

Excerpt from article entitled:

Textual relations with the rep

Some tour operators believe that holidaymakers now need less hand-holding



NICK TREND
THE SAVVY
TRAVELLER

So, it looks as though a divergence is appearing in the package holiday market – between companies that are taking a more technological approach to customer care and those that still believe in the traditional role of the rep.

I received a press release recently from a particularly interesting example of the latter. Upland Escapes, a new company offering walking holidays in Italy, Slovenia, France and the Canaries, has appointed a rep, or “Upland manager”, in each of the villages where it runs holidays. These managers, it claims, “hold the key to experiencing the region as an insider”. They speak the local language, know the area and all the walks, give weather forecasts and make picnic lunches. They will also “introduce guests to experiences that money cannot buy”. These include joining a villager to forage for wild greens in the meadows, making pasta around a local kitchen table, and inspecting the schnapps still of a Slovenian farmer.