



PRESS RELEASE

Lisa Fitzell Commences as MD of Elegant Resorts

URGENT NEWS: Lisa Fitzell commences as Elegant Resorts Managing Director. Lisa will begin her new role on 9th April and be based at the company's head office in Chester, England.

Speaking about her new appointment, Fitzell said, "I chose to join Elegant Resorts because I can see that the excellent bespoke services we provide are increasingly relevant in the context of current market trends.

Luxury travel is in danger of becoming commoditised, so it is increasingly the quality of the overall experience that matters to the customer. The close relationships we at Elegant Resorts enjoy with our clients means we are leading the way in delivering this.

With the advent of mass luxury, there is a degree to which customers are looking to taste and adventure to provide the exclusivity that price alone no longer provides. Elegant Resorts has the insight and talent to recognise this and make it happen."

Lisa Fitzell joins Elegant Resorts with 30 years' experience in the travel industry, mostly in the UK market, but also with roles in Australia, Canada and Asia. She was recently Group Managing Director for Diethelm Travel's Asian businesses, based in Bangkok. She has also held senior leadership roles in the UK as Global Land Product Director for STA Travel and as a Head of Worldwide and Australasia for TUI (Australasia and Thomson Worldwide, Tailormade Travel). Prior to this Lisa worked for Tailormade Travel and Gold Medal.

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For further media information regarding this appointment please contact the Elegant Resorts press office on **01244 897 140** or email pressoffice@elegantresorts.co.uk

