

The Future Of The High Street Travel Agency

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Why invest in the High Street?



Brand

- **Recognition of brand** – everyone no matter where in the world recognises Costa Coffee or HSBC for example.



- **Consistency** – consumers feel comfortable with brands that they see each day.



Association to Brand

- Look at the brands of Travelbag and Trailfinders, people now associate these with quality, worldwide holiday destinations.
- Harvey World Travel in partnership with Virgin Holidays has helped build the brand in the UK as the Virgin Holidays brand is so well established and easily recognised.



Developing the Brand Experience



Building Real Brand Value

- Be innovative and be different.
- Own the marketing channels with your message.
- Give your customers an experience they will want to repeat again and again.



Product

- To remain on the High Street and compete with the Internet, we need to offer our clients added value in booking their travel. They may book their £99 late deals themselves, but we can rely on the knowledge of the Travel Agent for clients to come to the High Street for their Australia, Dubai, South Africa, New Zealand and Cruise.
- This is where the High Street agent is paramount in booking this type of product and can lead the way over the internet.



Discipline

- Understand your client so you can sell the right products to them.
- Target your sales to suit your clients. Look at your local market, are they looking for cheap and cheerful or a holiday of a lifetime.
- Own your client – this means understand what they want, when they want. Use technology to contact them on a regular basis.
- In doing this, you will save money and position yourself correctly on the high street.



Self Surfing

- In this market, we are all aware that a section of our market want to book their own travel plans.
- Let them – but let them do this in your own branch!
- Our new concept branch in Leicestershire has two self surfing desks and the client can book their own holiday but with the comfort of an expert travel consultant right on hand to help if required. We are using this technology in all of our new branches from now.



Staff Training & Specialist

- Ensure your staff are specialists in their area of work – whether it is Worldwide, European, Cruise or UK breaks.
- Have an expert in each area wherever possible.



Lifestyle Products

- Generate new income streams to offer your clients that little bit extra....
- Foreign Property, Finance, Harvey Motoring



promise
FINANCE



Never Assume Anything...



HARVEY
world travel™

the travel professionals for

Virgin · HOLIDAYS

The High Street....

