



## PRESS RELEASE

### Travellanda Appoints Vikki Barclay

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Travellanda, the accommodation wholesaler and fastest-growing company in the travel industry in the UK, has appointed Vikki Barclay as Marketing Manager. In her new role, Vikki will be responsible for raising the profile of the company on a global scale, organising trade shows and events around the world and working closely with the Product Manager and Sales team to communicate compelling, exclusive deals to all Travellanda's partners.

Denise Atkinson, Head of Sales & Marketing, said: "I am absolutely delighted that we have succeeded in recruiting Vikki. I have known her for many years and, in addition to being a highly experienced marketing and communications professional, I have always been impressed with her energy, enthusiasm and organisational abilities. I have every confidence that she will make an immediately positive impact on the way Travellanda is promoted and presented."

Vikki has joined Travellanda from JacTravel, where she was intimately involved in building the brand, via a range of initiatives from events and promotions to internal comms and PR, including numerous successful award submissions, crowned by a Queen's Award for Enterprise in 2016. Previously, she spent a decade working for Cadbury Schweppes, which was followed by a six-month sabbatical, travelling around the world.

Vikki Barclay concluded: "Several things really attracted me to Travellanda. First, I know a number of people who work at the company and I like and respect all of them. Second, it has done fantastically well in a relatively short period of time and most importantly, it has a genuine passion for the things that make a real difference in travel wholesaling: highly competitive prices, delivered on line by state of the art IT and personal service from a team of people who are passionate about making work enjoyable for staff and trade customers alike."