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PRESS RELEASE

ELEGANT RESORTS APPOINT JON HARDCASTLE AS HEAD OF AGENCY SALES



25th February 2019, Chester, Cheshire - Elegant Resorts is delighted to announce the appointment of Jon Hardcastle as Head of Agency Sales.

Jon joins Elegant Resorts with 24 years of experience in the travel industry, which started at his local travel agent where he dealt with customers face to face as well as stamping brochures and making brews! Keen to experience a different perspective and eager to learn more, Jon moved to work at one of the UKs leading tour operators, Gold Medal Travel, where he took on a variety of roles before being appointed Head of the Pure Luxury division. Quickly establishing himself in this niche market, Jon built an enviable reputation as a leading luxury specialist. Headhunted to join ITC Luxury Travel in 2012, Jon worked to develop key relationships with trade and travel agents in his role as National Relationship Manager.

Commencing this role on 25th February 2019, Jon will join Elegant Resorts as Head of Agency Sales where he is looking forward to driving the growth of agent trade business as well as having the support of the Elegant Resorts team, who - with an average of 20 years of experience in the industry - are true experts in their field.

Speaking about the appointment, Lisa Fitzell, Managing Director of Elegant Resorts explains “We are thrilled that Jon is joining the Elegant Resorts family at such an exciting time for the business. It’s perfect timing, as a key component of our strategy is to expand and develop our trade business for 2019 and beyond. By bringing Jon on board into this new role, we are underpinning our commitment to the trade, which will also be demonstrated via our new white label marketing strategy, incentives, fam trips and luxury events throughout the year. We are also launching three brand new brochures; Beach + Beyond, Family Adventures and Luxury by Design, which will all be available to agents.”

Elegant Resorts has also put in place a dedicated agency team, who can be contacted on 01244 897 666.

For further information please contact Lucy Evans in our Press Office via email to lucy.evans@elegantresorts.co.uk or telephone 01244 897 154.

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