



Press Release

Friday 11th March 2011

Radisson Blu team help form the face of British Tourism Week 2011

The team at the Radisson Blu Waterfront Hotel is this week celebrating a new found celebratory status. Four of the St Helier hotel's key employees are featured on a poster produced by the British Tourism Week Executive Council to promote the 2011 industry event.

The fifth annual 'British Tourism Week' takes place from 12 to 20 March this year and aims to galvanise organisations and individuals to take pride in being part of the tourism industry – the nation's fifth biggest.

Earlier this year tourism related businesses were offered the opportunity to submit photographs of staff members to be considered as part of 'the face of British Tourism Week 2011' and as such be included on materials produced to promote the event.

The workforce of the Radisson Blu Waterfront Hotel is obviously particularly photogenic as the full colour poster produced includes four of their staff. Lydia Smith, Director of Sales and Marketing is pictured with IT & Housekeeping Manager Daniel Grigoras; the shot shows Lydia and Daniel welcoming visitors at Jersey Airport.

Peter Munns Chief Engineer and head of the 4 star hotel's responsible business programme takes pride of place in the top left hand corner and last but by no means least, Executive Chef Robert Cauchi appears on the attention-grabbing poster, busy in the kitchen preparing one of the hotel's Waterfront Brasserie signature dishes.

Commenting on the number of images featured on this national marketing campaign Lydia Smith, Director of Sales and Marketing at Radisson Blu says "We're delighted that so many of us have been included as part of the Face of British Tourism Week 2011 and



appear on the promotional material. Tourism is now being recognized as a major contributor to the British economy, an industry that can deliver growth and jobs right across the country, and naturally that extends to the Channel Islands. We're thrilled to help promote the many sectors that make up our diverse industry."

Mike Tait, PR Manager Jersey Tourism adds "The tourism industry is hugely important to our economy, culture and island life. So when a team from Radisson Blu takes the initiative to demonstrate their pride and commitment in such a manner; it is to be applauded."

For more information please visit www.britishtourismweek.com

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Notes to Editors

British Tourism Week (12-20 March 2011) aims to demonstrate the critical value of tourism to the economy of the United Kingdom. www.britishtourismweek.com

His Royal Highness the Prince of Wales is the Patron of British Tourism Week.

British Tourism Week is organised by VisitBritain with the support of the Tourism Society, the Tourism Alliance, the UK's national and regional tourist boards, and an Executive Committee comprising a number of public and private sector organisations.



The Radisson Blu Waterfront Hotel operates a Responsible Business programme that encompasses areas such as community outreach, environmental improvement, employee well-being and health and safety.

Radisson Blu Hotels & Resorts (formerly Radisson SAS Hotels & Resorts), part of The Rezidor Hotel Group, offers first class service, providing guests with a contemporary, upscale hospitality experience. Radisson Blu has received numerous awards for Best Hotel Chain and is renowned for its "Yes I Can!" spirit of service and the "100% Guest Satisfaction Guarantee". September 2005 saw the roll out of a free broadband service across the portfolio - the first international hotel chain to offer this service. Radisson Blu currently includes almost 250 hotels either in operation or under development and with more than 58,000 rooms in Europe, the Middle East and Africa.

For more information, visit <http://www.radissonblu.co.uk/hotels/jersey/jersey>