



THOMAS & CARTER

LUXURY ROOMS AND RETREATS

In partnership with

PROVEN SUCCESS

WITH THE UK'S BEST

Since 2019 our tactical solutions have significantly increased revenue for some of the UK's best known properties.



SCHLOSS
ROXBURGHE



THE THOMAS AND CARTER **IMPACT**

From grand opening exposure to optimising customer spend a Thomas and Carter partnership begins with identifying growth opportunities within your business.

We deliver:



**Increased
occupancy**



**Affluent
new audiences**



**Brand
awareness**



**Boosted
profitability**



**Extended average
length of stay**



**Special Offers
listing**



THE THOMAS AND CARTER FORMULA



CAMPAIGNS TAILORED TO INCREASE REVENUE

Each campaign we create is designed to achieve our partner's unique business objectives. We use specific offer elements to direct demand when required.



Curated inclusions to drive ancillary revenue.



Tailor copy written by our in-house content team.



Special and short break campaigns.





CAMPAIGN



PROJECTIONS



ROOM NIGHTS -

ANCILLARY REVENUE £ -

AVERAGE LENGTH OF STAY -



PROMOTING YOUR PROPERTY

Marketing Assets

EDM

1 x premium position hero subject line EDM feature

100% Direct referrals

1 x content email to USA, European and UK travel agents over the 14 days campaign

Commissions on travel itineraries
10% of the room element only



SOCIAL

1 x exclusive introduction
Facebook post

SEO Optimisation

CONTENT

Inclusion of video content and company email within campaign material



DIGITAL

28 day online feature campaign

Ongoing offers listing for your property during your quarterly payments



SITE

Position 1 on site for a minimum of 24 hours

Note: A Post Campaign Summary will be sent to you for internal communication to managers and owners outlining the campaign analytics and overall results.



MEMBER RATES

Our rates are charged per quarter, in advance and billed on 1st day of each new quarter.



UK

£50 per quarter



EURO

€50 per quarter



NORTH AMERICA

\$50 per quarter



NEXT STEPS

1. We will send your property questionnaire form. Please return by email.
2. You will send via www.wetransfer.com 1 x hero high resolution image of the exterior of your property and a selection of 12 high resolution images including Bedrooms, Suites, Restaurants, Bar, Spa and Leisure facilities.
3. You will send any special offers or promotions you may have.
4. You will provide a short video of your property for marketing purposes.
5. We will agree on the ideal timing for the campaign where lead sale prices is readily available
6. Campaign date will be agreed upon signing of the agreement.
7. Our team begin creating your campaign and will send to you for approval.
8. You agree to include our hashtags on any social media channels you post to [#luxuryroomsandretreats](#) [#thomasandcarter1](#)
9. Provide our Thomas and Carter Club guests a member perk, this can in the form of a complimentary upgrade subject to availability, a welcome drink or some other gift, relative to your property.



THANK YOU FOR YOUR TIME

I look forward to discussing further.

Robert Templeton

Director

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