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## BECOME A PARTNER!

There has never been a better time to be a member of THE ANANYANA partner program. Vacation consultancy is becoming increasingly prevalent for quality travelers, and our global partner program is designed to support the enormous potential of this market segment. Your guests look to you to deliver suggestions that will make each holiday memory “one in a lifetime”.

By partnering with THE ANANYANA, the prime resort in the Philippines, you can provide best-of-breed vacations to your guests and ensure peace of mind. THE ANANYANA ensures total satisfaction: it not only provides luxury accommodation in a modern ethnic style, but also delivers the highest standards in diving, wellness, cuisine, tours and guest relations. Working together, we can satisfy your guests’ needs—and a satisfied guest is a loyal one. Read a summary of the program details below.

### Partner Benefits include

#### **Access to THE ANANYANA Partner Program**

A wealth of sales and marketing resources, pricing, partner news, and product support information.

#### **Marketing opportunities**

Demand-generating templates for direct mail, e-mail, web banners, HTML and print ads.

#### **Sales incentives**

Earn incentives through ongoing programs that reward targeted selling.

#### **Discounted and F.O.C. Fam tours**

For your staff, journalists and business partners. Start taking advantage of these benefits and the opportunity to grow your business by applying today!

## HOW IT WORKS

### THE ANANYANA Partner Program

THE ANANYANA partner program is flexible, offering an extensive range of services and benefits to support you on the level of participation that you chose. Incentives, co-marketing tools, training and certification courses that your business growth requires: your only limitation is how far you want to go with us.

Designed around the needs of our partners, THE ANANYANA Partner Program reflects our commitment to you. By developing strong partnerships and implementing industry-leading solutions and services, we can address the ever-increasing challenges of the hospitality marketplace together. Our corporate style and commitment provide you with the right solutions to secure both your customer loyalty and the constantly updated value-added services that you deliver. In a word: the partner program helps you to secure your profitability.

## DIFFERENTIATING YOUR BUSINESS – VARIOUS LEVELS OF PARTNERSHIP

Three levels of partnership provide the flexibility you need to meet changing needs as your business continues to evolve. Through progressive investment in the relationship, including offerings such as training and fam tour programs, you reap reciprocal rewards and increased commitment from THE ANANYANA.

### Elite Partner

As an Elite Partner, you enjoy the highest level of privileges and rewards for enhanced customer satisfaction and revenue growth. You have the closest working relationship with THE ANANYANA and receive benefits such as sales leads and a direct line to the resort's management and owners.

### Premier Partner

As a Premier Partner, you work together with us to meet customers' ongoing holiday needs. Through investments in skills and revenue growth, you demonstrate to customers a level of commitment that ensures high-quality solutions and services. Participation as a Premier Partner provides access to a superior level of benefits to promote your success.

### Associate Partner

As an entry-level participant in the partner program, you have stated a desire to provide your customers with quality solutions and recommendations. At this level, you have easy access to a range of online resources to help you stay up-to-date with THE ANANYANA. Your level of participation can evolve to match your increased business needs.

## PREREQUISITES

**Elite Partner** Elite Partners are generally tour operators with a professional website, a customer database, telesales operation, a four-color catalog, and regular ads in various print magazines and electronic media.

They are resellers with extensive contacts to travel agents and the media (travel journalists, magazines, radio and TV).

Elite Partners train affiliates and encourage them to sell THE ANANYANA with priority, as it is a first choice among quality resorts in the Philippines.

The annual business plan that Elite Partners submit to THE ANANYANA is adjusted on a quarterly basis in direct consultation with Patrick Ritter or Emma Gomez.

**Premier Partner** Premier Partners are generally travel agents with a professional website, a customer database, and ads in print magazines or electronic media.

They have usually visited THE ANANYANA and keep their product information up to date through THE ANANYANA website and the partner news.

THE ANANYANA is their first choice among quality resorts in the Philippines.

Premier Partners submit an annual marketing and sales plan to THE ANANYANA. Such partners are authorized by Patrick Ritter or Emma Gomez.

**Associate Partner** Associate Partners are usually registered travel agents who intend to offer THE ANANYANA to their clients. Before becoming partners, the travel agents familiarize themselves with the product through THE ANANYANA web site, and are interviewed by phone.

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

