



ENHANCING MARKET'S PERFORMANCE IN THE LUXURY TRAVEL INDUSTRY

QUALITY PRESENCE IN LUXURY MARKETS

Company profile





We are storytellers, we are travelers, we are explorers. We are eager to share our own experiences and places visited. We do not sell, we engage people with brands and stories.

We are inspired by our experience, by our learnings and our creativity together with our sake for innovation. We bring sales and marketing to a personalized and human to human level.

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

Welcome to be world
a personal approach for luxury travel products
and destinations.





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**

16 **Resorts & experiences**

4 **Destinations & lifestyle venues**

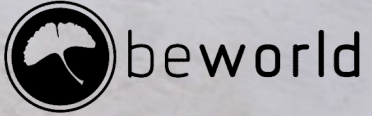


We understand that each market is different and that is why we provide a tailormade approach with local teams that embrace diversity and culture.

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 standarization 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 Adver torials
- 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

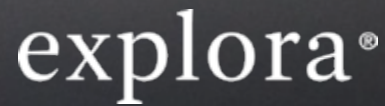
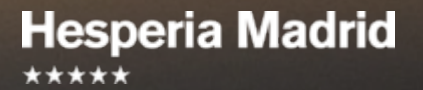



COMPANIES WE ENHANCE





OTHER CLIENTS WE ENHANCED





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.



THE TEAM

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 Torres
Marketing & Comm.



Álvaro Martínez
Marketing Digital





Jean Pierre Beaujanot
 Director of Sales
 LAM



Antje Groch
 Director of Sales
 Gernay & Central Europe



Sophie McCarthy
 Director of Sales
 UK & Ireland



Valentina Myagkova
 Director of Sales
 Russia & CEE



THE TEAM

Be World associated offices

Spain

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

Latin America

Vasco de Gama 4840
 depto 404
 Las Condes
 Santiago de Chile
 M: +56.9.788.52.430

Germany & Central Europe

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

UK & Ireland

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



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

