



TruTravels demonstrates commitment to trade sales with appointment of new Business Development Director



6th June 2016 – Specialist tour operator, TruTravels, has appointed Chris Garrick, Store Manager at STA Travel, as its Business Development Manager, reflecting the Asia specialist’s ambitions to work more closely with the travel trade to raise awareness and sales of its unique take on group tours.

TruTravels offers fun and informal backpacker-style group tours in Thailand, Cambodia and Bali, and Garrick’s appointment will focus on strengthening the operator’s relationship with agents, reflecting TruTravels’ objectives to sell more via its trade partners. The management team at TruTravels are keen to use Garrick’s experience to further cement TruTravels’ relationship with STA Travel, but his work will also see him reaching out to other target agents around the country.

Mark Pope, co-founder of TruTravels says, “We are really pleased to have Chris on board, as it will enable us to have someone dedicated to working with agents, who we see as an integral part of the growth of our business. We are currently putting together new training videos for travel consultants around the country, which will be launched in the coming weeks as just one of the tools to assist Chris in building and strengthening our relationship with the travel trade.”

Since joining TruTravels Garrick has been experiencing the operator's unique style of travel first hand with an extensive trip around Asia, which will help him advise and train key target agents on how to best sell TruTravels' products, whilst keeping them up to date with new launches, deals and in house competitions.

One of Garrick's first tasks will be to set up and run the 'TruRO's', an in-house store knock-out competition based on sales made, that coincides with the Euro 2016 football tournament. The competition will run within STA Travel stores, who will battle to score as many goals (TruTravels sales) as possible and get through to each new round, with a £500 prize for the overall winning store. The aim is to increase agents' awareness of TruTravels' products, and the competition will also coincide with the launch of new products and services.

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About TruTravels

Founded in 2012 by two British travellers, TruTravels is a specialist tour operator offering group experiences for backpackers and fun-loving young travellers. The company currently operates 7 tours across some of the most amazing parts of [Thailand](#), [Cambodia](#) and [Indonesia](#). Every tour guarantees a fun time for TruTravellers with an emphasis on 'travelling like a local' – being a traveller, not a tourist. A team of local tour guides with Western group leaders use local transportation wherever possible and reveal places that most backpackers and younger travellers don't get to see. TruTravels offers an innovative support service for first-time travellers, including traveller starter packs and an SOS line for those continuing their adventure as a solo traveller, with 24/7 support available at any time during their stay in South East Asia – providing peace of mind for family members. For more information, see www.trutravels.com.

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