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PRESS RELEASE

ELEGANT RESORTS STRENGTHENS ITS TEAM WITH KEY MANAGEMENT APPOINTMENTS

Luxury Tour Operator Elegant Resorts is delighted to announce the appointment of Rowena Edwards as Tailor-made Manager, Jack Allen as Europe, Cruise and Ski Manager, Katie Daniels as National Sales Manager for the Trade and Karen Davidson as new Head of Chairman's Club as it strengthens its management team ahead of 2024.

Rowena Edwards started at Elegant Resorts in October as Tailor-made Manager. She has 17 years luxury travel experience and worked in product and sales roles with World Odyssey, Abercrombie and Kent and Tailormade Travel.

Jack Allen is joining as Europe, Cruise and Ski Manager with 7 years tour operator experience including Gold Medal where he was a team leader. He will help grow ski sales and strengthen the operator's position in the European and cruise holidays market.

Katie Daniels joins as National Sales Manager for the Trade from First Class Travel where she was Head of Sales. Katie will report into Tracy Docherty, Sales Director for Elegant Resorts and If Only. She will focus on growing Elegant Resorts' trade footprint.

Karen Davidson takes on the role of Head of Chairman's Club and has over 25 years' experience in the luxury travel sector and leaves her role as Global Director of Sales at Minor Hotels in December. She has also worked at Diethelm Travel Group and Shangri-La. She will help business growth and look after Elegant Resorts' loyalty programme and its exclusive benefits. Karen will report directly into Managing Director Lisa Fitzell.

Lisa Fitzell, Elegant Resorts' Managing Director commented: "We are pleased to welcome Karen, Katie, Jack and Rowena to our team. We are finishing 2023 on a high and have invested a lot in the trade and our product over the past year. I feel we are in a very strong position to kick start 2024. With enrichment travel being one of our key [travel trends](#) for next year, we have expanded our [tailor-made offering](#) with plenty of new itineraries around the world and these appointments will help us convert our efforts into sales".

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For further information on Elegant Resorts, please contact Charlotte Wilmots at Charlotte's Web PR.

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