

## GRETTON – WORKING FROM HOME

Name: Susan Fox
Name of Business: Travwatch
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Brief Description of Business (10 words): Media monitoring for the travel industry and PR
Type of Work Involved (100 words)  I monitor the editorial coverage for tour operators in the travel pages of the media. I input the information onto a database and at the end of each month a report on their own company along with a report of their competitors coverage is sent showing where they had been mentioned, what type of story and the journalist who wrote the article.  I also send out each week to the Travel Editors by fax and email a range of late availability holiday offers from my clients in the hope that they will be used in the weekend national and regional newspapers, which will then in turn generate bookings or interest in my clients' holidays.