



ENHANCING MARKET'S PERFORMANCE IN THE LUXURY TRAVEL INDUSTRY

QUALITY PRESENCE IN LUXURY MARKETS

Company profile



We are storytellers, we are travelers, we are explorers. We are eager to share our own experiences and places visited. We do not sell, we engage people with brands and stories.

We are inspired by our experience, by our learnings and our creativity together with our sake for innovation. We bring sales and marketing to a personalized and human to human level.

We have spent more than 35 years in the luxury hospitality market. We focus on performances, making things simple and easy for all of our partners.

Welcome to bemarketing
a personal approach for luxury travel products
and destinations.



AT A GLANCE

During the last 10 years it has been our privilege to work with some of the most innovative and luxury brands in the travel industry.

From hotels and resorts to destinations we share the uniqueness of its brand's services and products across the world.

We grant proven experience with independent or small groups of luxury hotels and resorts building long lasting business relationships and trust.

4
Continents

30
Years of experience

16
Resorts & experiences

4
Destinations & lifestyle venues



We understand that each market is different and that is why we provide a tailor-made approach with local teams that embrace diversity and culture.

We agree that the promotion of unique and independent products needs to be done by sharing stories and experiences rather than just explaining product features.

We are humans and we believe engagement is key when building loyalty to our brands and experiences offered by our partners.

In a world of standardization our guiding principle is to provide a bespoke execution of sales and marcom strategies in each market.



OUR CORE COMPETENCES

SALES

Sales force

Direct visits to clients

Maximizing database

B2B and B2C sales

Customer Events

Increase in market share

Improve national and international production for corporate, MICE and leisure accounts

Familiarization trips with qualified customers

Trade Shows Assistance Coordination

MARKETING

Design and implementation of strategic plans

Improve positioning and visibility for luxury destinations and hotels

CRM marketing

Partner Marketing

Increase online traffic

Digital Marketing

Event Marketing

Brand compliance and brand architecture

Street marketing

COMMUNICATION

Design, planning and execution

Media database

Press Releases

Press Trips

Internal Communication

Editorials and Advertorials

Press office

Clipping reports

Social Media and Community Manager Services

CONSULTING

Research and feasibility studies

Brand identity and graphic line

Strategic Positioning

Internal marketing

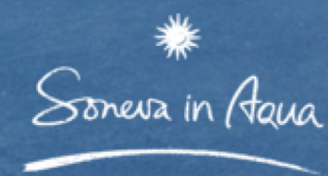
Auditing

Market Research and validations

Development of SVC plans



COMPANIES WE ENHACE





OTHER CLIENTS WE ENHANCED

starwood
Hotels and
Resorts

Fairmont
HOTELS & RESORTS

RAFFLES
HOTELS & RESORTS

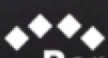
swissôtel
Hotels & Resorts

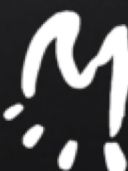
Hesperia Madrid
★★★★★

explora®



PESTANA
HOTEL GROUP


PESTANA
POUSADAS de PORTUGAL
MONUMENT & HISTORIC HOTELS


BarcelonaTurisme
Convention Bureau


Málaga
Convention
Bureau

be@marketing
SALES & CONSULTING



Distance in time, space or culture is shortened by a personal, frequent and organized activity plan executed by a diverse experienced team of professionals who understands the complexity of the markets and delivers the right **message**.

Your **message** is shared and translated into effective results based on the foundation of clear understanding of the brand proposition. Strategy put into action to reach the highest **performance**.

Performance as an ultimate objective of a return of investment in the market. We believe in mid-long term profitability. Our objectives are clear: brand performance, market performance and revenue performance.

We bring markets closer to you.



THE TEAM

bemarketing embraces more than 10 persons between team and partner members worldwide. We are driven by our passion, our human values and the commitment to our ideas and aligned to our clients' wishes and needs.

Throughout our own experience and knowledge of this industry all our team members understand the complexity of the travel sector, the high requirements of the luxury market and the uniqueness of independent/self-owned companies that want to differentiate themselves from big corporations.

We have a team of fully qualified professionals in the field of tourism and leisure. We are all high qualified and with great professional experience and the necessary skills to implement any sales, marcom and strategic consulting project. We all have the ability to fluently speak, at least, two languages.

Alfonso Martinez
CEO & Founder



Raquel Asensio
Director of Sales



Leo Torres
Marketing & Comm.



Álvaro Martínez
Marketing Digital





THE TEAM

Jean Pierre Beaujanot
Director of Sales
LAM



Antje Groch
Director of Sales
Germany & Central Europe



Sophie McCarthy
Director of Sales
UK & Ireland



Valentina Myagkova
Director of Sales
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Director of Sales
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Inspired by luxury and exclusivity.
Passionate about travel and storytelling.
Driven by performance and excellence.
