



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. Specialized 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 15 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**

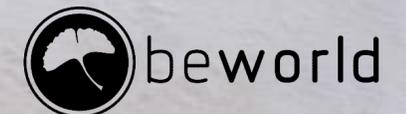


We understand that each market is different and that is why we provide a tailor-made approach with local teams that embrace diversity and culture.

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 SMC plans



RESORTS AND DESTINATIONS WE ENHACE



Cain Benedit
AGROTURISME


ANNUA
SIGNATURE HOTELS

Silara


Soneva Secret


Soneva Fushi


Soneva Jani


Soneva in Aqua

SIRRU FEN FUSHI
PRIVATE LAGOON RESORT




NIHI
SUMBA

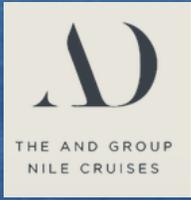

NIHI
ROTE

CEYLON
TEA TRAILS
LUXURY LIVING IN THE HILLS
BOGAWANTALAWA, SRI LANKA



reverie

EL NIDO
RESORTS



Secret Bay
DOMINICA, CARIBBEAN




ENJOY GROUP


SELMAN
MARRAKECH


ES SAADI
MARRAKECH RESORT


ZHIWALING
HERITAGE


Semako

Mr. Travel
Portugal Luxury DMC 



VC
&
Venue & Concept
PHILIPPINES

VC
&
Venue & Concept
UNITED ARAB EMIRATES

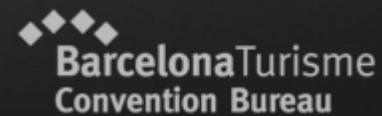
Status Quo

Your trusted luxury travel partner

DTH
Formerly Diethelm Travel



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 7 people 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 an 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 Fischer
CEO & Founder

Leo Torres Miranda
Marketing & Comm
Manager

Eduardo Nuñez Core
Director of Sales

Álvaro M Torres
Sales Manager

Hayanda Tiago
Sales & Marketing
Coordination

Gonzalo Sánchez
International Sales
Manager

Tânia Araújo
Digital Marketing
Manager

Eliza Arcaya
Brand Ambassador



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.

