



PRESS RELEASE

Travellanda welcomes new additions to its Sales Team



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Travellanda, the award-winning and fastest-growing wholesale travel company in the UK, has appointed two new Sales and Business Development Managers to help it expand into the Chinese and Latin American (LATAM) markets. They are Wenxia Ge (Julia), who is based in Beijing and will take responsibility for China and Erik Hillblad, who is based in Buenos Aires and will cover LATAM.

Julia has joined from LetsFly Information Technology Company, where she was a Business Development Manager responsible for developing new B2B & B2C clients with their global hotel distribution – with Travellanda being one of them! Before that, she was an English teacher at Beijing International Studies University. She has a BA in Business English and an MA in Foreign Linguistics and Applied Linguistics.

Erik has over 30 years' experience in the travel industry and has joined Travellanda on a consultancy basis to help expand the Travellanda brand into Latin America. As a past Tour Operator and Sales Representative at Bonotel and Smyrooms, it gives him the knowledge to promote different kinds of products and understand the needs of the Tour Operators. His consultancy also works with companies such as Destination Italia-Gartour and Grupo Meca, which complement the Travellanda Brand.

Denise Atkinson, Head of Sales, Marketing & Cross XMLs, said: "I am very pleased that we have been able to hire such strong sales professionals, both highly regarded in the travel industry. With them on board, we will be much better placed to achieve our objective of increasing turnover by 10%, as we will have more capacity to help our loyal clients grow and to increase the number of new clients in these growing markets."