

ICMS



LUXURY TRAVEL INFLUENCER

MADDISON LAMBERT
SHARES HER TOP TIPS

TOP TIPS ON HOW TO

LIVE YOUR DREAM

LIKE MADDISON

Luxury Travel Influencer Maddison Lambert has travelled the world and learned the influencer lifestyle via her family's pioneering Instagram and influencing business, The Luxe Family. While still an ICMS Bachelor of Business (International Tourism) student, Maddison is well on her way to achieving her career goals within the hotel and travel industry.

She explains here how to best leverage yourself into the enviable position where working hard and playing hard is a career choice that can pay handsomely in both monetary terms and in experiences that are so unique, your followers will live vicariously through you.



YOU'RE LUCKY IF YOU DISCOVER

YOUR PASSION EARLY...

CAPATILSE ON THIS!

My family started to travel overseas 10 years ago and that was when my interest in tourism first started. After five years of traveling overseas in school holidays, my mum began her business, Luxe Family Travel., which was a travel blog built to inspire and help young families organise and make the most out of travel experiences. She got into the Instagram market at the right time, as this was when influencer marketing and social media started to become a big thing. I always had an interest in photography and videography growing up.

At the age of 15, I started to capture content for our family blog overseas. Suddenly we started to receive invitations to luxury resorts overseas and our first big job was to go to the Maldives to stay in a world leading resort. Since 2015, I've been on social media, creating content for my own Instagram brand along with my mom's blog, and our shared account. Through speaking with managers and sitting in on hotel meetings, I realised that this is what I want to work towards, hotel management as my main career goal. I know I have been lucky to discover my passion early. I love working in the tourism industry and enjoy the branding and marketing work that I do. I love to find work with brands that I really look up to and feel proud to promote.



INDUSTRY EXPERIENCE WILL GIVE YOU

INVALUABLE INSIGHT

AND WILL ADD VALUE TO YOUR RESUME

I've learned a lot through my industry experience in tourism and travel. I started to work in the industry for experience and adding value to my resume by offering hotels and brands marketing exposure at no costs. Most of my industry experience has involved traveling to hotels around the world and working on developing marketing material throughout the entire stay. A lot of negotiation and organisation occurs in the lead up to this day, usually via email and contracts.

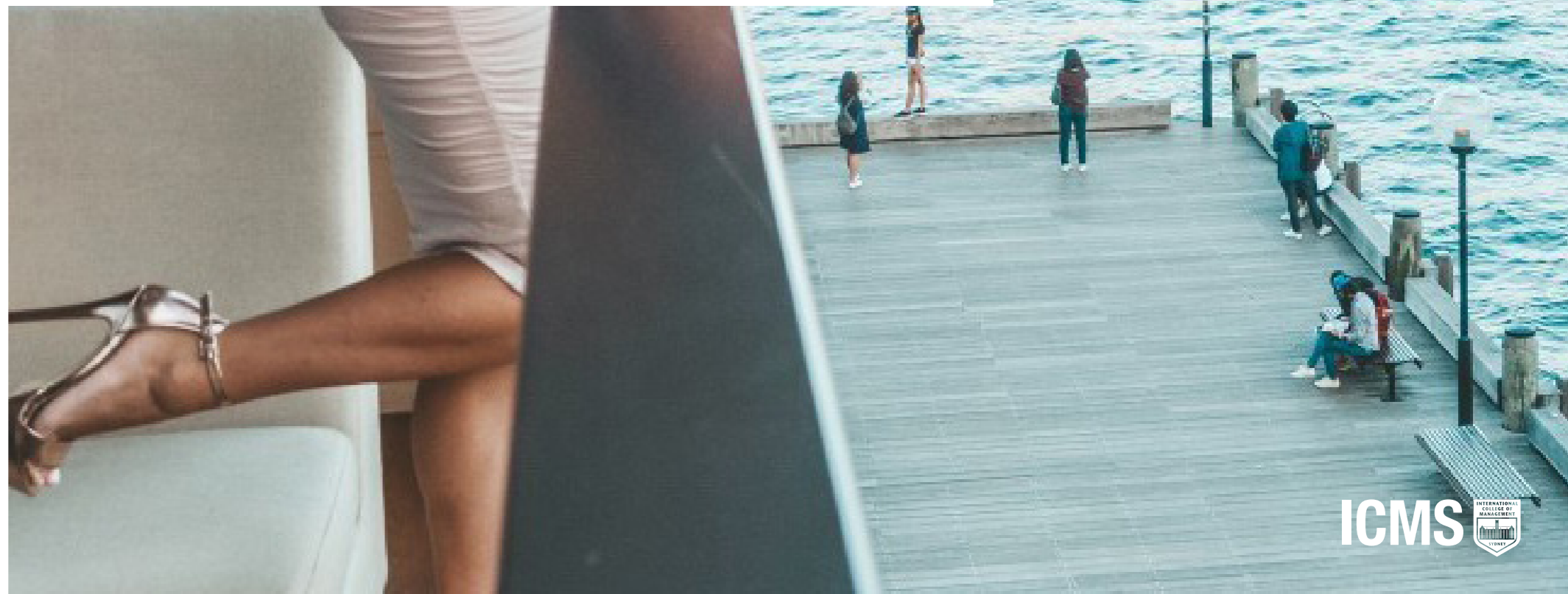
Through this work, I've been invited to sit in on general manager meetings, discuss marketing campaigns with resorts, and really get an insight on how hotels operate by these managers on a daily basis. This has given me a unique perspective as a tourism student and a strong understanding of how a big brand like a hotel operates. At ICMS, the college's Work Integrated Learning (WIL) nine month industry training is built into every degree, meaning you will graduate with industry experience.





AIM FOR THE TOP JOB

In this industry, particularly as social media marketing is so competitive, it is important when starting out to invest in offering your quality skills at a lower cost and do the job so well that you are able to establish a trusting and valuable connection with a brand so that they become a long-term contact that you can use.



YOU ARE THE BRAND.

BE PERSISTANT AND (OVER) DELIVER ON YOUR BRAND PROMISES.

One of my most important tips is to under promise but over deliver. Don't just meet the client or manager's expectations, exceed them. This can apply to any role in any sector, and it's something always at the forefront of my mind.

I have learned in life that you don't get what you don't ask for. And when I think of this statement and the industry I have been working in over the years, it makes so much sense. I'm very persistent when I'm aiming to achieve a goal, and this is when you have to be really great at selling your brand.

And it's important to realise that you are the brand. Be confident in what you can provide and don't be afraid to ask for more at the beginning because you'll usually end up negotiating and end up compromising. It is important to understand the value that you can actually bring to the brand, especially, in my instance, when you're dealing with five star hotel chains. It is also imperative that you have done the work to back up what you are saying you can provide. For example, if you can offer high resolution photos a resort can use for a brochure, make sure you have studied or taught yourself photography and Lightroom editing skills.



YOUR CAREER GOAL MAY EVOLVE

AS YOU GAIN INDUSTRY EXPERIENCE

... AND THAT'S OK.

Since starting my ICMS Bachelor of Business (International Tourism) degree, it has become clear that I would like to strive to achieve a management role in a hotel. I'm working towards my career goal of eventually becoming a marketing manager for an international hotel chain.

Through working with hotels, I've been inspired and intrigued as how many of these world-class brands operate. I always love working with the Four Seasons, as they have clear consistency of their level of service quality, sustainability awareness, and an aesthetic interior with a unique touch suited to the specific destination of the hotel.

I'm a firm believer that patience and experience pays off. So for me, over the next few years, I look forward to working full time in a hotel through various roles to gain insightful knowledge about how a big company like that runs as a whole.



STUDYING TOWARDS A DEGREE IS ABOUT
**SO MUCH
MORE**
THAN JUST STUDYING

The years ahead that you about to embark on in studying towards your degree will be filled with some of the best memories and opportunities. Even while you are studying full time, you can actually achieve so many other things. Studying at ICMS is time-managed well and structured so you are on campus only two to three days a week, so there's plenty of time to spend professionally and socially with people from uni, work for an income, be creative with building a business or brand for yourself on the side, and improve yourself mentally and physically for a better lifestyle.



USE FREE TOOLS

TO CREATE PRICELESS

FIRST IMPRESSIONS

To present yourself when making a first contact via email, you will need a media kit, which is a simple and easy one to three page document that the brand can use when referring to weighing up the value of your marketing proposal. A simple way to describe a media kit is that it's like a resume in the media and content creation world. A media kit will provide detail of your social media channels and the following you have on each platform. Detailed demographic and analytic figures, along with the previous brands you have worked with, a recommendation from one or two of these brands and any other interesting or relevant information. There are many professional templates for free that you can use to present this information clearly and professionally. My suggestion for a media kit for your business or brand for the first time would be to do it on Canva.





BE PROFESSIONAL

One of my valuable tips that I know really makes us stand out when you're approaching a brand to offer a marketing opportunity or to just work with in general, would be the structure of your email. Brands that are worth working with will not accept an Instagram DM message of you trying to plug your company or offer them an opportunity, it's just not professional. What you need to do is research who the brand's marketing manager is, find their full name and email address. I usually find this information on LinkedIn or searching from the internet. If I couldn't find it, I would even call the hotel or brand directly to ask them what the marketing manager's details are. More often than not when I arrive at the destination to have a meeting with the hotel or brand manager, they are surprised by my age and say that my emails made them assume that I was a lot older.



BACHELOR OF BUSINESS (INTERNATIONAL TOURISM)

A career in international tourism can be as exotic and colourful as its destinations. Channel your adventurous spirit, business acumen and lust for travel into a rewarding career.

Whether for pleasure or business, tourism professionals are responsible for promoting dream destinations, devising profitable visitor campaigns, and arranging entertaining tours and holidays in destinations far and wide.

The Bachelor of Business (International Tourism) will equip you with the skills needed for a successful career in this growing and dynamic business sector.

Every organisation in the tourism industry requires professionals with skills to attract, accommodate and entertain tourists with the aim of increasing revenue. This course aims to skill you in all areas of tourism business operations - identifying challenges and assessing solutions.

MORE INFORMATION FOUND AT [ICMS.EDU.AU](https://www.icms.edu.au)

Admission Criteria:

[/future-students/application-information/admission-information](#)

Application Information:

[/future-students/application-information/how-apply](#)

Important Dates:

[/future-students/application-information/important-dates](#)

Fees:

[/future-students/application-information/tuition-fees](#)

LUXE FAMILY TRAVEL

The International College of Management, Sydney would like to thank Maddison Lambert and Luxe Family Travel for the use of their images.

For more information about Luxe Family Travel:

[luxefamilytravel.com.au](https://www.luxefamilytravel.com.au)

luxefamilytravel@mail.com

[@lux_family_travel](#)

QUICK FACTS

CRICOS Course Code: 0101128

Accreditation Status: Active

AQF Level: 7

Campus: Northern Beaches Campus, Manly

WIL: Minimum of 600 hours industry experience + 180 hours of self-study

FEE-Help: Yes

Study Mode: On-campus

Start: February, May and September

Course Duration: Full-time study load: 3 years

Part-time study load: 6 years

Accelerated study load: 8 trimesters