
Job Title: Business Development Manager (Premier Holidays)

Reports To: Head of Trade Sales

Based: Field based, ideally within South/South West UK

Salary: Competitive depending on experience.

At **Premier Holidays**, we have a bold ambition: to be the **UK's go-to specialist for tailor-made long-haul experiences** while remaining the **market leader for holidays to the Channel Islands**. As we continue to evolve, we're committed to delivering exceptional service to our agent partners-and we need the right people to make this happen.

Our UK sales regions are currently divided into three **key territories: West, South, and East**.

We currently have a strong team of Business Development Managers and we're looking for the next star to join us, ideally covering the **Southern** territory.

This is an exciting opportunity to be part of a dynamic and ambitious team, where you will play a crucial role in building relationships, driving sales, and delivering outstanding support. Whether you are an experienced BDM or an ambitious travel industry star looking to take the next step, we would love to hear from you!

Job Summary

As Business Development Manager for Premier Holidays, you will be responsible for growing the company's market share, looking after dedicated accounts, creating new/nurturing existing business relationships, promoting a positive image to all UK Travel Agents, and representing Premier at company and industry events.

This role is field based, with hybrid working from home and from head office in Cambourne, Cambridge. There is a need for flexibility and commitment to attend various events and overseas trips.

What are we looking for?

This role would suit someone who is sales driven, thrives on seeking out new business opportunities and is looking for the next step in an already successful career in this area.

We are looking for someone with an overall passion for travel and acts as a positive brand ambassador.

Main Duties and Responsibilities

- Represent Premier Holidays on the road, nurturing travel agent relationships with a commitment to face to face agent engagement throughout the week.
- Review & analyse sales figures to identify trends and changes in performance levels, in order to create and implement strategic agent account management plans.
- Regularly feed relevant market intelligence back into the business
- Develop & maintain in-depth understanding of industry and key trends
- Plan and host training events, road shows and overseas familiarisation trips for key groups of travel industry partners
- Work with our Travel Experts team to improve agent communication, service levels & resolve booking issues
- Engage in close working relationships with our key suppliers, to further encourage supplier investment with partners

Knowledge, Skills, and Experience

- Minimum of two years' experience in a field-based role within the travel industry (ideally with a tour operator) or have a strong background in retail travel sales at a senior level.
- Be able to demonstrate a proven successful record in travel account management, giving examples of how new business partners have been brought on board
- Possess a 'can-do' attitude and represent Premier Holidays to the highest level in the UK and abroad
- Be well-organised with the ability to forward plan on sales calls, meetings, joint marketing activity, events, and training
- Must be flexible and prepared to travel extensively throughout the assigned territory as well as supporting colleagues across their own territories when required. Be prepared to stay overnight as well as working extra hours including some weekends and evenings when required
- Be happy working independently and able to organise own workload to suit business needs
- Be confident and active when utilising social media channels to promote yourself and Premier Holidays
- Have the ability to quickly build and foster good internal relationships to gain greater support around you when out of the office
- Display strong communication and presentation skills at all levels (from home workers to travel agent teams and business owners and Directors)
- Experienced and confident in dealing with both smaller and large agency groups in your territory and driving business through their network
- Show confidence and ease when dealing with senior figures within the company and the wider industry
- Ideally possess an existing network of agency contacts and relationships within the specific territory and further afield.
- Have a creative mind and an ability to devise imaginative and exciting engagement tools to build brand awareness.
- Be well travelled and well versed in at least some of our destinations
- Having knowledge and experience of Premier Holidays products and destinations would be an advantage
- A full clean UK driving licence is essential

What's in it for you?

We are a friendly bunch, we listen to our staff, treat everyone fairly, celebrate long service and loyalty, are flexible, fun, and sociable to create the best environment we can for our employees to flourish. We offer:

- Discounts on Travel and Holidays
- Quarterly performance-based bonus
- Annual company profit share
- 25 Days Holiday plus UK Bank Holidays
- Work laptop and Phone
- Standard Life Pension - 5% Employer Contribution, 3% Employee
- Social Events: Summer Party, Christmas Party, Quiz nights and other socials.
- Free onsite Parking

What are the hours for the role?

We are looking for someone who will be able to work flexibly, in field-based sales roles, the core hours are 37.5 per week, however the days and times need to be fluid dependent on agent locations and events, which you are expected to attend as part of your role.

A bit about Premier

Premier Travel Group (made up of Premier Holidays and Premier Travel) are an independently owned, family-run travel company that has proudly been operating locally for **90 years now, celebrating this milestone in 2026**. Over half of our team of 245 have been with the company for more than 10 years, which says a lot about our company ethos and experience in selling holidays.

Premier Holidays Limited is the tour operation side of the business offering a wide range of holiday destinations, which include the Channel Islands, Far East, Sri Lanka, Middle East, Southern Africa, Indian Ocean, USA, Canada, Australia, New Zealand, and the South Pacific. We are well known within the travel industry as the market leader for Channel Islands holidays and as a long-haul specialist with a team possessing extensive experience in creating long haul, tailor-made multi-centre holidays. Our wide range of inspiring brochures can be found in most Travel Agencies across the UK and our knowledgeable staff are always on the end of a phone line to offer invaluable holiday advice and personal recommendations.

Premier Travel Limited is the East of England's leading independent travel agency with 32 branches across the East and Southeast of England, twelve of which are in the Cambridgeshire area. Our Travel Consultants pride themselves on their excellent travel knowledge, high levels of customer service and the personal touch that keeps our many loyal customers coming back to us again and again.

Data Privacy

Before applying for this position please view our Careers Site Privacy Policy. By submitting your application, you are confirming that you agree to the processing of your data as outlined in our Careers Site Privacy Policy and that we can keep your CV and application on file for up to two years.