



## HUMMINGBIRD CONSULTANCY

LUXURY HOSPITALITY SPECIALISTS

# FLEXIBLE REPRESENTATION

**Our goal is to ensure every luxury property, large or small, independent, or affiliated, are able to benefit from our extensive network and market representation.**

While full ongoing proactive support can be offered on a retainer basis, we have also launched our Flexible Representation services. We understand that initially not everyone can commit to a longer-term retainer, so this provides some flexible, no commitment, options for us to help you undertake market outreach to the luxury travel industry.

## HOW TO GET STARTED

### ON-BOARDING FEE

One Time Cost To Join The Hummingbird Portfolio | \$1,500 USD

This cost also covers the creation of your portfolio listing page on our website and a feature on the Travel Advisor Portal homepage. We will also post 1 social media post to announce the official partnership and welcoming you to the portfolio.

### HOSTED FAM TRIP

A fully hosted Fam Trip ensures that we are completely familiar with the property while gathering photo and video assets and gaining first-hand experience. Cost of travel expenses, from Saint Lucia to destination, for 2 people and full hosting during trip for a minimum of 5 nights to be covered. 1 Room.



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# FLEXIBLE REPRESENTATION SERVICES

Below is a summary of some of the options available for flexible representation. Full details of these inclusions are available on our website. Should you need any additional services, ranging from commercial management, strategic planning or digital marketing to training and development or operational support, then please contact us to directly discuss how we can support you and your individual requirements.

## DEDICATED WEBINAR

TO TRAVEL ADVISORS | \$450

Dedicated webinar event to selected travel advisors and partners to help educate and raise your property profile to a segmented target audience. Average attendees 50+ advisors.

## ORGANIC SOCIAL MEDIA

VIA HUMMINGBIRD NETWORK | \$250 PER POST

Using our extensive network and targeted audiences benefit from the power of our social presences with an average reach 8 to 10k per week, 18k impressions, engagement average 8-9%.

## DEDICATED EBLAST

SUBSCRIBED NETWORK | \$550

Dedicated email newsletter promoting your property to our database of luxury travel advisors, media, trade partners or consumers. Promote general awareness or specific promotions with an average of 42% Open Rate and 18% CTR.

## TARGETED SOCIAL MEDIA CAMPAIGN

MANAGEMENT | \$350 + CAMPAIGN SPEND

Thorough our targeted campaign management reach potential guests with key objectives ranging from engagement, traffic or even generate leads and inquiries for a specific campaign.

## DEDICATED IN PERSON EDUCATIONAL EVENTS

EVENT MANAGEMNT | \$500 + EVENT COSTS & EXPENSES

Let us host a dedicated lunch or dinner event to our carefully selected audience of travel advisors, specific operator partners or media contacts in a chosen source market.

## CREATION OF PROPERTY BRAND POSITIONING

\$3,000 TO \$8,000

Your image matters, from the ethos behind the brand to the visual identity and tone of voice. Let us help define – or redefine - your key brand positioning, target audience and how to communicate to them.

## TRADE SHOW REPRESENTATION

REPRESENTATION | FROM \$1500 + SHARE OF EXPENSES

Have our experienced team represent your property at key trade show events and conduct meetings, presentations and networking on behalf of your property.

## CREATIVE DESIGN SERVICES

Enhance your visual identity and develop a brand presence while creatively showcasing your property. From flyers and brochures to presentations and social assets. Also includes content management and advice to ensure correct messaging is delivered.

## VISUAL CONTENT CREATION

Supporting your brand development it is essential that your images, videos and assets represent your property in line with your brand and audience. From capturing the perfect experience, to the wow aerial footage of your property, an image speaks 1,000 words so let us make sure it says the right thing!



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