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## **ELEGANT RESORTS' SALES MANAGER MARKS SILVER ANNIVERSARY IN TRAVEL**

Jo Fenton, Agency Sales Manager at Elegant Resorts is celebrating 25 years working in the travel industry by organising a series of educational trips to further cement relationships with key agents. Responsible for overseeing and managing the luxury tour operator's trade strategy, Jo's key goal since joining Elegant Resorts in September 2009 has been to execute a relaunch into the trade.

Working closely with key suppliers, Jo is hosting a series of trips to give agents first hand experience of the holidays they sell. The first was a ladies spa educational to Tenerife in March for six agents. In the next few months, eight agents will enjoy a Dubai and Maldives twin centre, the Ritz Carlton will host a further six agents for one week and a summer champagne barbeque will also be hosted, in conjunction with Ritz Carlton properties where up to 40 agents will be invited. She has also been responsible for introducing various incentives and a website specifically designed for agents.

Jo is part of the Commercial and Marketing team and reports into Commercial Director, Alison Scott. Alison said: "Having been in the industry for a good number of years, Jo really does know travel inside out. She's a fantastic asset to our team and because of her wealth of knowledge she's well respected by agents and suppliers."

Jo said: "I started my career 25 years ago at Thomas Cook as a YTS travel consultant, which certainly doesn't feel like that long ago. I thoroughly enjoy the new challenges that I face every day and I work with some fantastic agents and suppliers. I'm fortunate enough to have travelled to many amazing places throughout my career, although there are a few destinations that I still have earmarked for a visit."

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