



ELEGANT HOTELS

B A R B A D O S

elegance with a twist

Elegant Hotels Appoints The Brighter Group

25 January 2010. Elegant Hotels Group is pleased to announce the appointment of travel communication specialists, The Brighter Group as their agency of choice in the UK. As of January 2010, The Brighter Group will handle the public relations campaigns for Elegant Hotels in the UK across all consumer, trade, online, broadcast and specialist media. The Brighter Group will be working alongside newly appointed Middleton & Gendron who will be handling public relations in the USA.

Elegant Hotels Group owns and operates five of the finest hotels and resorts on the Caribbean Island of Barbados. Set on the most desirable of the island's legendary beaches on the west and south coasts, each hotel features unique attributes and a distinctive personality. Together, they offer styles to suit every taste, from classic to contemporary, family-friendly to adults-only, and traditional to all-inclusive. The hotels share a commitment to superb service and fine culinary experiences, and provide the ultimate beach and water sports environment for their guests, including the Elegant "Beach Ambassadors" program. They offer upscale accommodations that remain welcoming and unpretentious, or "elegance with a twist," – a casual elegance that embodies the best of Barbados. Elegant Hotels include The House, Colony Club Hotel and Tamarind Cove Hotel, as well as the all-inclusive Crystal Cove Hotel and Turtle Beach Resort. The group also includes the acclaimed Daphne's restaurant on Barbados' west coast – sister to Daphne's restaurant in London.

Based at the hotel group's head office in Fort Lauderdale, Florida, Sylvia Scholey vice president of sales marketing & ecommerce said: "The team's clear experience in travel and specifically the hotel market, teamed with their enthusiasm for the product and creativity, was evident from our first meeting and we are delighted to be working with The Brighter Group."

“The agency brief is a combination of a public relations strategy to reflect our group’s re-branding and individual PR campaigns for every hotel as further investment in each property takes place.”

Debbie Flynn, CEO of Brighter Group said: “We are thrilled to be working for Elegant Hotels Group and are looking forward to showcasing all five of their stunning hotels and the acclaimed Daphne’s to the UK media and consumers. Barbados is a popular destination for so many British holiday makers but we feel these unique hotels really offer something different.

“We are excited to be starting 2010, the new decade, with such a prestigious new client on our books.”

For more information on each of the hotels and Daphne’s Restaurant Barbados log on to www.eleganthotels.com or call 0800-917-3078

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About Elegant Hotels Group

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For more information:

The Brighter Group team will be Debbie Flynn, Vicky Hayes, Susannah Morrison and Jo Geneen

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