



ACTION PLAN 2020



The **Boutique GSA** stands for “Global Sales Agent” and is part of laura&miro. We are so proud of our small portfolio of boutique hotels and unique places that can make guests feel special, that the brand was born by itself. Whether it is about simple elegance, amazing nature, originality or because we find them simply great. We have the honour of being their passionate ambassadors in Europe and beyond.

Helping the best agents and travel designers worldwide discover these amazing spots to impress their clients, is what we do. By introducing boutique hotels to new source markets we help owners and management to develop business.

A small and highly performant team, over 20 years of market insights, a lot of travelling around the world, an extensive well catered database, and the motto of projecting and excellent image to the trade are our drivers for success.

In 2018 we covered eight European countries and ten cities for our portfolio of hotels, for 2019 we are expanding to the US, becoming a one-stop-shop for properties looking for global exposure with a “boutique” bespoke service.

Laura

What we offer

THE boutique GSA is composed of a permanent collection of up to 10 hotels. In this case the hotel pays a monthly fee and participates in an action plan that covers 10 sales actions a year in the key European and US Cities.

With this formula we provide exclusivity for the destination. Although our collection is evolving as we speak, you may check here our current **hotel portfolio**.

To reach the best travel designers, we combine sales calls, luxury trade events, emailing, and follow-ups from our side. We can set targets per market to approach the key players.

SALES CALLS

The main format is personalised sales calls with pre-arranged appointments, especially selected buyers according to the hotels presented, ensuring that they are interested in the property and destination. You will get a database and full report with comments from agents plus the contacts that have shown interest or given feed-back even if there was no appointment. Each action may welcome 4 hotels that may join or fully delegate the representation to us. There can also be exclusive actions dedicated to only one hotel that we may include in its action plan.

SOFT E-MARKETING CAMPAIGNS

We can combine the above with soft-emailing campaigns addressed to our qualified and segmented agents. The contacts from top agencies in Europe and the US.

LUXURY TRADE EVENTS

With our close partners we are able to offer events in the following locations: London, Dubai, Paris and many more. The main format is workshop – cocktail, with between 30 and 80 top travel agents attending. A database of all attendees is provided at the end of the event.

When to join

You may join from September 2019 to December 2020, until the Collection reaches 10 hotels, on a first come first serve basis. The best time to join is in September 2019, in order to have access to all 2020 sales actions..

Our Hotels:

Currently we are representing 6 boutique hotels in Paris one of which is 5-star, 1 boutique hotels in Costa Brava, a 5-star Riad in Fez, a 5-star palace in Marrakech, a modernist luxury palace hotel in Barcelona. Within a determined geographical territory (source market) we can grant one only hotel per destination (eg. Paris, Costa Brava, Kerala etc..).

Conditions and Fee

1. Permanent Collection:

10 sales weeks per year (covering over 18 cities): Monthly fee
1.150€/month

2. A la carte Sales Plan:

Price per sales week Europe: 1.500€ per sales week

Price per sales week U.S.A: 2.000 € per sales week

* Travel expenses are not included and shared among participant hotels

** Fully a la carte exclusive actions need to be quoted by case.

*** Possibility to represent the property in an industry event at an extra cost (tradeshaw, workshop, roadshow etc.)

2020 ACTION PLAN SUMMARY

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Barcelona	●											
Andorra		●										
South of France			●									
Essence of Luxury*			●									
LAX – San Francisco			●									
NYC – Chicago				●								
London					●							
Milan						●						
Geneva						●						
Copenhagen Stockholm - Oslo						●						
Barcelona							●					
Pure Life Experiences*									●			
London Connections*									●			
Paris										●		
Brussels										●		
Madrid											●	
ILTM Cannes*												●

*Extra charge stand fees not included

**Zurich, Munich and other cities on request

2020 ACTION PLAN

Barcelona – January Sales calls

Andorra – January Sales calls

South of France – March Sales calls

Marbella Essence of Luxury* – March

Los Angeles / San Francisco – March Sales calls

New York / Chicago –April Sales calls

London –May Sales calls

Milan / Genève – June Sales calls

Copenhagen / Stockholm / Oslo – June Sales calls

Barcelona – July Sales calls

Pure Life Experiences* – September

London Connections* – September

Paris – October Sales calls

Brussels – October Sales calls

Madrid – November Sales calls

ILTM Cannes* – December

*Extras charge stand fees not included

**Zurich, Munich, and other cities on request

SALES CALLS EUROPE 2019



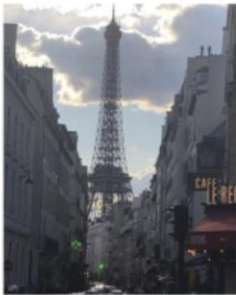
MYCONCERGE - PARIS



WORKSHOP - LONDON



QUINTESSENTIALLY - LONDON



SALES CALLS - PARIS



TSELANA TRAVEL - PARIS



VIATGES EMOCTIONS - ANDORRA



ANDRÓMEDA VIAJES - BARCELONA



BESTOURS-TANDEM - BARCELONA



FERRER & SARET - BARCELONA



IAG7 VIAJES - MADRID



GATTINONI - MILAN



REISELAND - MUNICH

SALES CALLS USA 2019



FISCHER TRAVEL - NEW YORK



SMARTFLYER - NEW YORK



WORK IN PROGRESS NYC



TZELL - PROTRAVEL - NEW YORK



SALES CALLS NYC



VALERIE WILSON TRAVEL - NEW YORK



FIRST IN SERVICE - NEW YORK



SALES CALLS CHICAGO



CASSIS TRAVEL - LOS ANGELES



TZELL - PROTRAVEL - NEW YORK



SALES CALLS L.A.

Laura Rodríguez



With a degree in Commercial and Marketing Management from ICADE (Madrid), and a degree in Business Studies from Institut Sant Carles (Barcelona), Laura's has dedicated her career to tourism and foreign markets.

She worked as International Brand Manager and Head of Business Development at Port Aventura Resort, and continued in the luxury travel sector as Commercial Director of Hospes Hotels & Moments. After that, Laura managed Luxury Lifestyle Hotels & Resorts as Director of Marketing and Sales, to continue as Commercial Director in companies like Grandvalira (Andorra) or Intercruises Shoreside and Port Services Worldwide.

In 2010, she founded laura&miro, a business that renders marketing and sales services for boutique hotels and tourism companies. Never abandoning luxury hospitality, she developed a close partnership with TemptingPlaces, where she led its internationalisation with the development of new source markets, as well as with Slow Travelling.

In 2017, she created her own global GSA, based in Barcelona supported by a great, small and competent team.

Laura Rodriguez

laura&miró

THE boutique GSA

Partner & Co-founder

c/ Rosselló, 198, 4º, 2ª · 08008 Barcelona (Spain)

laura.rodriguez@lauramiro.com

www.theboutiquegsa.com