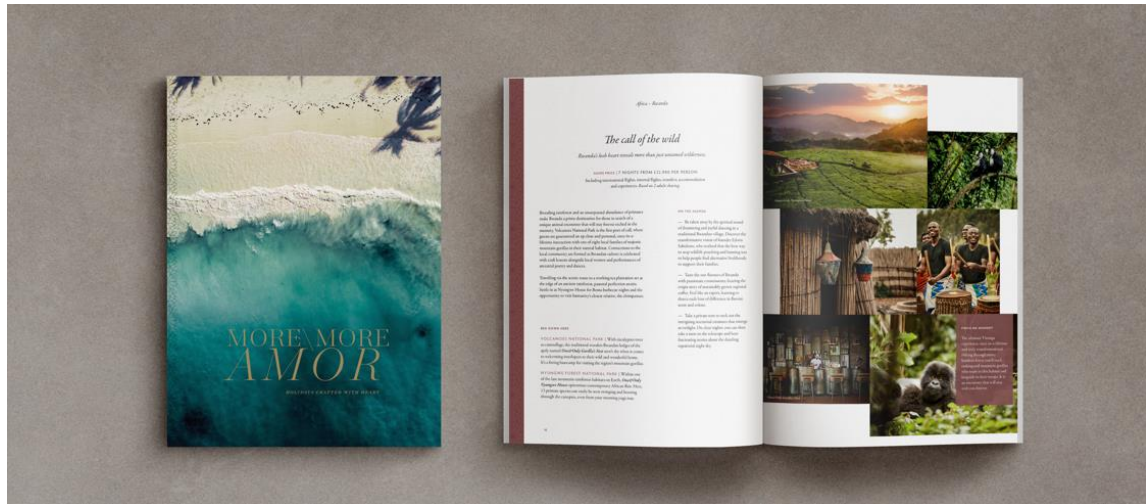


CARRIER

CARRIER LAUNCH LATEST CAMPAIGN 'MORE \ MORE \ AMOR'

Featuring travel inspiration and essential savings to support agents during a key booking period



Luxury tailor-made operator, Carrier has unveiled its latest campaign 'MORE \ MORE \ AMOR'. Dedicated to the places that inspire travellers to discover the new and experience the genuine; Carrier are inviting readers to always seek out more. More substance, more immersion, more connection and even more special memories.

Divided into destination chapters, MORE \ MORE \ AMOR features handpicked product inspiration with a spotlight on more complex trips such as twin and multicentre itineraries. Carrier have reported seeing an increase in their clients' requesting holidays where they can discover a myriad of brand-new experiences or tick off multiple destinations to get the very best out of a single trip.

Carrier's Head of Marketing, Byanne Akbor says "Now that a sense of normality has resumed within the travel sphere, we know luxury travellers are craving new ways to explore destinations and they're hungrier than ever to fully immerse themselves in the places they visit on a deeper level. At a time when many are in the marketplace with sales promoting "less less less", we will be focusing on how Carrier offers more more more to luxury travellers. Our latest collection takes an experiential approach to travel. We have given space to a wealth of multicentre itineraries to the likes of Namibia, Sri Lanka, Oman and India, and have curated a range of twin centre holidays to the Caribbean and Indian Ocean that bring a new dimension to the traditional fly and flop. The collection encourages getting under the skin of a destination with a range of 'On the agenda' activities, and peppered throughout are a range of 'pinch me moments' - a selection of our most special and authentic experiences. There is an index guide for those that prefer to search based on their interests and what they would like to get out of a holiday."

Other notable additions to the collection include a dedicated cruise chapter after Carrier reported seeing an increased demand and a 172% growth in their cruise programme when compared to

2019. And, acknowledging that September is an ideal time to promote seasonal product, there is also a winter ski and snow chapter which showcases Carrier's recently curated ski programme, following extensive product trips by Carrier's ski specialists and Product Manager, Liz Goodwin.

The MORE \ MORE \ AMOR campaign will provide dedicated support to travel agents with a multi-faceted approach. The piece has been over-branded for Carrier's preferred partners and features a cover image unique to agents, allowing them to market directly to their own client database. This is further supported with the production of a Campaign Marketing Tool Kit that is packed with unbranded assets to help agents promote the campaign including window displays, campaign videos, social media imagery and a digital campaign book to easily share and utilise across their own channels. For some of Carrier's key agents, the campaign is further supplemented with collaborative activity and design, including shop window takeovers, bespoke email signatures, and email broadcasts.

Thoughtful in service and thoughtful in price, Carrier make sure to base guide prices on the best room type, the most comfortable flight seats and the ideal time of year to visit the destination. They also recognise the need to help agents showcase top offers at a time when good value is appreciated and have included a selection of headline savings and added benefits for properties featured in the campaign.

Carrier's Head of Sales, Rick Milne commented "Our MORE \ MORE \ AMOR collection has been carefully designed with our agent partners in mind. We know that the agents we work with really value our support when it comes to helping them understand how they can make themselves stand out among the noise and our support and guidance in driving new business. This is especially important during key booking periods, like the month of September when everyone is looking to secure those last holidays for 2023 and are also looking ahead to their trips for next year. Unlike throwaway flyers and short-lived messages, we've provided thoughtful and relevant content that will resonate with, attract, and inspire an UHNW audience."

For further details about the campaign visit www.carrier.co.uk. For more information on specific agent activity, please contact our Agency Sales team on agencysales@carrier.co.uk.

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