

*Business Development &
Brand Marketing*



Your personal getaway to the
French Speaking Markets



Our Philosophy

Your Personal Getaway to the French-Speaking Markets



After 15 years of experience in the luxury travel & hospitality industry, we decided to gather our passion and expertise and create a bespoke business development and brand marketing company.



At J'Adore Management, we offer a set of upscale and tailor-made services to fit with our clients' requirements, expectations and budget.



Our core mission is to help companies design sales & marketing online and offline strategies, build partnerships, and raise awareness with the objective of attracting new customers and increase revenue.

Our Services

Sales Services



Designing tailor-made BtoB sales and marketing plans.



Designing development plans for a better ROI.



Setting up and building long-term sales relationships.



Organizing tailor-made sales & marketing events and partnerships,



Setting up sales roadshows and doing the follow up.



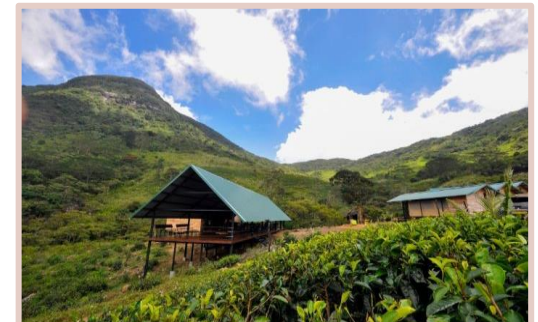
Product/service, destination and sales trainings.



Brand representation during trade shows, workshops....



Prospecting and developing new sales partnerships.



Our Services

Marketing Services



Designing tailor-made marketing plans based on market trends and research.



Market research (market segmentation, launching of new products).



Designing innovative promotional campaigns.



Brand image management.



Launching new products/services and new destinations :
competition monitoring, mainstream and BtoB communication, working hand in hand with PR teams and social media networks.

Our New Services

Community Management & Social Medias



Launching new products/services and new destinations on social medias



Designing innovative online promotional and cross-marketing campaigns



Organizing social media collaborations with third party



Ensuring the follow up of web-marketing campaigns, results analysis



Our Daily Work

Implementation of Sales & Marketing Strategy



To manage and raise awareness of our clients' brand image and to do a regular competitors analysis.



To ensure the successful sales & marketing development activities of our clients by all the partners involved.



To offer our clients all the coaching and support required to develop the zone we cover: providing sales travel partners' profiles and market insights for successful brand and business development.



To ensure a monthly follow up of sales results with our clients' DOSM and adjust the sales & marketing strategy accordingly.



A monthly follow up of market and economic trends that may impact on sales, to keep our clients updated. This will give the opportunity to adapt to the trends and develop tactical offers when required.



A monthly sales & marketing report is submitted to all our clients which gives a detailed overview of all our activities for the said month.

Our Daily Work

Sales & Marketing Development with the Travel Trade



Introduction to Product Directors and training of travel agents to position a brand and push sales.



Daily follow up and assistance on contracting and booking requests and FAQ.



Participation in BtoBtoC events organized by tour operators and travel agencies to meet with their loyal and best clients.



Set up of sales challenges, incentives and fam trips to boost sales.



Close follow up of group requests and bookings



Our Daily Work

Partnership with Tourism Boards & Airline Companies



Developing a relationship with regional offices of Airline Companies in our source markets,



Participation in sales & marketing activities organized by Airlines and Tourism Boards,



Developing a relationship with regional offices of Tourism Boards in our source markets.



Our Daily Work

Trade Shows & Roadshows

France



IFTM/Top Résa

ILTM



International



ITB Berlin

Sales Roadshows



GM/DOSM roadshows in France, Monaco, Belgium, Luxembourg and Switzerland, to meet with all stakeholders.

Our Team of Experts



JULIEN FONTAINE – OWNER OF J'ADORE MANAGEMENT BUSINESS STORY MAKER

Julien has over 13 years of experience in the travel industry, holding the positions of Sales & Marketing Manager for different luxury hotel groups like Banyan Tree and Six Senses, but also many boutique-hotels and destinations in the French speaking markets. His role was to promote them, to manage their brand image and to develop their sales and marketing. He has all over those years been working very closely with all partners of the travel trade, especially the luxury ones, from tour operators to travel agencies, from tourism boards to airline companies.

More than a salesperson, Julien likes to describe himself as a private luxury advisor for every client or sales partners he's working with, ensuring each of them to receive the best advices and getting a high-quality service at all times. His many travels among the most remote locations on Earth and his three expat lives around the globe combined to his passion for luxury products and services have led him to live out of the ordinary experiences and allowed him to perfectly seize the true sense of luxury services. Julien is a passionate globe-trotter and he deeply hopes to keep discovering our beautiful world, to share these stories with his clients and sales partners.

Our Team of Experts



ANDRÉ LABOURI – BUSINESS DEVELOPER

André is the wise man of our consortium, a long-distance traveler with many on the field experiences, who knows how to moderate impatience and brings the eye of an expert to each project. He brings with him 30 years of international experience, as Sales and Marketing Director, Production Director, Development Director, particularly in the travel and luxury hotel industry. On top of these experiences, he also run over 10 years his own consulting company specialized in luxury hotels, DMCs and destinations in France and Belgium. The savoir-faire in launching hotels, DMCs and destinations he acquired through his professional career is unrivalled.

Besides travelling, André is a great lover of art and history. He deeply enjoys attending amazing exhibitions, visiting museums, going to the opera or the theatre and learning more about foreign cultures. His passions lead him sometimes to travel to the other side of the world. André has actively participated in the creation of J'Adore Management and he's now always ready to take on new challenges and share his experience to good use.

Our Team of Experts



TEA PIQUERAS – SALES & MARCOM ASSISTANT

Fashion designer and communication expert, Téa is the newest addition to the J'Adore Management team. Having completed her Bachelor Degree in Fashion Design and Business, she is currently pursuing her Master Degree at the Paris School of Luxury while ensuring sales assistance and handling all communication and marketing activities at J'Adore Management. Young but already entrepreneur, Téa also runs her own fashion design brand.

Her previous work experience in multiple luxury fashion design companies in the SEO, SEA and Social Media Management has further enriched her communication and marketing tactics. A Gen Z with love for haute couture and luxury brands, she is perfectly capable to figure out the best mode for connecting with people.

Our DMC Partners



Albee Adventures
Central America



Simba Safaris
Tanzania, Kenya & Zanzibar



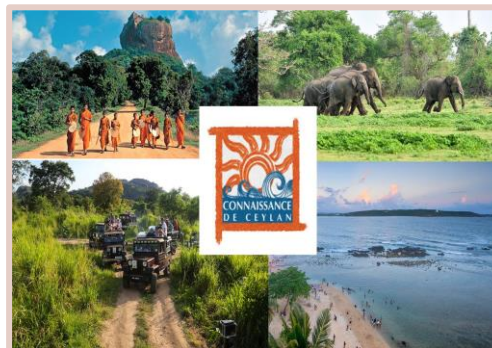
Arabian Connection
UAE



Bahwan Tourism
Oman



Kreola
Mauritius & Rodrigues Islands



Connaissance de Ceylan
Sri Lanka

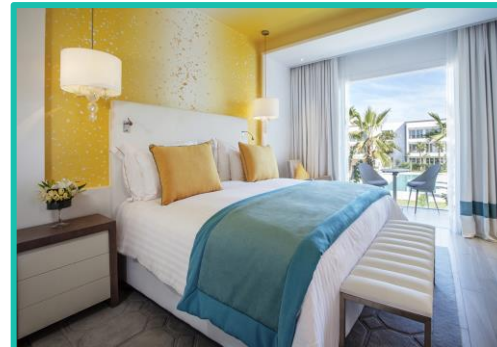
Our Hotel Partners



**Tortuga Bay Puntacana
Dominican Republic**



**Westin Puntacana
Dominican Republic**



**Vichy Célestins Casablanca
Morocco**



**Asanja Africa
Tanzania**



**Manta Resort
Pemba, Zanzibar**



**Zuri Zanzibar
Unguja, Zanzibar**



**Hard Rock Hotel & SAii Lagoon
Maldives**



**Theme Resorts & Ayurvie Retreats
Sri Lanka**



Contact Us!



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J'ADORE MANAGEMENT