

**POSITION DESCRIPTION**

**POSITION TITLE:** Sales Manager – Tour & Travel  
**REPORTS TO:** Director of Sales & Marketing  
**SUPERVISES:** Sales Coordinator – Tour & Travel  
**UPDATED:** April 2018

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**OVERVIEW:**

Sell on behalf of The Westin Resort & Spa Whistler to penetrate within the assigned market segments. The position requires total account management to achieve strategic budgeted sales targets in the hotel’s very important Tour & Travel market. The emphasis is on Wholesale FIT, Tour Group, Tour Series and Luxury Travel Market. The ideal candidate will be working directly with key accounts to develop business volumes for the hotel, proactively solicit new accounts, and must possess excellent communication skills, be detail oriented, have a dynamic personality and be self-motivated.

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**RESPONSIBILITIES:**

- Respond efficiently and effectively to incoming leads and convert them through prompt, professional interactions
- Solicit new and existing accounts to meet/exceed revenue goals. This will consist of telephone solicitation, outside sales calls, site inspections, written communication and file maintenance
- Prepare seasonal tour rates and negotiate winning agreements for both the customer and Westin Resort & Spa Whistler
- Develop annual sales action plan, and recommended budget, including revenue, room night and activity objectives for assigned market
- Develop strong internal/external customer relationships and work with other departments within the hotel to provide quality service to customers
- Professionally represent The Westin Resort & Spa, Whistler at all times, including trade shows, FAMs and sites, community events and industry meetings and as required
- Monitor wholesale blocks and prepare necessary statistical production of all wholesale accounts
- Responsible for keeping all Account Profiles in CI/TY or ISAC accurate and up-to-date at all times and documenting file activity when it occurs
- Plan and execute sales trips, sales calls, site visits, FAM trips, client entertainment and attend trade shows, conferences and industry meetings
- Recommend and evaluate promotional activities, collateral material and sales opportunities in assigned market to support planned objectives

- Ensure clients publish accurate information in printed materials and on websites
- Participate in Sales Meetings, RevMax Meetings, pre-convention meetings, training and other sales related meetings or as required
- Acquire a deep comprehension of economic and sector/industry trends, consumer buying habits, competition information and opportunities in assigned markets to drive innovative sales solutions for the hotel
- Develop relationships with the tourism industry partners, such as Tourism Whistler, Destination BC and Marriott Global Sales offices
- Achieve individual budgeted room night, rate, revenue and activity targets set out in the yearly business plan
- Develop and motivate support staff, consistent with hotel needs through implementation of approved associate programs and execution of succession planning
- All other duties as required

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**SKILLS AND EXPERIENCE:**

- 3-5 years of sales experience in a hotel or equivalent industry experience
- Thorough knowledge of Tour & Travel Market, Incentive and Association Group Sales process
- Exceptional time management and multitasking skills
- Excellent guest/client service skills
- Ability to communicate customer needs and resolve complaints independently
- Ability to act with minimal or no supervision
- Must be able to speak, read, write and understand English. A second language is an asset
- Strong communication skills, both written and verbal, and ability to negotiate contracts
- Professionally represent The Westin Resort & Spa, Whistler at all times, including but not limited to FAMs, sites, tradeshow, sales missions, training, community events and industry meetings
- Must possess strong presentation skills in front of clients
- Ability to foster strong relationships and partnerships
- Knowledge of Microsoft Office (Word, Excel, PowerPoint) a must
- Understanding of hotel and food & beverage operations an asset
- Knowledge of CI/TY (Marriott system), ISAC and Lightspeed is an asset

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**GENERAL REQUIREMENTS:**

- Bachelors degree and/or Hotel Management degree or equivalent is preferred
- Walking and standing for long periods of time required. Must have ability to conduct property tours and stand for up to 8 hours at tradeshow or events
- Must have a valid passport and be able to travel for long periods
- Flexible with work schedule and must be able to work outside of traditional business hours. May be required to travel, entertain clients and attend industry functions and events during the evening and weekends