



ENHANCING MARKET'S PERFORMANCE IN HIGH END LUXURY TRAVEL INDUSTRY

QUALITY PRESENCE IN LUXURY EUROPEAN MARKETS

Company profile



Welcome to be World

a personal approach for luxury &
innovative travel products and
destinations in high end markets

We are HIGH END market
performers for HIGH END
independent own resorts –
hotels and unique
destinations. Spezialized in
Island and remote Resorts

We are experts and Focussed
on continental EUROPEAN
markets, including CEE,
Scandinavia & UK

We have spent more than
35 years in the luxury
hospitality market. We
focus on performance,
making things simple and
easy for all of our partners





AT A GLANCE

During the last 10 years it has been our privilege to work with some of the most innovative and luxury brands in the travel industry.

From hotels and resorts to destinations we share the uniqueness of its brand's services and products across the world.

We grant proven experience with independent or small groups of luxury hotels and resorts building long lasting business relationships and trust.

4
Continents

30
Years of experience

17
Resorts & experiences

6
Destinations & lifestyle venues



We understand that each market is different and that is why we provide a tailor-made approach with local teams that embrace diversity and culture.

We agree that the promotion of unique and independent products needs to be done by sharing stories and experiences rather than just explaining product features.

We are humans and we believe engagement is key when building loyalty to our brands and experiences offered by our partners.

In a world of standardization our guiding principle is to provide a bespoke execution of sales and marcom strategies in each market.



OUR CORE COMPETENCES

SALES

Sales force

Direct visits to clients

Maximizing database

B2B and B2C sales

Customer Events

Increase in market share

Improve national and international production for corporate, MICE and leisure accounts

Familiarization trips with qualified customers

Trade Shows Assistance Coordination

MARKETING

Design and implementation of strategic plans

Improve positioning and visibility for luxury destinations and hotels

CRM marketing

Partner Marketing

Increase online traffic

Digital Marketing

Event Marketing

Brand compliance and brand architecture

Street marketing

COMMUNICATION

Design, planning and execution

Media database

Press Releases

Press Trips

Internal Communication

Editorials and Advertorials

Press office

Clipping reports

Social Media and Community Manager Services

CONSULTING

Research and feasibility studies

Brand identity and graphic line

Strategic Positioning

Internal marketing

Auditing

Market Research and validations

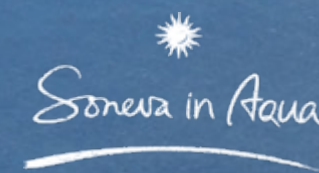
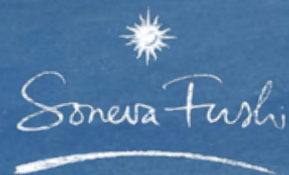
Development of SVC plans



RESORTS AND DESTINATIONS WE ENHACE



reverie



Mr.Travel
Portugal Luxury DMC



VC
Venue & Concept
PHILIPPINES

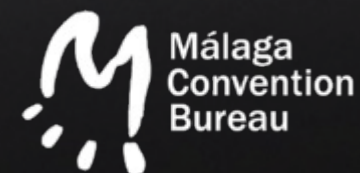
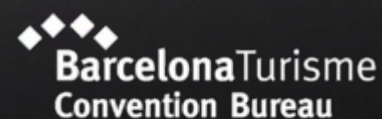
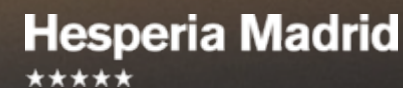
VC
Venue & Concept
UNITED ARAB EMIRATES

Status Quo

Your trusted
luxury travel
partner



OTHER CLIENTS WE ENHANCED





A HIGH PERFORMANCE TEAM IN EUROPE

Main Office in Spain

C/ Tambre, 43
28002, Madrid
T: +34 91 080 78 70

Be world embraces more than 10 persons between team and partner members worldwide. We are driven by our passion, our human values and the commitment to our ideas and aligned to our clients' wishes and needs.

Throughout our own experience and knowledge of this industry all our team members understand the complexity of the travel sector, the high requirements of the luxury market and the uniqueness of independent/self-owned companies that want to differentiate themselves from big corporations.

We have a team of fully qualified professionals in the field of tourism and leisure. We are all high qualified and with great professional experience and the necessary skills to implement any sales, marcom and strategic consulting project. We all have the ability to fluently speak, at least, two languages.

Alfonso Martinez
CEO & Founder



Raquel Asensio
Director of Sales



Leo T Miranda
Marketing & Comm
Manager



Álvaro M Torres
Sales Manager



Lesley Salazar
Digital Marketing Manager





A HIGH PERFORMANCE TEAM IN EUROPE

Be World associated offices

Antje Groch
Director of Sales
Germany & Central Europe



Sophie McCarthy
Director of Sales
UK & Ireland



Valentina Myagkova
Director of Sales
Russia & CEE



Germany & Central Europe

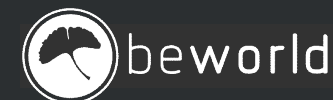
Bonn
Germany
T: +49 2642 9470 143
M: +49 176 616 92 189


UK & Scandinavia

33 Churchfield Road
Walton on Thames
Surrey, KT12 2TX
United Kingdom
T: +44 (0) 1932 222450
M: +44 (0) 7780 708055

Russia

Moscow
Russia
M: +7 916 171 31 10





Distance in time, space or culture is shortened by a personal, frequent and organized activity plan executed by a diverse experienced team of professionals who understands the complexity of the markets and delivers the right **message**.

Your **message** is shared and translated into effective results based on the foundation of clear understanding of the brand proposition. Strategy put into action to reach the highest **performance**.

Performance as an ultimate objective of a return of investment in the market. We believe in mid-long term profitability. Our objectives are clear: brand performance, market performance and revenue performance.

We bring markets closer to you.



Inspired by luxury and exclusivity.
Passionate about travel and storytelling.
Driven by performance and excellence.

