

Kirby & Co

TOURISM CONSULTANTS



Marketing & Management
solutions in the tourism sector

What do we do

WE HAVE 3 DISTINCT BRANDS:



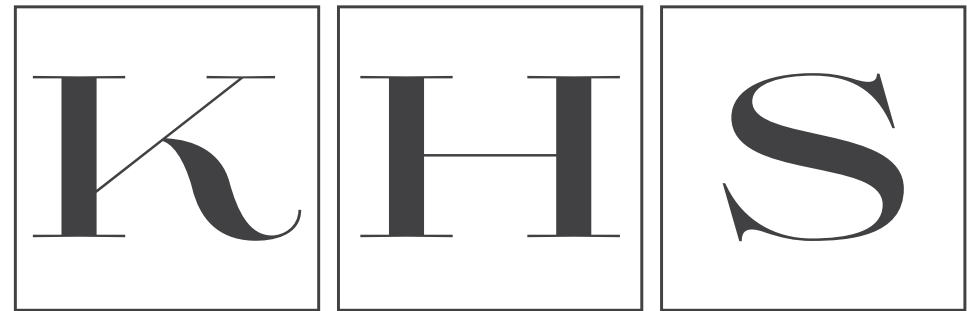
A Representation company who specialises in promoting Hotels and Resorts, Tourist Boards, Golf Courses and DMC's providing complete sales and marketing services in key source market and segments.



A one-stop-shop online B2B portal where travel agents can find all the information relevant to the travel industry. Our platforms provide all the information on hotels, destinations, rent-a-cars, cruises, airlines and other travel industry suppliers.



Are designed to give you unique holiday experiences with sun packed, friendly service, fun entertainment with an excellent choice of food and beverage to indulge.



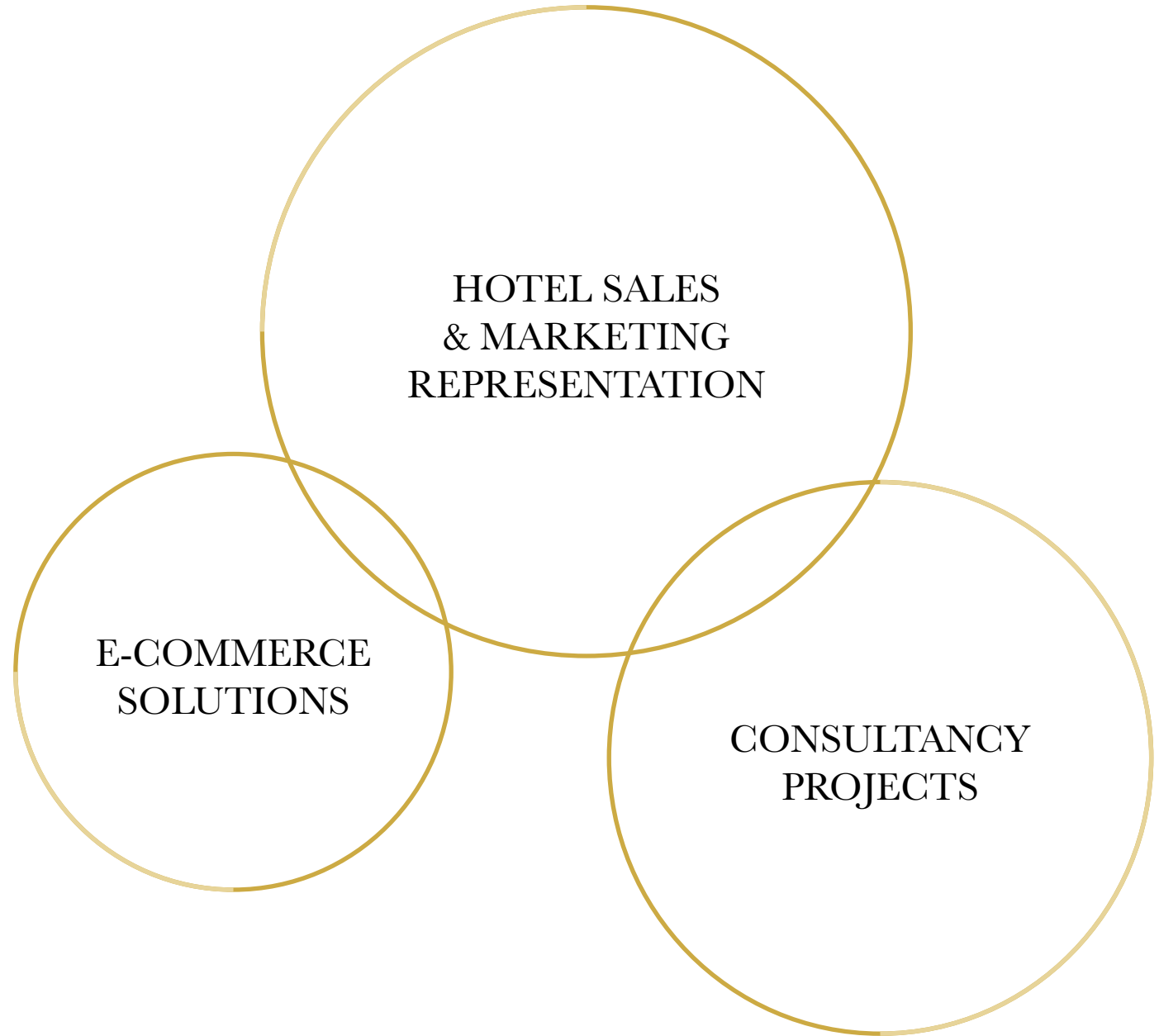
KIRBY HOSPITALITY SOLUTIONS

YOUR HOSPITALITY CONSULTING,
SALES AND MARKETING SOLUTION



KIRBY HOSPITALITY SOLUTIONS

At KHS we offer you 3 business solutions and services in the areas of Representation, E-commerce and Projects & Consultancy.





SALES & MARKETING REPRESENTATION

HOTEL SALES & MARKETING REPRESENTATION





SALES & MARKETING REPRESENTATION

- Providing complete sales and marketing solutions for the travel industry, we offer a variety of services adapted to suit our clients requirements and budgets.
- Independent hotels, hotel groups and corporate brands choose us because they know that we can provide them with a stronger share of the market.
- Hoteliers can focus and concentrate on managing their properties feeling confident that Kirby Hospitality Solutions are maximizing their sales potential.

HOW CAN WE HELP YOU



World class sales and marketing



Tour operator and Travel Agent Training



Sales & Marketing Golf Specialist



Contracting



Action with proposed marketing plans



Creation of media campaigns



Public Relations



Consumer and trade shows



Sales calls



SALES & MARKETING REPRESENTATION

OUR SOURCE MARKETS

UK

SPAIN

PORTUGAL

FRANCE

BENELUX

OUR CLIENTS

DUKES
THE PALM



exclusiveCOLLECTION
by LOUIS HOTELS

KARISMA
HOTELS & RESORTS



Elite Island Resorts
CARIBBEAN



vibra
hotels





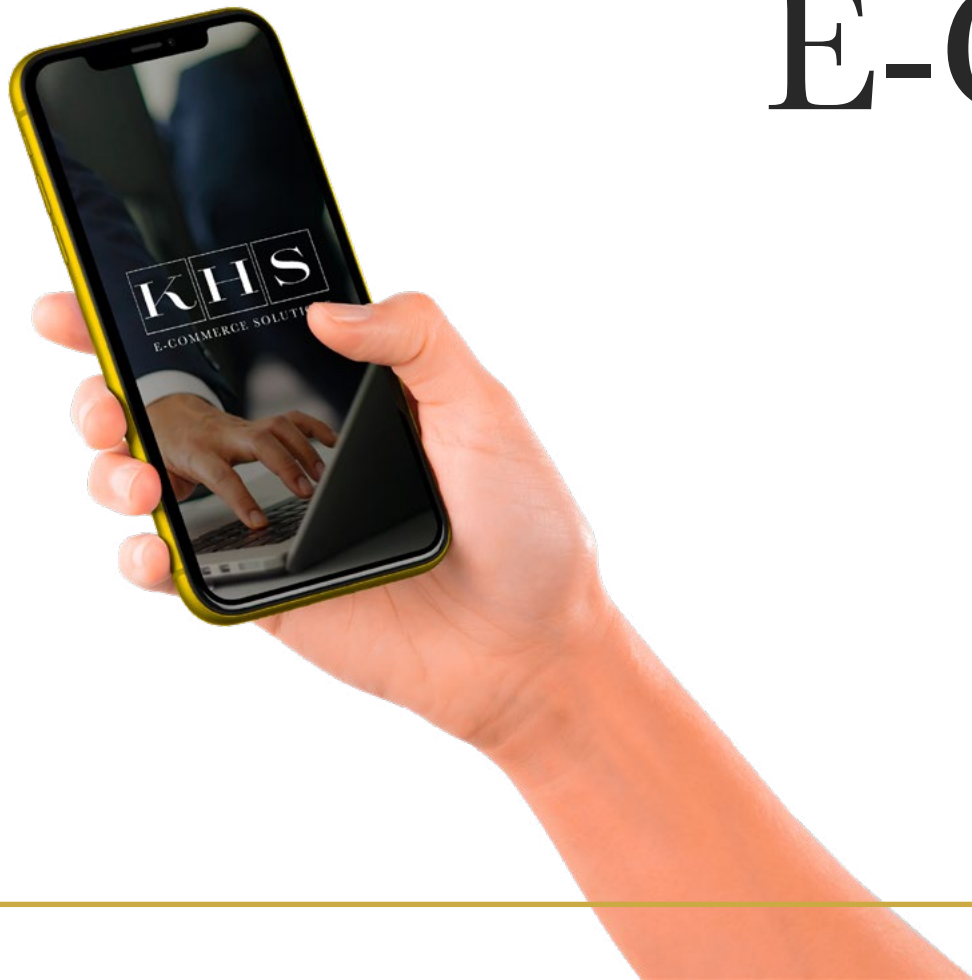
SALES & MARKETING REPRESENTATION



OUR REACH

- We have an engaged database of over 2,750 travel agents
- 200 Tour Operator decision making contacts.
- We send monthly newsletters to our database with over 35% opening rates and high engagement
- We organize training webinars, promoted to our travel agents database
- Regular sales calls and visits to Operators and Agents
- Coordinated training to operators call centre staff
- Attend Tour Operator and Media travel agent roadshows
- Regular travel agency visits for training with product and brand awareness
- Attend UK trade shows WTM, Unite, Luxpo etc





E-COMMERCE SOLUTIONS

ESSENTIAL
FOR YOUR
HOTEL



WHAT DO WE DO

At KHS
E-Commerce
Solutions we
offer solutions
with technology,
strategy, resources
and management
so that hotels
can maximize
their sales in
E-commerce.



OTAs

Channel Manager
Connectivity
Account Management



ONLINE MARKETING

Digital marketing
Social media
Email marketing



SYSTEMS

PMS
Booking engine
Channel Manager



WEB

Web design
Content management
Booking engine



MANAGEMENT

Systems management
Implement strategies
Performance Reviews



CALL CENTRE

Multi language 24/7
+ Call conversation
Reservations follow up



REVENUE

Inventory management
Improve ADR & REVPAR
Analysis & Strategy

OUR CLIENTS 2023-2024

HOTELS

TECH COMPANIES



We have the trust of various partners in the management and support of their E-commerce needs by representing 34 Hotels & 5 Tech Companies in 7 different countries.

PROJECTS & CONSULTANCY

IMPORTANT
FOR YOUR
BUSINESS



PROJECTS & CONSULTANCY

- Market research reports
- Source of product
- Source of personnel
- Revision of business plans
- Hotel de-flag projects
- Introduction to supply and demand sources in the Travel Industry





HOTEL PRE-OPENINGS - SALES & MARKETING

- Preparation of income budgets by distribution channel, segment and market
- Evaluation of ideal IT systems needed for E-commerce
- Pricing and inventory set up
- Offline and Online contracting
- Preparation and delivery of marketing plan and budget
- Management of E-Commerce systems and online account management
- Set up of Revenue system and processes

PAST & EXISTING CLIENTS





GLOBAL  **AGENTS**
WHERE TRAVEL AGENTS
EARN, LEARN AND SAVE!

**WHERE
YOUR BRAND
WANTS
TO BE**



We are a **one-stop-shop online B2B portal** where TRAVEL AGENTS can find all the information relevant to the travel industry.

Our platforms provide all the information on **hotels, destinations, rent-a-cars, cruises, airlines** and other travel industry suppliers in one place to facilitate sales:

- Marketing Content
- Brochures
- Webinars
- Travel Deals
- Promotions
- Incentives
- Travel Agent rates
- Fam Trips
- Events
- Booking Widgets
- And much **more...**

With our portals and **databases** in USA, Canada, Spain, France, United Kingdom, Mexico, Colombia, Argentina, Chile and Peru **we have a yearly global reach of**

+245.000

DATABASE OF TRAVEL AGENTS

+1.034.000

WEBSITE PAGE VIEWS

+900

NEWSLETTERS SENT

+30

WEBINARS ORGANIZED

+243.000

WEBSITE USERS

GLOBAL AGENTS provides an effective and powerful marketing and communication digital platform to travel agents in ten core source markets:



OUR CLIENTS 2023 - 2024





IRIS

HOTELS & RESORTS

*Unique
Like You*



Iris Hotels & Resorts are designed to give you unique holiday experiences with sun packed, friendly service, fun entertainment with an excellent choice of food and beverage to indulge.



Values

Our pledge is to deliver exceptional customer service and best practices via our culture of values throughout our organization

Sustainability

Excellency

Honesty

Hospitality

Commitment



Hotels & Resorts
to relax and experience



Experiences

unique moments

Team Kirby&Co

Kirby&Co proudly presents the team that supports your business. Highly motivated, dedicated and experienced professionals at your service!



Richard Kirby
FOUNDER & CEO



Yolanda Sedano
DEPUTY DIRECTOR



Alocha de Alos
PROJECT DIRECTOR EUROPE



Yazmin Salgado
PROJECT DIRECTOR
LATAM & MEXICO



Nadia Gallo P. de Tudela
HEAD OF SALES FOR
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JR. BUSINESS DEVELOPMENT
MANAGER SPAIN & PORTUGAL



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LUXURY ACCOUNT MANAGER UK



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DIRECTOR UK



Luz Rivas
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