

RECOVERY PROPOSAL

PROJECT WORK FROM JUNE - DECEMBER 2020

As we navigate the path to reopening, it has never been more important to have a strong recovery plan in place.

Mason Rose's expert team can offer highly targeted support for this critical period with a new project offering designed to maximise the sales and PR opportunities in the domestic market, given this is likely to be the first geographical market to return.

Bringing together over 25 years of experience and connections, we can help ensure your hotel is front of mind and attract bookings from your most lucrative audiences.

KEY OBJECTIVES

- Maximise immediate sales opportunities and PR exposure in the UK domestic travel market, in particular for the summer months and beyond
- Sales: Rebuild a pipeline of business opportunities in the groups and leisure market for the second half of 2020 and beyond
- PR: Raise awareness, prepare and plan for travel in 2021

APPROACH

Our new recovery package has been devised in response to the everchanging marketplace, based on our insight on economic forces, trends and the competitive landscape. We know how to highlight your assets and products to media, key opinion leaders and decision makers in the most timely and relevant manner.

COSTS

Please contact us to discuss your needs. We are keen to hear from any UK hotels that we may be able to help, and so support our industry as we recover from the current crisis. We aim only to cover our costs by offering this service for a limited time (June-December 2020) so please do get in touch to see how we can help.

OTHER MARKETS

We are also able to offer a similar domestic recovery project for hotels in Spain and Portugal through our Spanish bureau headed up by Elena Taboada. For any Spanish or Portuguese hotels that may be interested, please contact elena@masonrose.com

ABOUT MASON ROSE

Mason Rose is a leading international communications and sales representation agency for hotels, luxury lifestyle, travel and wellness brands, offering expert services in the UK, European and US markets, with headquarters in London and bureaux in Amsterdam and Madrid
www.masonrose.com

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Please note that the number of hotels we may be able to assist will be limited to our available time but we would love to hear from you, so please do get in touch and we will do what we can to help

