



mNO

**SALES - MARKETING - PR AND EVENTS
CONSULTANCY AGENCY**

*Let us write your story in
the French Tourism Industry*

EXPERTS AT YOUR SERVICE



MURIELLE NOUCHY
President & Managing Director

Established in 2004, mN'Organisation provides both destination representation services and works at board level with tourism-focused companies to help with the implementation of strategies and specialist marketing for the tourism and recreation industry in France and French speaking countries. The company also offers its clients a dedicated content & communication, social media and press relations service, an information and booking system through our own in-house CRM platform, training modules for supporting sales forces and the tools for monitoring and measurement and reporting on all actions taken.

We provide guidance and advice on implementation of change within organizations and offer consultancy services from an external point of view. Our services also include strategic development of online strategies and tactical deployment of social media channels.

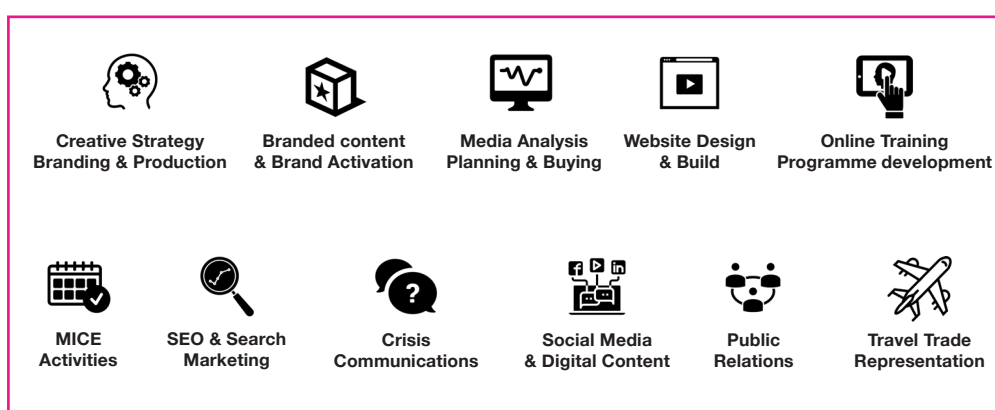
mN'Organisation specializes in studying consumer behavior and their habits. At the crossroads of supply and demand and ensures the best match between the different market segments and product diversity of its clients

Murielle Nouchy

MN'ORGANISATION IS A CONSULTING AGENCY BASED IN PARIS, FRANCE.

Our mission: Develop, Promote and Represent Destination Marketing Organizations, Convention & Visitors Bureaus, Hotel Properties and International Hotel Chains, DMC's, Attractions, Airlines and Airports.

We offer innovative, long-reach sales and marketing concepts with the travel trade, PR and communication projects in both the traditional press and in social media, digital and video campaign, special projects in B2B or B2C sectors, events and market research.



OUR CURRENT CLIENTS

OUR EXPERTISE:

From 360 in-market representation of iconic travel destinations to global sales for important hotel chains including leisure and MICE, mN'Organisation offers to its clients personalized and unique strategies.

mN'O is acting on the French, Belgian and French speaking markets as the full or partial representation and develop marketing, sales, media relation and communication actions specific to each of its clients.

We build consumer, marketing and public relation campaigns and work with the best experts to maximize each campaign.

Thanks to our methodology and our philosophy based on the best return of invest for its clients, mN'O has raised the French Market in the top priorities of their investments.

mN'O is highly connected to the travel trade industry (Leisure, MICE and corporate business) and is recognized on the market for its professionalism. The media environment (traditional and digital) has no secret for our experts.



OUR OTHER REFERENCES:

Hotel chains: Kimpton hotels & restaurants (USA-Europe), Linder Hotels (Germany, Belgium, Switzerland), MMV (France), Des Hôtels & des Iles (French West Indies)

Resorts and self-catering residences: MMV, Residhome, Residhotel Marroco, Village Center, Cap France

Campsites chains: Eurocamp, Keycamp

Market research: Skiset, Sundio group, Vinci, Residhome, MMV

Destinations: The Beaches of Fort Myers and Sanibel, Santa Barbara CA

Airlines : Corsair

MN'O IS MEMBER



OUR TEAM



President & Managing Director

Before she founded mN'O, she worked at an executive level for many hotel chains, ski resorts, ski rental company, especially in developing international trade and e-commerce. Then she specialized in the market study of consumer behavior and new booking habits. Then, she chooses to provide her clients with her expertise in the organization of tourist flows and international tourism as well as innovative solutions in sales, marketing, PR and Communications. She is positively known in the market due to her multiple connections with tourism institutions, airlines, media and obviously with anyone who is influent for the success of her clients. She is managing a team of passionate and hard-working experts.



Strategy Director

More than a business associate, Nick is at mN'O, the expert in IT tools, online marketing development, website and app development.

From his previous carrier as a product director for tour operators or account director for Visit California UK, he has a serious background in Tourism and Technology.



Account Director

She is the Account Director for Visit California and oversees marketing program and campaign. She and her team are involved in Trade, PR, Media and Social. Under her management, Visit California shines in the Market. She multiplies initiatives to bring California top of mind when it comes for consumer to choose a destination or for the travel trade to recommend one.



Press Relation

He si our specialist in Media relation at mN'O since 2012, he works on press relations for more of 20 years with various corporate clients such as Visit California, West Hollywood or Greater Palm Springs and has a strong experience in the tourism media sphere (traditional and digital) by having been the voice of Airlines, destinations and hotel chains.

Pascal brings our clients the notoriety they deserve in the market.



Account Manager

Specialized in North American destinations since 2005 and as such, she knows the main trade players in this market and understands perfectly our clients' needs and expectations.

She has also been a travel agency manager for 2 years in Lyon where she has developed relational and managerial skills while also bringing her expertise in sales and production.



Account Manager

She oversees trainings for tour operators and travel agents, marketing operations and trade development in order to promote the destinations she is in charge of the French market.

Lea is a positive young millennial who also brings to mN'O her skills in social media and online marketing.

Lea is also the project manager for our data base.



Sales Manager

Sales Manager for the Asia division, and specialized in high-end tailor-made travel, she oversees the representation of Diethelm Travel and Centara Hotels and Resorts in 16 countries in Asia and Middle-East.

Asma has an incredible sales and marketing talent and develop the best connection as well with diverse partners (airlines, DMO's, DMC's, institutions) to leverage her client's budget and need.



Communication Coordinator

She joined mN'O during her Master in tourism. She oversees Content and Communication for Visit California by selecting the best influencers for the destination, managing the social media content and campaigns, analyzing the latest trends and tactics.

She is herself a blogger and brings to mN'O her capacity to deeply understand the influencers needs.



Account Executive

Marine is a young and talented PR and marketing assistant passionate with sport and tourism.

She has already worked in a several travel agencies specialized in luxury, or destination specialists, where she could design itineraries or websites.

She brings to mN'O her very good sense of analysis and efficiency.



Executive Assistant

She has the difficult task to organize the administration of the office, the account's department and is Murielle's executive assistant.

She is also in charge of our database update hosted in a CRM system with more than 10 000 professional contacts. She has lived 2 years in Vietnam and knows Asia perfectly.

OUR EXPERTS IN ACTION FOR OUR CLIENTS



Some figures since the opening of mN'O in 2004



+650
Workshop
Roadshow



+40
Travel Trade
Shows



+800
Trainings



+120
FAM Trips



+10
VIP FAM Trips



+10000
Agents Trained



+5000
E-Learning
Registrations



+1500
E-Learning
Completed



+100
Client Events



+20
Sales Missions



+10000
Sales Calls



+50%
Airlines Increase



+200
Marketing
Campaigns



+400%
Room night's
increase

A TEAM DEDICATED TO YOUR BRAND AWARENESS



+500
Press
Releases



+100
Broadcast
Programs



+70
Press
Events



+500
Individual
Press Trips



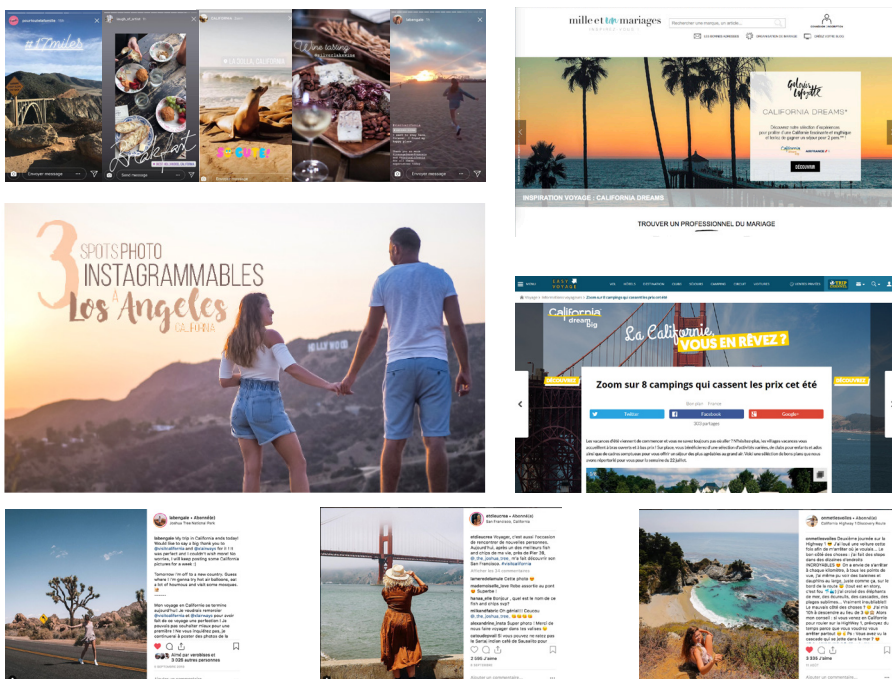
+5000
Generated
Clippings



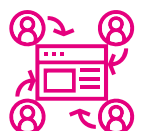
+1 Billion
PR/Ad
Value

DIGITAL COMMUNICATION

From digital trip to event, mN'Organisation helps its clients on their digital influence. Instagram posts, stories, videos, Facebook posts, articles and more.



+50
Blog Trips



+50 Million
Impressions



+650
Newsletters Sent

BEST STUNTS & EVENTS TO SUPPORT YOUR BRAND

MISS FRANCE 2018

From November 19 to 29, 2017, the 30 candidates for the 88th edition of Miss France undertook their now-famous preparation trip to California, in partnership with Visit California and Air Tahiti Nui. A trip combining photoshoots, interviews, preparation for the big night, released on the press, Internet and broadcast on TV.



+85
Generated
Articles



+10
Broadcast
Programs



+9 Millions
Viewer
on TF1



+43 Million
PR/Ad
Value



RAID AMAZONES 2016

In November 2016, for the first time ever Raid Amazonas came to the United States and chose California for its 6 days race. More than 300 women biked, hiked, canoed and run among the most beautiful Southern Californian landscape. Visit California led 4 teams of travel agents, journalists and digital influencer. Raid Amazonas was one of our biggest activation that mingled trade industry, media and consumer at the same time.



+300
Female Racers



+13 Million
PR/Ad Value



+900
Room nights



COMING SOON...
RAID AMAZONES
VIETNAM



And because our partners and clients trust us, RAID AMAZONES will be partnering with mN'O in Vietnam for the edition 2019 and stay tuned for 2020!



mN'Organisation

1 passage du Clos,
92380 GARCHES
France

Contact us

+33 (0)1 39 18 99 99
info@mno.fr
www.mno.fr



facebook.com/mnorganisation



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