



TRAVELMANAGERS

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TravelManagers in new realignment strategy

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TravelManagers is realigning its image in a brand new advertising campaign *Out with the Old, in with the You* aimed at targeting experienced agents from the corporate, leisure and cruise sectors.

House of Travel has been in the Australian travel market for some ten years, but it is with its new TravelManagers brand, that the Group has entrenched itself in the travel scene.

So with its six-month milestone coming up around the corner, HoT is ready to put its stamp on the new brand.

"Our campaign uses cheeky images which we believe represent the exciting opportunity and journey that TravelManagers offers. The end result for those who join us is an amazing feeling of satisfaction, freedom and reward, and we wanted our campaign to reflect this," says Mandy Scotney, Executive GM.

The new campaign also brings online a new website join.travelmanagers.com.au, currently under development. And it couldn't have come at a better time, with the signing up of the 100th Travel Manager just recently announced.

Speaking on the reasoning behind the campaign Ms Scotney comments, "We have relied for a long time on the fact that we offer the best rewards available in the market.

"[But now] we are very interested in speaking with small agency owners and experienced travel consultants who are open to exploring working with TravelManagers."

Emphasising experience and quality, the new ad campaign will be featured at *e-Travel Blackboard* as well as the new www.join.travelmanagers.com.au website.



**OUT WITH THE OLD,
IN WITH THE YOU.**

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