



ELEGANT HOTELS
BARBADOS
elegance with a twist

Elegant Hotels Group Appoints Caroline Kent as Assistant Director of Sales UK

26 July 2010. The Elegant Hotels Group, which owns and operates a collection of five distinctive hotels on the south and west coasts of Barbados, has announced the appointment of Caroline Kent as assistant director of sales for the UK. In her new role, Caroline joins Jayanne Young under the direction of Glynis Jeffery, director of sales and marketing for the UK and Europe to drive Elegant Hotels' sales initiatives in the marketplace.

Caroline will be responsible for achieving and exceeding sales goals for Elegant Hotels in the UK by building on Elegant Hotels' established tour operator and travel agent partners relationships including the development of the meetings and incentives segment.

Caroline joins Elegant Hotels with over 25 years experience in the travel industry. Her most recent position was assistant director of sales and marketing for Jumeirah Hotels and Resorts which Caroline held for seven years. Previous experience includes three years at British Airways Holidays as national account manager, two years at The Network as account manager as well as director of sales and marketing posts at Pan Pacific Hotels and Resorts and Hyatt Hotels and Resorts in Australia.

Sylvia Scholey, vice president of sales, marketing and e-commerce of the Elegant Hotels Group said: 'We are delighted to welcome Caroline to our UK sales team. Caroline brings with her a wealth of experience, with a solid background in the hospitality industry and we are confident that she will successfully drive sales across all market segments for the group's five properties. Please join us in welcoming Caroline, who can be contacted at ckent@elegant-hotels.com.

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ABOUT ELEGANT HOTELS GROUP

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, 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. For reservations and further information, call 0800-917-3078, or visit www.elegant-hotels.com

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