

JAN



# JAN Tourism Consultancy

We connect you with the  
The Netherlands & Belgium



# Why us?

JAN

**We are a Boutique Travel Sales Representation office. We unlock the Benelux for International DMC's and independent hotels. We specialize in MICE & Tour operator sales.**

## **Passion**

We are as passionate about your product as you. Our process starts with first you educating us about the product and then we bridge the gap and finetune the offerings for the market. This ensures us that we are able to answer all the questions in real time without any loss of time and your team is educated about the expectations so that there is no wrong expectations from both sides.

Today with the contacts and the know how that we have acquired we can successfully help you get your market share in your desired market. We will walk you through what you need to do to succeed and help you build the brand here there by bridging the gap between you and the upmarket travellers from this region.

## **Sales Solutions**

We start by creating a brand awareness for your product in the region by emailers. This is followed by calling and identification of the right agents for you. Post this we visit the agents and activate your brand. There are usually a mix of calls and physical sales calls.

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## **Customized Solutions**

We create customized solutions which are tailored to your brand. These are best done when you have a clear vision for what you wish to achieve from your chosen market. It is as good as having your office in the region minus the costs that come with setting up a new company.

## **Product Distribution.**

The Belgian and Dutch Travel Trade market is crowded with many suppliers and the key to success is to stand out the crowd.

Create trust and continuous high level of high service and flexibility.

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## **Reporting**

A major part of what we do is generating sales queries for you if you are a DMC or a Hotel. As far as possible we collaborate in real time and keep you in the copy of all communications, thereby eliminating a large need for reports and offer full transparency.

## **Simple Successful Strategy**

Build your client brand, connect them to the right audiences.

Convert the audience to become your resellers and generate profits.

# Pricing

**We ask a monthly retainer of €250,- per month** (paid per quarter) and an additional commission on the turnover (negotiable)

Additional costs like travel expenses for planning a local road-shows, or attending a trade-show, or accompanying buyers during site-inspections will be submitted to you and subject to previous authorization from your side.

We will also assist you in preparing your travel industry trade shows, trade delegations programs and corporate buyers, meeting planners and hosted buyers programs.

**Competition in tourism is hard, we know. We are here to help you to reach your marketplace**

Prices are indicative. We customize the offer upon your specific needs.

# Pricing

You benefit from:

- year-round support
- every 2 weeks full visit report on sales visits, opportunities and more
- national and international trade show representation,
- marketing
- lead generation & advice
- inclusion in my sales blitzes to MICE companies / Tour operator sales
- inclusion in my successful breakfast sessions (twice in Holland, once in Belgium)
- inclusion in my sales blitzes to retail travel agencies (if needed)
- at least 10 promos to our extensive database
- at least 4 dedicated newsletter
- promotion on all our Social Media accounts
- Network evening on invitation only organized by myself (2 x per year)

To top it off, we will visit clients during monthly sales missions in the Benelux, primarily focused on the Netherlands and Belgium to ensure product managers and product teams know your services and added values. Extra expenses are shared among Jan Tourism clients. We will provide a marketing timeline and schedule of activities prior to any strategic assignment.

Any project will be mutually agreed according to marketing objectives and business expectations.

# JAN

Let's meet  in Athens



Wanderlust  
TRAVEL



## Jan Partners



HIGH SUN  
TOURISM EXPERIENCES



AMAZING MOROCCO  
Destination Management Company





Inez is Managing Partner. She knows how to balance her time and efforts between her clients and travel trade relations. She is a direct communicator, works fully transparent and very analytic.

**Experiences** Inez lived several years outside the Netherlands in the Middle East (Egypt and UAE) as well in Spain and UK. She has worked many years as a Product Manager for tour operators, Key Account Manager at one of the largest worldwide hotel chain and as a DMC manager and Business Development Manager in Egypt and Dubai. She has many years of experience in launching new nice tour operator brands. Negotiating contracts and networking is her second nature.

**Her Favourite Destination** There are not many destinations she does not like. But some of her all time favorites are Dubai, Abu Dhabi, Sharjah, Ras al Khaimah, Oman, Rome, Corfu, Mallorca, Cairo, the Seychelles and Jamaica.

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We are just an email  
away

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