



## **THE COMPANY**

IMS Consulting is a company specialized in the tourism industry that trades public and media relation's services and sales and marketing solutions for luxury hotels and the leisure and travel industry in Spain and Portugal.

The company was founded in 2003 by Virginia Gutiérrez building on her extensive experience in the hotel industry and has grown on the basis of providing cost-effective consultancy. Fees are allocated where it matters - to the employment of experienced professionals, whilst extremely low staff and client turnover has allowed the company to develop close long-term relationships with the media and trade throughout Spain and Portugal.

IMS Consulting currently has over 20 luxury clients in the travel and hotel sector, spread across the world.

### Virginia Gutiérrez: professional background

Virginia Gutiérrez (Montevideo, 1968) has represented the international hotel group design hotels™ in Spain and Portugal since 1998. She acts as account manager for member hotels and is also responsible for Sales and Marketing activities in that region.

She received a BA in Business and Tourism in Barcelona and in 1997 she added a Master's Degree in Sales & Marketing Management from the School of Business Administration and Management (EADA) in Barcelona.

In 1994 she joined Derby Hotels Collection (a hotel group that owns Hotel Claris in Barcelona and Hotel Villa Real and Urban in Madrid) as Sales Manager, working closely with design hotels™, before taking over the representation in Spain and Portugal.

## **SERVICES**

### Sales and Marketing:

Sales and Marketing activities are fundamental to increase hotel awareness along with hotel occupancy and rates. IMS Consulting focus mainly on the luxury travel trade and upscale tour operators but also on corporate accounts and other key market segments.

On going sales and marketing activities:

- Personal sales calls
- Road shows
- Development of ad hoc alliances
- Establish agreements with upscale tour operators
- Targeted brochure mailings
- E-mailings
- Work shops organization
- Stand organization and attendance at the following fairs: FITUR in Madrid, EIBTM in Barcelona, BTL in Lisbon, ILTM in Cannes
- Organization of fam-trips
- Planning and arrangement of promotional functions for the travel trade
- Follow up on activities
- Periodical Reporting

### Public and media relation's services:

Public and media relation's services with close contact with the Spanish and Portuguese media.

On going activities:

- Creation and distribution of press kit
- Creation and distribution of press releases
- Translation of promotional literature
- Constant representation in the media
- Individual appointments with journalists
- Follow ups upon individual media requests
- Deliver images and information on request
- Organization of press-trips
- Placement of advertisement / media planning
- Planning and arrangement of press conference and promotional functions for the media
- Clipping service
- Follow up on activities
- Periodical reporting

### Corporate representation

IMS Consulting can be your office in Barcelona with:

- Staff trained in your products and corporate culture
- Personalized telephone lines and e-mail
- All sales, marketing and public relations activities done under your corporate identity

### **CLIENTS:**

#### design hotels™:

IMS Consulting represents design hotels™ in Spain and Portugal offering sales, marketing and public and media relation's services.

design hotels™ is a collection of over 140 contemporary and lifestyle hotels worldwide.

[www.designhotels.com](http://www.designhotels.com)

#### COMO Hotels and Resorts:

Group of luxury hotels, resorts and spas including:

Metropolitan, London

Metropolitan Bangkok, Bangkok

The Halkin, London

Parrot Cay, Turks and Caicos

Cocoa Island, Maldives

Begawan Giri State, Bali

Uma Ubud, Bali

Uma Paro, Bhutan

COMO Shambala, luxury spas in urban hotels and luxury resorts

[www.como.bz](http://www.como.bz)

Marriott International Inc.:

Very selected Public Relations and Communication actions for the Washington headquarters, mainly related to Mr. J.W. Marriott Jr.

Cuixmala:

Cuixmala, Jalisco, Mexico  
[www.cuixmala.com](http://www.cuixmala.com)

Hacienda San Antonio:

Colima, Jalisco, Mexico  
[www.haciendadesanantonio.com](http://www.haciendadesanantonio.com)

Hotel Esencia:

Riviera Maya, México  
[www.hotelesencia.com](http://www.hotelesencia.com)

Tortuga Bay:

Punta Cana, Dominican Republic  
[www.puntacana.com](http://www.puntacana.com)

Andilana:

Spanish company that owns:  
La Malcontenta, Costa Brava, Spain  
[www.lamalcontentahotel.com](http://www.lamalcontentahotel.com)  
Hotel Trias, Costa Brava, Spain  
[www.hoteltrias.com](http://www.hoteltrias.com)

La Pleta:

Baqueira Beret, Spain  
[www.lapleta.com](http://www.lapleta.com)

Sentidos at Rio Real:

Marbella, Spain  
[www.rioreal.com](http://www.rioreal.com)

The Lodge at Pico Bonito, Honduras  
Ikal del Mar, Riviera Maya, Mexico

**EDITORIAL:**

ELLE Magazine:

Creation, design and production of the series "Hoteles con Estilo" including four different hotel directories per year that the magazine offer as an added value to their readers: Wellness & Retreat, Urban Chic, Exotic Glamour and Top Mediterráneo.

Spain Chic:

Cooperation with the British editor Mr. Nigel Bolding to create the book Spain Chic. Spain Chic is the eighth in the Chic series after Mexico, Bali, South Africa, Morocco, India, Alpine and Thailand. The Chic series combines lavish photography with detailed text, providing the discerning, independent-minded traveller with all the necessary information for a weekend city break, an island getaway or a long, meandering drive.  
[www.thechicseries.com](http://www.thechicseries.com)