



# 2 Minutes to Read 20 Years to Gain

## Beautiful Holidays – Publisher

Your message is pivotal in generating bookings. Creating this identity is a delicate art form, an attempt to seduce your audience with both clarity and impact.

Beautiful Holidays is a South Pacific tourism publisher focused on devising this critical message delivery. It provides all aspects of content creation – writing, photography, design, layout, editing, SEO and production – packaged and ready for your sales, marketing and reservations teams to work its magic.

## Ian Osborn – Content Manager

With 20 years experience promoting tourism in the Pacific, I've visited over 400 resorts in 8 destinations and can identify what's unique and what isn't.

I convey brands thoughtfully, with cohesion and honesty. I'll deliver a clear and concise message, without trite, to both potential guests and to travel agents - two very different audiences that need addressing in different ways.

Creating enticing sales kits, fact sheets, newsletters and press releases is one part of my service. The other is managing your website content to boost your bookings through improved message delivery and seamless calls to action.

I have a 1<sup>st</sup> class degree in Publishing (UK) and have worked as a photographer, editor and author. In 1998 I launched an innovative hotel booking website (Pacific-Resorts.com). Foremost though, from 2002-2014 I managed an online travel agency (Beautiful Pacific) and fully understand your customers' needs.

## Your Resort – Improved Sales

Every little bit helps. My trick is streamlining websites and producing alluring product information to give your resort an edge over your competition. My aim is to synthesise your brand message and improve your sales conversions.

As a bonus I'll give your resort free priority listings in our influential Beautiful Pacific holiday planner along with special features and links to your website.

Contact Ian now to explore this fantastic opportunity in detail ...

### Ian Osborn

Beautiful Holidays

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**The Beautiful South Pacific Islands**

Beautiful Holidays is a South Pacific holiday specialist in Brisbane Australia. With over 25 years experience dedicated to promoting tourism in the South Pacific Islands, our focus today is publishing content.

We have two distinct aims. Firstly, through publishing our **Beautiful Pacific Holiday Planner** we aim to inform the travelling public on the most appropriate destinations, islands, resorts and tours for their holidays. Secondly, through our 25 years knowledge of the islands we offer **Content Management Services** to South Pacific hotels and to present a clear and unambiguous message to their clients through creative sales kits / brochures / press releases / online content with punchy writing and inspiring photography.

Owned and operated exclusively by Ian Osborn, I pride myself on providing a highly passionate, efficient and cost-effective service to anyone interested about tourism in the South Pacific Islands.

**Beautiful Holidays for ...**

**Resort Managers**

Photography, Marketing & Content

**Holiday Makers**

Free Online Travel Planner

ROUGH GUIDES

**THE ROUGH GUIDE to  
Fiji**

**Aitutaki Village**  
COOK ISLANDS

**ROOMS**

ACCOMMODATION IN 10 CHARMING BUNGALOWS SET IN LUSH TROPICAL GARDENS. A BEAUTIFUL SWIMMING POOL AND BEACH. \$237.00 PER NIGHT FOR 2 PEOPLE.

**SIGHTS**

KAYAK OR PADDLE BOARD FROM OUR BEACH FRONT. CRUISE AITUTAKI LAGOON FROM OUR DOCKSIDE OR HIRE A SCOOTER OR CAR TO EXPLORE AITUTAKI VILLAGE.

**BOOK**

INCLUDED IN YOUR STAY WITH JULIENNE'S LUNCH & CHEST AT AITUTAKI AIRPORT WITH COACH TRANSFER TO THE RESORT PLUS DAILY ISLANDS STYLE BREAKFAST.

The Polynesian inspired restaurant and bar is located on the lagoons edge with stunning views of the offshore islets. Breakfast, lunch and dinner is available, we also offer special dinner evenings. We can coordinate weddings on One Foot Island and can arrange Full-day lagoon cruises, water taxi services and private charters on Aitutaki lagoon directly from Aitutaki Village.

Included in your holiday accommodation package with Aitutaki Village is complimentary airport meet and greet services, round trip transfers, flower garland, orientation and tropical juice on arrival. Also, free use of stand up paddle-boards, sun-loungers and beach towels.

**AITUTAKI VILLAGE ACCOMMODATION SPECIALS & HOLIDAY PACKAGES :**

**FREE LAGOON TRIPS**

STAY 3 NIGHTS GET A FREE WATER TAXI TRIP ...

STAY 5 NIGHTS AND GET A FREE LAGOON DAY CRUISE WITH LUNCH

VALID TO APRIL 2017

**SEE RATES & PACKAGES**