

How Mabrian Went From A Local Leader To A Global Authority With Belvera

“If you want to gain visibility and increase understanding about your services in the market - not just for the sake of it, but for driving real sales - Belvera is the right partner.”

Carlos Cendra
Partner & Chief Marketing & Communication Officer, Mabrian Technologies

The Challenge: Expanding Beyond Spain.



Mabrian, a leader in travel intelligence, had built a strong reputation in Spain. Outside their home market, their brand recognition was limited.

In 2021 they turned to Belvera Partners due to its focus on specialism in B2B TravelTech, its deep industry expertise, unparalleled media connections, and ability to operate on a global scale.

The Solution: A Strategic Thought Leadership Approach

To expand Mabrian’s international presence, Belvera Partners executed a strategy built on four key pillars:



1. Industry Speaking Engagements

Belvera secured high-profile speaking slots for Mabrian at leading travel and tourism events, ensuring they were recognized as thought leaders in the industry.



2. Global Media Outreach

To build credibility and reach decision-makers worldwide, Belvera developed a media strategy that placed Mabrian’s insights in top-tier publications.



3. Data-Driven Insights & Trend Reports

Belvera leveraged its network of over 1,000 travel media contacts to ensure Mabrian’s proprietary data was featured in key reports, articles, and industry trend pieces.

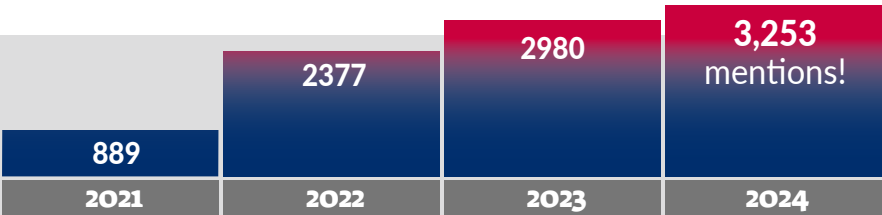


4. Social Media & Digital Presence

Belvera provided content strategy and ideation for LinkedIn and Twitter (now X), reinforcing Mabrian’s online presence with authoritative, data-backed insights.

The results: From Local to Global Recognition

Through strategic PR initiatives, Mabrian transformed from a Spain-based player to a globally recognized brand in travel intelligence.



Online mentions per year

Featured in:

TRAVOLUTION

Skift

PhocusWire
BY NORTHSTAR

Forbes

Also featured in 35 different global news sources, in 17 different countries.

Bloomberg

HOSTELTUR

TTG
ITALIA

TRAVEL WEEKLY

Business growth:



Increased visibility



MABRIAN
A DATA APPEAL COMPANY

New Industry Connections
New Business Opportunities

Why Belvera?

Belvera Partners is the only global PR firm exclusively focused on B2B TravelTech companies. We help innovative businesses tell their stories to worldwide audiences, facilitating growth, scaling, and successful exits.

Want to Elevate Your Brand's Global Presence?

At Belvera Partners, we specialize in positioning TravelTech companies for international success.

Let's talk about how we can help your business grow.

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