



# B&L REPRESENTATION

## MAKE YOU VISIBLE

BUREAU OF COMMERCIAL REPRESENTATION AND MARKETING OF BOUTIQUE  
AND LUXURY HOTELS AND OF SPECIALIST DMC'S

Markets : France, Belgium, Switzerland, Luxembourg

### OUR ASSETS

Perfect knowledge of DISTRIBUTION, of PRODUCTION,  
and of ASSOCIATED OPERATORS

Goal-oriented to achieve and exceed your TARGETS

Passionate, compelling, and unifying for wider RENOWN

Highly recommended PRODUCTS, hotels, and destinations

Excellent integration of the CLIENT dimension and their NEEDS

Large professional NETWORK and database of qualified professionals

Expertise in niche HOTELS, with key players, and in the LUXURY market

MORE THAN REPRESENTATION, A PARTNERSHIP

## B&L REPRESENTATION IS THE OBVIOUS CHOICE

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The economic situation, the obligation to minimize costs, the imperative need for an effective sales and marketing presence, to enhance your reputation, and to steadily increase your turnover and income, all strengthen my desire for challenge and to flourish in these growth markets that I know so well.

### STRATEGIC, INVESTED, WITH AN EASY RAPPORT, B&L REPRESENTATION PROPOSE :

Our Skills in attracting, convincing, and collaborating long-term

Our Aptitudes for Analysis, monitoring, and listening

Our Mastery of Proposal and negotiation

Our passions : Sales and Tourism

Our philosophy : Win/Win

### VALUABLE EXPERIENCE

With over 15 years of experience in the tourism sector, successively in tour operating and in the luxury hotel industry, I want to put my experience and my savoir-faire to the use of **Boutique** and **Luxury Hotels**, independent or chains and of **Specialist DMC's** wishing to develop their commercial and marketing presence in the French-speaking markets.

### ● A CAREER IN 4 STEPS

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**Sales Representative Paris-IDF** for the Accor Group tour operator, France ( multi-brand Accor Tours, Couleurs Locales, and Frantour )

**Regional Sales Executive Paris-IDF and provinces** for Austral Lagons ( tour operating specialised in exotic islands and luxurious getaway )

**Regional Sales Manager Paris-IDF** for Thomas Cook Group tour operator, France ( multi-brand Austral Lagons, Jet Tours, Secrets, and Thomas Cook )

**Sales Director France-Belgium** for the Mauritian Hotel Group VLH Management



MAKING WHAT'S MINE, YOURS



## SERVICES AND TASKS OF B&L REPRESENTATION

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- Canvassing, training, sales events, monitoring, and loyalty management of high-potential travel agencies
- Participation in trade fairs, road shows, "soirées" and dinners with travel agency and tour operator sales teams
- Implementation and support of educational tours with top travel agencies
- Negotiating terms with associated partners : Tourism offices, Airlines, DMC's
- Regular prospecting and monitoring of principal MICE agencies
- Contracting and monitoring of programming with old and new tour operators through the implementation of a commercial and marketing plan
- Product training: call center, sales representative, production department
- Market research – benchmarking – competition
- Creation, management, storage, and distribution of tools and marketing materials
- Management of professional, consumer, and commercial press relations
- Monthly ACTIVITY report and GROUND information feedback

### Ad hoc Missions **and** Services

Description on the Web site  
Consult us for more information



PROVIDING THE BEST AND THE MOST UNIQUE

Once upon a time  
a young traveller  
from another place,  
having travelled the world  
in search of safe haven...

and if that traveller came to you  
What would you propose?



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MORE THAN A HOTEL, AN EXPERIENCE