

Elegant Resorts Announce Acquisition of Travel by Design

On 8th January, 2019 – Elegant Resorts Ltd announced that it has acquired Travel by Design Group Limited (Travel by Design), a retail business currently based in Alderley Edge, Cheshire.

Established in 1990, Travel by Design is experienced in providing tailor-made holidays which exceed customer expectations. After nearly 30 years successful years in Alderley Edge, business owners Irene and Kristina Hulme have taken the decision to retire from the travel business and as a result wished to find a suitable and reputable partner to continue to deliver their vision. After conducting an extensive search, Elegant Resorts was chosen as the organisation who will now work to deliver excellent personal service and specialist travel knowledge to Travel by Design clients.

Going forward, Travel by Design will be part of Elegant Resorts Ltd, and will continue to operate under its own ABTA number, and all operations will be based at the Elegant Resorts Head Office, in Chester. The new Travel by Design team will be headed up by Sue Law and supported by Sandra Woodward and Sarah Edwards, all who of which have 40 years travel industry experience between them.

'Travel By Design will operate within Elegant House, under the ownership of Elegant Resorts Ltd, and will not be a retail business in competition with any other travel agent. It will take on all future bookings, and the current database of Travel by Design, and will also be used to process requests and bookings that Elegant Resorts receives directly, and can not fulfil due to product or budget.'

In response to the acquisition, Lisa Fitzell, Managing Director of Elegant Resorts states "I am extremely excited by the new acquisition of Travel by Design. This marks yet another incredible milestone in our company's history as we continue to accelerate our growth in the luxury travel market and fulfil our vision to provide the very best in class luxury holidays, with a truly personal service. I would like to congratulate Irene and Kristina on their extremely successful career and wish them a wonderful and fulfilling retirement."

For further information about this acquisition, please contact Lucy Evans in our Press Office: lucy.evans@elegantresorts.co.uk or 01244 897154