



ENHANCING MARKET'S PERFORMANCE IN HIGH END LUXURY TRAVEL INDUSTRY

QUALITY PRESENCE IN LUXURY EUROPEAN MARKETS

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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 Focused 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

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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**

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**30** **Years of experience**

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**17** **Resorts & experiences**

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**6** **Destinations & lifestyle venues**

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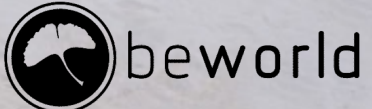
We understand that each market is different and that is why we provide a tailor-made approach with local teams that embrace diversity and culture.

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.

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# OUR CORE COMPETENCES

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## SALES

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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

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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

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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

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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



the lodge

PORTO HOTEL  
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NATURE RESORT PRAIA DO CANAL

Arkoudaki Estate  
Paxos



estalagem quinta da casa branca



Senhora da Rosa

NARENDRA BHAWAN  
*Bikaner*

SURYAGARH  
*Jaipur*

NIHI  
SUMBA



reverie

MARY BUDDEN ESTATE  
ESTD. 1899

EL MANGROVE  
GULF OF PAPAGAYO, COSTA RICA

AUTOGRAPH COLLECTION®  
HOTELS

Soneva Secret

Soneva Fushi

Soneva Kiri

Soneva Jani

Soneva in Aqua

PUNTA ISLITA  
GUANACASTE - COSTA RICA

AUTOGRAPH COLLECTION®  
HOTELS

Cain Beneit  
AGROTURISME

EL NIDO  
RESORTS

ZHIWALING  
HERITAGE

SELMAN  
MARRAKECH

ES SAADI  
MARRAKECH RESORT

ABADIA RETUERTA

BOËNA  
Lodges

BHUTAN PEACEFUL TOURS AND TREKS  
*Taking you into the depth of our culture & tradition*

Mr. Travel  
Portugal Luxury DMC

VC  
Venue & Concept  
PHILIPPINES

VC  
Venue & Concept  
UNITED ARAB EMIRATES

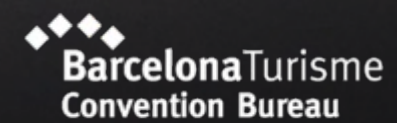
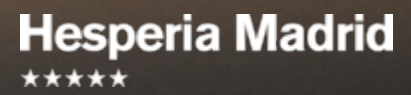
Status Quo

Your trusted luxury travel partner

DTH  
TRAVEL  
Formerly Diethelm Travel

beworld

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 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**  
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

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Be World associated offices

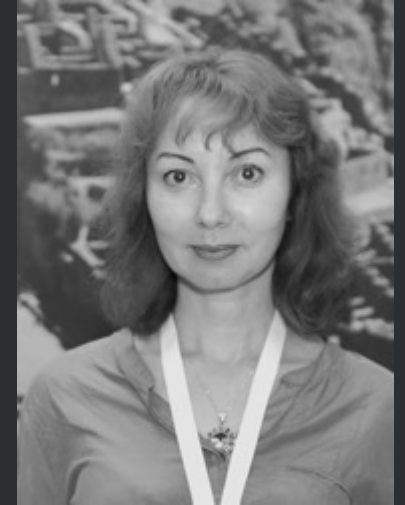
**Antje Groch**  
Director of Sales  
Germany & Central Europe



**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.

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

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