

CLEAR MARKETING



We're delighted to welcome back **Clear Marketing** to the **CTO Chapter Membership**.

We spoke with Account Director, **Kerrie Bartholomew**, to learn more about the representation company.

"Clear Marketing International proudly celebrated its 20th anniversary this year and we are based in Faygate, Sussex.

Established by Debbie Cleary in 2004, we are a small team consisting of Account Director Kerrie Bartholomew who has worked with Debbie for the past 11-years. Angela Read and Candice Yang are our Account Managers and we are all supported by Sam Newman."

Highlight your Caribbean products/services that represent the flagship offerings of your company. Outline the main objectives and key markets you focus on. What can you offer to members?

When Debbie Cleary set up the business, her idea was to inject energy, expertise, relationships and commercial thinking into the world of hotel and destination representation.

We are proud to represent some of the finest resorts in the Caribbean, USA, UAE and Europe, many of which have trusted us as their UK based representative for many years.

Clear Marketing are a small team of creative, energetic, passionate and results focused individuals, each with an outstanding background in travel and tourism. We are responsible for Tour Operator and Travel agent training and events as well as contracting, special offers and campaigns for several of the resorts we represent.

Each resort is authentic, independently owned and a reflection of the destination in which its located- each ensures the best in warm, genuine hospitality and values that echo our own. We also represent the island of Nevis where our role is to raise awareness of the destination to the UK travel trade.



Our team are on hand to provide assistance with helping the UK travel trade to be well informed, confident and able to secure bookings. Every day we are flying the flag for Caribbean tourism.

Share with us what makes you stand out. What do you want your fellow members to be aware of? Highlight any recent awards or significant achievements. Are there any upcoming projects in the pipeline?

We are 20-years old, so long-established, trusted by our clients and respected by our travel trade partners. We pride ourselves on our relationships and our product knowledge and have all travelled extensively to the Caribbean. We work with resorts on six islands in the Caribbean as well as a beautiful boutique resort on the Caribbean coast of Mexico in Riviera Maya – alongside resorts in other destinations globally. We started in the Caribbean though so it is an area of great significance to us.

What are your top three goals you aim to achieve through your CTO Chapter membership?

We have re-joined the CTO Chapter after a brief pause as we feel that given the work we do on a daily basis in positively supporting tourism to the Caribbean, we'd like to be part of a collective of members who are equally as dedicated to the region.

We are committed to sharing our expertise and experience to both the travel trade and consumers and growing visitor numbers to the region from this market. We particularly want to put some of the smaller and lesser-known islands on the map.

We would like to showcase our resorts and destinations on the new consumer website to inspire potential new guests.

We also would like to connect with existing and new partners in the industry to work collaboratively in showing the UK market all the reasons why they should book the Caribbean for their next holiday.