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ELEGANT RESORTS INTRODUCES ITS LUXURY TRAVEL PORTFOLIO AND UNVEILS A BRAND NEW LOOK

The travel experts at Elegant Resorts are delighted to present their very special Travel Portfolio. This first edition, a beautifully bound book in deep navy flock, the ornate logo embossed in silver foil, showcases the crème de la crème of Elegant Resorts' luxury holidays. It also heralds the beginning of Elegant Resorts' new brand look, which through a series of strategic pieces including display advertising and online media, will gradually reveal itself throughout the coming months.

The company's new Head of Brand, Sally Booth, a veteran of the travel industry herself with a wealth of luxury travel knowledge, said of the Travel Portfolio, 'this incredible achievement of team work, beautifully showcases Elegant Resorts entire breadth of luxury holidays that range from the Caribbean to Ski, from the Indian Ocean to China and from Australasia to the United States of America'.

Within the richly textured, carefully crafted pages you'll find a vibrant showcase of glamorous A-list haunts, feet-in-the-sand retreats and private island hideaways, all carefully selected by the company's experienced team of Product Managers who spend each year combing the globe for new hotels and fresh destinations.

The Travel Portfolio can also be viewed online at www.elegantresorts.co.uk/members/travel-portfolio where, as part of an overall strategy to consolidate the brand in its entirety, there are some significant digital enhancements. From the home page, cascading through each of the sections, the Elegant Resorts luxury travel website is resplendent with their new brand colours. Each individual hotel web page now features even more imagery and specially filmed, high quality video footage displaying the different room categories, spas, restaurants

and leisure facilities; in the near future links to news pieces and travel blogs will add multiple layers of depth and interest.

This year viewers will also be able to see at a glance the new properties included in the Elegant Resorts portfolio, whilst a new Adult-Only section highlights the properties Elegant Resorts recommends for couples without children looking for a child-free holiday environment or parents with children who simply want to get away for a sophisticated adult experience.

In the Luxury Tailor-Made section, a selection of comprehensive itineraries bring their luxury holiday offerings vividly to life, whilst the 'Meet The Team' section now presents each team in its geological entirety, as well as each member individually, which the company anticipates will help their clients select a relevant expert Consultant to facilitate their geographically specific enquiries.

Finally, a selection of regular e-mailers, keeping registered clients up-to-date with news and special offers from the company's travel partners as well as across-the-board destination reports and hotel features, completes the Elegant Resorts digital experience.

The UK's leading luxury tour operator for nearly three decades, Elegant Resorts' portfolio includes some of the world's most iconic hotel brands as well as a selection of independent boutique properties, luxury cruises and first-class ski resorts – the company's team of expert Consultants are on-hand to advise their discerning clients on which destination, property or holiday style will suit their particular preference – whether they're travelling as a couple or family, in search of golf courses, sandy beaches, a heavenly spa or even an epic adventure. It is this aspect of unparalleled product knowledge, combined with the long-standing relationships with their travel partners, that ensures Elegant Resorts clients receive a first-class experience from the minute they enquire to well after they return home.

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To view further details on Elegant Resorts' full range of luxury experiences, visit www.elegantresorts.co.uk