

Regional Sales Manager – DACH



Location: UK & Ireland

Department: Sales

Reporting to: Director of Sales

Contract Type: Permanent

Do you want to create memories that last a lifetime?

Tour Partner Group is a leading B2B Destination Management Company (DMC) specialising in travel experiences across the UK, Ireland, the Nordics, and the Baltics. With offices in London, Edinburgh, Dublin, and Copenhagen, we bring together over 300 destination specialists, designing unforgettable travel experiences for Groups and FIT, as well as curated MICE programmes under our dedicated brand, **Horizons by Tour Partner Group**.

At **Tour Partner Group**, we believe in responsible travel, continuously challenging ourselves to elevate our standards and ensure that every journey we create leaves a positive impact on both people and the planet.

About the position:

We are looking for a passionate and dynamic **Regional Sales Manager - DACH** to join our team in **UK & Ireland**. In this role, you will be responsible for **selling not only the established destinations of Scotland, Ireland and England but also looking to develop DACH**. You will work as part of a **collaborative, international team**, creating memories that last a lifetime for our clients and their customers.

Your responsibilities:

As a Regional Sales Manager - DACH at Tour Partner Group, your key responsibilities will include:

- Working closely with the Director of Sales, Head of Account Development and wider sales team to ultimately ensure delivery of budget
- Completing the objectives and goals set within the sales plan which will include KPIs around level of new enquiries generated, new clients secured and ultimately growth in revenue for the DACH market
- Key account management responsibilities on accounts which are new and where growth opportunities have been identified
- Working closely with colleagues in the Marketing team, in the Contracting team and Account Development but never losing sight of the clients and pursuing sales opportunities
- Generate new business for TPG from the DACH market
- Looking at securing opportunities from tour operators, travel agents, coach operators, and others, develop these opportunities through the bidding process and secure the business
- Field sales trips, telesales and attending trade fairs are core activities
- Selling the DMC services of TPG for our very established destinations of UK, Scotland and Ireland along with developing business into Germany



Regional Sales Manager – DACH



- Setting the Sales plan for the DACH market and its delivery, using TPG's CRM system as a key sales tool as well as relevant KPIs to monitor performance

Your profile: Skills & Experience

We are looking for an individual with the following skills and qualifications:

- Fluency in German
- A competitive nature that enjoys the sales environment and winning
- Working knowledge of the UK, Ireland and France
- Working knowledge of the quoting, contracting and operational processes
- A collaborative approach and ability to adapt
- An agility in approach and not afraid to challenge the status quo
- A commitment to deliver results
- A positive attitude, problem solving skills and negotiation skills
- Strong communication skills

What we offer

At Tour Partner Group, we believe in rewarding our team members. By joining us, you will enjoy:

- **A dynamic and international work environment**, collaborating with colleagues from over **20 nationalities**.
- **Familiarisation trips** to enhance your first-hand knowledge of our destinations.
- **A holiday increase** with years of service, up to **25 days**.
- **A contribution towards gym membership** to promote well-being.
- **An extra day off on your birthday**, because celebrating is important!
- **One volunteering day per year** to support a cause you're passionate about.
- **Annual social events** to celebrate our shared successes.
- **TPG Travel Club discounts** to explore our destinations in your free time.
- The opportunity to become a **Value Champion**, earning a **Discover-Our-Destination reward** for an exciting explorer getaway.
- **A structured development programme with on-the-job training**, ensuring you reach your full potential.
- **A collaborative and supportive team culture** where every member is valued.



Regional Sales Manager – DACH



- Opportunities for **career progression**, moving into new roles within the company.

Additional Information

- **High Season Period:** Please note that from **1st May – 31st August**, the workload may be heavier, and overtime may be required. Overtime is compensated as time off in lieu.
- **Work Location:** This position is based anywhere in UK & Ireland, with the possibility of hybrid working depending on the role.

Our Values

At Tour Partner Group, our values guide everything we do:

- **Partnership** – We collaborate as a team to succeed and hold our colleagues and business partners in high esteem.
- **Inspiration** – We inspire confidence in others through our knowledge and expertise. We seek and embrace change.
- **Respect** – We are open to new ideas, cultures, and experiences. We value honesty and transparency.
- **Passion** – We share our love for travel and encourage others to explore our destinations. We aspire to be the difference that makes the difference.

Our Commitment to Sustainability & ESG

- We recognise the part we play as a tourism business. We believe in the **positive force and impact** of responsible business on our collective future—one that is sustainable and contributes **not only to ourselves and our clients but also to the planet and society as a whole**.
- Internally, we have taken active steps to **reduce our environmental footprint** by limiting printing, switching to **digital business cards**, and ensuring that **business travel is only undertaken when essential**. Additionally, we encourage our employees to **give back to the community** through our **1 volunteering day per year** initiative.
- Find out more about our sustainability efforts: [Tour Partner Group ESG Policy](#)



Regional Sales Manager – DACH



Our Diversity, Equity and Inclusion Statement

- At Tour Partner Group, our values of **Partnership, Respect, Inspiration and Passion** guide everything we do. We believe that travel is about **connection, discovery and shared experiences** – and that **begins within our own teams**.
- We are committed to building a workplace where everyone feels **valued, respected and inspired** to contribute their best. We encourage applications from individuals of every **background, culture, identity, ability and life experience**.
- Our aim is to make opportunities accessible, ensure decisions are fair and provide the resources each colleague needs to grow and succeed.
- By living our values and embracing **diversity**, practising **equity** and nurturing **inclusion**, we strengthen not only our business but also the partnerships and communities we serve.

How to Apply

If you're excited to be part of a team that delivers exceptional travel experiences, we'd love to hear from you!

- Please send your **CV and cover letter** to global.recruitment@tourpartnergroup.com with the subject line: **Application for Regional Sales Manager - DACH – Your Name**.
- If you have any questions about the role, please contact **Bianca Chiru** at bianca.chiru@tourpartnergroup.com.

We look forward to welcoming you to the Tour Partner Group team!

www.tourpartnergroup.com

