

ELEGANT RESORTS

Elegant Resorts Specialist Appointed Brand USA Global Ambassador

Chester, October 2026

Elegant Resorts is delighted to announce that Luxury Travel Specialist Shelley Cross has been selected as a Brand USA Global Ambassador for 2026/27, recognising her extensive destination expertise and longstanding passion for travel across the United States.

Having visited 40 states throughout her career, Shelley has established herself as one of Elegant Resorts' leading USA specialists, helping clients discover everything from iconic cities and legendary road trips to national parks, ranches and lesser-known destinations across the country.

The prestigious Brand USA Global Ambassador programme brings together travel professionals from around the world, providing opportunities for advanced destination training, exclusive industry events and deeper engagement with partners across the United States. Through the programme, Shelley will further enhance her knowledge and insight, strengthening the expertise available to Elegant Resorts' clients planning tailor-made journeys to the USA.

As demand for authentic, experience-led travel continues to grow, the appointment reinforces Elegant Resorts' commitment to providing first-hand destination knowledge and specialist guidance, ensuring clients benefit from the latest insights and recommendations.

"Being selected as a Brand USA Global Ambassador is a huge honour," said Shelley Cross. "The United States has always been a destination I'm incredibly passionate about. Every visit reveals something new, whether it's a vibrant city, an extraordinary landscape or a hidden gem that deserves to be discovered. I'm excited to expand my knowledge even further through the programme and bring fresh inspiration, new ideas and valuable insider insights to our clients."

The appointment reflects both Shelley's personal dedication to the destination and Elegant Resorts' continued investment in expert-led travel planning, enabling clients to explore the USA with confidence and benefit from highly personalised recommendations shaped by genuine first-hand experience.

From Alaska's wilderness and the national parks of the American West to the cultural energy of New York, Nashville and New Orleans, Elegant Resorts' USA specialists create bespoke itineraries tailored to each client's interests, ensuring every journey is as individual as the traveller taking it.

01244 897 000 ♦ enquiries@elegantresorts.co.uk ♦ elegantresorts.co.uk

Elegant Resorts Ltd, Elegant House, Sandpiper Way, Chester Business Park, Chester CH4 9QE

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"At Elegant Resorts, expert knowledge remains at the heart of what we do," said Yvonne Clews, Head of Sales. "Shelley's appointment as a Brand USA Global Ambassador is a fantastic achievement and a reflection of the passion, expertise and dedication she brings to her role. We are proud to see her recognised on a global stage and know our clients will benefit enormously from the insights and connections the programme provides."

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About Elegant Resorts

For over 35 years, Elegant Resorts has been creating exceptional luxury holidays tailored to the individual needs of its guests. With access to some of the world's most exclusive destinations, hotels, villas and experiences, the award-winning luxury tour operator specialises in crafting personalised journeys that go beyond expectations.

At the heart of the Elegant Resorts experience is a commitment to delivering outstanding service and expert knowledge. Its team of highly experienced Luxury Travel Specialists offer first-hand insight and trusted advice, designing bespoke itineraries that reflect each client's interests and aspirations.

From securing exclusive experiences to arranging every detail before and during travel, Elegant Resorts' dedicated concierge team provides seamless support, ensuring every holiday is effortless, unique and memorable.

Combining decades of expertise with a deep understanding of today's luxury traveller, Elegant Resorts continues to create meaningful travel experiences that inspire, enrich and delight.

**For further press information on Elegant Resorts please contact us at
pressoffice@elegantresorts.co.uk or call 01244 897 062**

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Elegant Resorts Ltd, Elegant House, Sandpiper Way, Chester Business Park, Chester CH4 9QE

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