

**HOTELS / TOURISM / YACHTS**  
REPRESENTATION - MARKETING - PR - HÔTEL DEVELOPMENTS



**PB LEISURE & LUXURY**

◇ BUSINESS BOOSTER AGENCY ◇

[www.pbleisureandluxury.com](http://www.pbleisureandluxury.com)

# AREA COVERED

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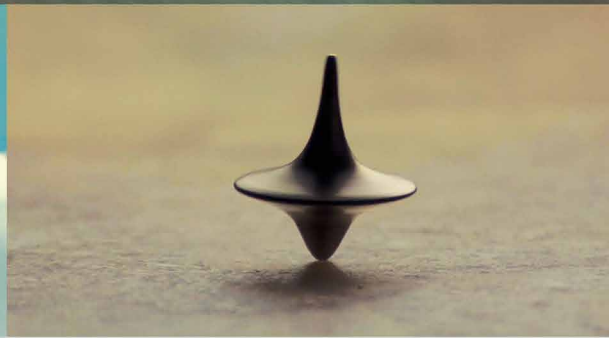
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# OUR PHILOSOPHIE

## PB LEISURE & LUXURY

IDENTIFY YOUR NEEDS AND HELP YOU REACH YOUR OBJECTIVES

- ◇ PERSONALISATION OUR OUR SERVICE: A DEDICATED TEAM OF EXPERTS
- ◇ A DIRECT EXTENSION OF YOUR SALES AND MARKETING TEAM
- ◇ EXCLUSIVITY WITHIN YOUR COMPETITIVE SET
- ◇ A PARTNERSHIP BASED ON TRUST
- ◇ A TARGETED, EFFICIENT, AND PERSONALISED APPROACH TO OUR ACTIONS
- ◇ TEAM SPIRIT AND STRONG PARTNERSHIP
- ◇ PROACTIVITY AND CREATIVITY
- ◇ SHARING AND SUPPORTING YOUR AMBITIONS, PROJETS AND OBJECTIVES
- ◇ A STRATEGY FOCUSSING ON STRONG LONG TERM DEVELOPMENT AND 'FACE TO FACE' INTERACTIONS



# NOS STRENGTHS

## PB LEISURE & LUXURY

### MARKETING

- ◇ MARKET ANALYSIS / BENCHMARKING  
CONSULTING ON RATE STRATEGIES
- ◇ DEVELOPMENT AND PRODUCT POSITIONING
- ◇ ACTIONS TARGETING MULTIPLE DISTRIBUTION CHANNELS
- ◇ STIMULATE SOCIAL NETWORKS
- ◇ DIRECT MARKETING - JOINT MARKETING ACTIVITIES

### SALES

- ◇ PRODUCT MEETINGS, SALES CALLS AND TRAINING  
TO TOUR OPERATORS AND TRAVEL AGENTS
- ◇ WORKSHOPS AND ROADSHOWS
- ◇ CONSTANT COMMUNICATION WITH THE DISTRIBUTION  
NETWORK: NETWORKING, LOBBYING, SALES CALLS AND FOLLOW UPS
- ◇ PLANNING AND DELIVERING A SUSTAINABLE ACTION PLAN
- ◇ ORGANISING AND FACILITATING FAM TRIPS
- ◇ IMPLEMENTATION OF TARGETED 'CROSS-SELLING'  
AND 'AFFINITY MARKETING' STRATEGIES
- ◇ MANAGING THE RELATIONSHIP WITH THE DISTRIBUTION  
NETWORK, INCLUDING CONTRACTING

### PROMOTION

- ◇ ATTEND AND EXHIBIT AT MAJOR TRADE  
AND CONSUMER SHOWS
- ◇ B2C AND B2B PROMOTION
- ◇ ORGANISE AND ATTEND EVENTS FOR TOUR OPERATORS  
AND TRAVEL AGENTS NETWORK
- ◇ TARGETED ACTIONS FOR NICHE MARKETS

### PR

- ◇ PRESS CONFERENCE
- ◇ PRESS RELATION: TRADE AND CONSUMER
- ◇ PRESS RELEASES
- ◇ MEDIA BUYING
- ◇ ORGANISING AND FACILITATING OF PRESS TRIPS



# TRADE SHOWS

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The Global Meetings  
& Events Exhibition



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# OUR TEAM

## PB LEISURE & LUXURY



PIERRE  
BRUNO  
Managing  
Director

.....  
Strategy  
Development  
Sales  
Distribution network



LUDOVIC  
PETIT  
Operations  
Director

.....  
Price Strategy  
Contracting  
Marketing



PATRICK  
NORTH COOMBES  
UK Director

.....  
Development  
UK Market  
Sales  
Distribution network



BETTY  
BARBE  
Sales & Business  
Development

.....  
Training of  
distribution network  
tour operators  
travel agents B2B



PHILIPPE  
CROSNIER  
Sales & Business  
Development

.....  
Development  
of Niche markets  
Golf  
B2C



YVES  
QUESADA  
Sales & Business  
Development

.....  
Training of  
distribution network  
tour operators  
travel agents B2B



# OUR CONSULTANTS

PB LEISURE & LUXURY



EMMANUELLE  
HAUDUCOEUR

.....

Marketing and  
Advertising

Optim'ID  
Promotion et partenariat



CATHERINE  
RONCHI PARENTI

.....

Press Relations

  
la factory médias  
— COMMUNICATION DIGITALE • RELATIONS PRESSE • RÉPUTATION —



HENRI  
ESPANET

.....

Graphic Design

  
PENINSULA  
PUBLICITE



MARC  
DE PASSORIO

.....

Gastronomy  
Consultant  
for restaurants



# NOS BUREAUX

PB LEISURE & LUXURY

◇ MARSEILLE - FRANCE

PB LEISURE & LUXURY

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