

Supporting sales with advice for agents

Shearings Holidays is one of the UK's leading holiday businesses, offering a large selection of domestic and European coach, air and cruise holidays, as well as running its own network of hotels.

Citypress has a wide ranging brief for Shearings, including advising on its profile within the travel trade media.

Summer 2008 provided a unique set of circumstances for the travel trade. A combination of the economic downturn, strong Euro and a dramatic reduction in capacity amongst the major holiday operators, meant that, despite the awful weather, there was a significant rise in bookings at traditional UK resorts.

With this trend likely to continue into 2009, thanks to the rising prices of European package holidays, we were quick to highlight Shearing's strength in the domestic market to the travel trade.

By analysing data from Shearing's bookings we identified which UK resorts were the biggest winners of the growing stay-cation trend. This was supplemented with local comment from hotel managers from across Shearing's network.

The resulting press release received wide-spread coverage across national, regional, broadcast and online media. It was also widely reported within travel media alongside case studies of agents who had benefitted from working closely with Shearings.

This coverage coincided with the launch of Shearings 2009 brochure, helping to put the company at the forefront of agent's minds at a crucial time.



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If you would like more information about our work and what we can do for your company and brands, please contact Charles Tattersall on 0161 235 0319 or email charles@citypress.co.uk