the Marketing /PR Plan

- · Raise awareness and educate
- Management of the marketing and PR function.
- · Undertake activity such as booking press trips







GARY TOSHACK - Owner

Primary Business Responsibility: Client Management, Strategic Direction, Business Development, Sales

BIO

Gary has extensive experience in the travel industry spanning over 15 years and has a genuine passion for exploring the globe. Over the years he has lead expeditions remote jungles to photograph endangered species for National Geographic, climbed mountains in Tibet and stayed with Buddhist Monks. As well as this Gary has been at the forefront of developing pioneering study tours and working with industry leaders to develop unique educational experiences for seasoned professionals.

Prior to founding FORTH Representation he ran his own specialist tour operator, Discover China for 7 years before moving to Wendy Wu Tours sister company Inbound China DMC to re-brand and re-position them as a prominent inbound partner.

With extensive Sales and Marketing experience covering long haul hotels and resorts, leisure travel, MICE and the corporate market, he uses his expertise to get positive results for clients. Gary thrives on challenges and has a proven record of delivering new business opportunities to his partners and ensuring long-term success in the UK market.



ROBIN RUSSELL-PAVIER – Account Manager

Primary Business Responsibility: Destination Support, Account Management, Product Development

BIO

Robin comes with more than 25 years' experience in the long-haul travel industry gained working for the market leaders in travel. His extensive tour operator understanding gives him an insight into what is needed when developing products in the UK market. After making the change to representation he has worked for a number of years with complex and emerging destinations representing national tourism boards. It is this insight into how operators work that assists with introducing destinations and products to the right people at the right time.

Over the years Robin has worked with a diverse range of clients ranging from hotel groups, island resorts and tourism boards, Robin has a thorough understanding of the what is required to establish a new client in the market and believes building and maintaining relationships is vital to long term success. He brings an extensive network of contacts in the industry and a genuine passion for all things travel as well as having a vast wealth of destination knowledge to draw on.

FORTH CONSULTANTS: PR





KELLY TOPPING – PR ConsultantPrimary Business Responsibility: Marketing, PR,
Event Management, Lead Generation

BIO

Kelly is a marketing and PR specialist with Chartered Institute of Marketing (CIM) Associate (ACIM), and member status (MCIM). Kelly has worked across a broad communications spectrum including advertising, events, direct marketing and PR. In the last decade, Kelly has developed strong relationships with UK travel media for both consumer and trade, generating over \$1 million of coverage in the past two years alone.

"Marketing has always been my passion. It allows me to blend the technical aspects of campaigns, the data and the understanding of customers and what they want, with the creative. And it is the creative in which I thrive. Before working with a new travel client, I need to understand what it is about them that is special and unique, what differentiates them from the crowd and what will ultimately sell them to the customer. From here, their DNA is revealed and key messages begin to emerge."

Whether it's producing engaging content in the form of articles, features or blogs, developing mutually beneficial brand partnerships, arranging press trips or securing positive, quality and consistent press coverage, Kelly will work with you to plan and implement a cohesive marketing strategy that resonates with your target audience.



ANNE-MARIE HANSEN – PR Consultant

Primary Business Responsibility: PR, Event Management, Media Relations, Crisis Management

BIO

Anne-Marie comes with over 20 years' experience in travel P.R. both in-house and freelance.

A previous valued member of the major tour operator Kuoni for over 12 years, Anne-Marie boasts excellent relationships with travel and lifestyle media contacts across national, regional, magazines, trade and online.

Creating integrated, holistic PR campaigns that complement our clients marketing objectives, makes Anne-Marie a valued member of the FORTH Representation team.

"With the wide range of experience that I bring to the table, I will tailor make a PR programme precisely suited to your needs. I will ensure this is integrated with your wider marketing and social media programmes. I will also ensure that it helps support your marketing objectives and build brand awareness.

A programme would be developed to encompass 'the basics' and I am also able to assist with more strategic advice, with potential activity including: Creation of press pack, Writing and issuing press releases and ongoing news stories, Media visits, reviews, Media meetings with consumer and trade media, Developing industry contacts, Communications advice, Brainstorming, Event management, Crisis management".

FORTH CONSULTANTS: BRANDING DESIGN & SOCIAL MEDIA





ANDY TYE – Design DirectorPrimary Business Responsibility: Branding & Design

BIO

Andy is the Design and Creative Director of FORTH, offering our clients the ability to raise the profile of their brand through great design and expert execution from hotel fact sheets, e-mail campaigns, brochures and press advertising to new brand identities, sales presentations and marketing brand toolkits.

Over the last 30 years Andy has worked at some of London's leading advertising agencies and has won a collection of prestigious design awards including a Silver D&AD, Creative Circle & Cannes Gold Lion.He has won a collection of prestigious design awards including a Silver D&AD, Creative Circle & Cannes Gold Lion.









Olando Salina MSc MCIM

Primary Business Responsibility: Marketing & Social media

BIO

Over the past decade, Olando has worked with small UK businesses to larger international brands to shape their brand architecture and build their social media communities.

He takes a vision and makes it reality, through immersing himself into each business and combining learnings with his expertise to develop a sound strategy.

SOCIAL MEDIA SUPPORT

We believe that social media is not about markets, but building communities of enthusiasts around a brand, a concept or an experience – using data to inform our strategies every step of the way.

For tourism & hospitality clients looking for work across disciplines we promote an integrated approach, combining (SEO) Search Engine Optimisation, Social Media, PR and Content.



