



**PHOENIX**  
TRAVEL REPRESENTATION

# PROPOSAL

**MARKETING, PR & REPRESENTATION SERVICES**



*Pic: Raymond Fogarty*

**Prepared by:** Susan Byrne,  
Managing Director, Phoenix Travel Representation

**Date:** 19<sup>th</sup> Sept 2016

**Submitted to:** Sue Hill, Mizen Head Tourism Co-Operative Society Ltd



## PHOENIX TRAVEL REPRESENTATION

### BACKGROUND

Phoenix Travel Representation was established in 2015 with the core objective of providing Marketing, PR & Representation services to tourism businesses. Passionate about personal interaction, we pride ourselves on the strength of our relationships with key industry players and our extensive far-reaching network of contacts – affording our clients the benefits of endless opportunities. We are a London-based company, with a range of existing clients in the tourism industry in the UK and Ireland.

### OUR VALUES

**Honesty** – We guarantee honesty and integrity at all times

**Excellence** – We operate to the highest standards possible

**Knowledge** – Our extensive industry knowledge & experience is available to you

**Involvement** – Your involvement is key to our productivity – we will always listen

**Value for Money** – We strive to make your marketing investment go further

### ACCOUNT MANAGEMENT TEAM

Overseeing the overall strategy development and implementation of the Marketing and PR activity plan for the overall development and promotion of Mizen Head as a tourist destination will be Susan Byrne, Managing Director. Responsible for the day-to-day management of the account will be Suzanne Houlihan, Account Manager.



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## INTRODUCTION:

This document is intended to serve as a proposal for Mizen Tourism Co-Operative Society Ltd from Phoenix Travel Representation to provide Marketing, PR & Representation services with the key objectives being to promote, grow and develop tourism to the Mizen Head area from overseas markets.

This document is not a contract. In this document you will find information, recommendations and insights from Phoenix Travel Representation in direct relation to growing tourism numbers to Mizen Head utilising our Marketing and PR services. This information is strictly confidential and highly specific to the brief taken, in order to meet the client's needs.

In addition, a detailed marketing activity plan with timelines, objectives and deliverables to be achieved by Phoenix Travel Representation, on behalf of Mizen Tourism Co-Operative Society Ltd is included.

## MARKETING & PR OBJECTIVES

*“To grow, develop and increase awareness of Mizen Head as a world class tourist destination in overseas markets, targeting key segments by utilising integrated marketing activities”*

**Marketing Audit & Strategic Plan** – to carry out an in-depth marketing audit on the destination, identifying existing strengths and weaknesses, and create a strategy to build on these. Further, a strategic marketing plan will be created and delivered to meet key objectives, including areas such as:

- **Overseas Travel Trade** – to establish relevant travel trade, build relationships and implement a targeted digital communications strategy to build and nurture relationships and increase awareness
- **Overseas Media** – to establish & create links and relationships with relevant travel media, nurturing strong links and increasing media coverage
- **Overseas Consumers** – to inspire overseas consumers to visit Mizen Head by employing creative and innovative social media & digital marketing techniques. To entice holiday-makers already visiting the region by collaborating with local industry and enterprises
- **Print** – to manage print advertising, content and imagery in key publications, identifying new opportunities & leveraging coverage in existing publications

## PERFORMANCE: MONITORING & ANALYSIS

On a monthly basis, Phoenix Travel Representation shall provide a detailed performance & analysis review to Mizen Tourism Co-Operative Society Ltd, reporting on all marketing activity to date; providing insights in relation to performance statistics. Feedback and direction from client at all stages will be fully incorporated and plans adjusted accordingly



## INVESTMENT

Annual Fee:

Annual Marketing & PR Plan: EUR15,000

Payment Frequency: Monthly EUR1,250

Payment Terms: Invoice to be paid within 14 days of receipt, by bank transfer

**Included:**

- Dedicated Account Manager
- All Marketing & PR activity as agreed upon
- Full day site visit by Phoenix Travel Representation to Mizen Head to finalise and sign off on Marketing Plan (Oct 2016)

**On Request Fees (*not included in above*)**

**Representation Services** – available on request to attend specific trade & consumer events, as agreed, overseas.

Estimated Daily Representation Fee: EUR300

**Not included:** Exhibition Stand Costs; Literature & promotional material shipment, travel to and from Exhibition, Subsistence Costs

## SERVICE LEVEL AGREEMENT

Phoenix Travel Representation will provide Marketing & PR services to Mizen Tourism Co-Operative Society Ltd on an initial 1 year contract; to commence on 1<sup>st</sup> Oct 2016 and end on 1<sup>st</sup> Oct 2017.

After 9 months (July 2017), both parties will have the option to review the arrangement; at this juncture 2 outcomes will be available:

- a) Option to renew contract for another year (ie from 1<sup>st</sup> Oct 2017 – 1<sup>st</sup> Oct 2018) agreed by both parties.
- b) Option to terminate annual contract by 1<sup>st</sup> Oct 2017, agreed upon by both parties. Handover and timely termination procedures will be put in place.

*All information within this document is strictly confidential between  
Phoenix Travel Representation and Mizen Tourism Co-Operative Society Ltd.  
We thank you for respecting this.*

