

Lloyd Orr Communications boosts tourism representation team

Some exciting recent appointments to Lloyd Orr Communications, who specialise in tourism representation and destination marketing:

Neil Carney, who spent three years in Johannesburg as Marketing Manager with VisitBritain before heading to Los Angeles to manage their Western USA operation, joins the team as Senior Account Manager to oversee operations for both the Dubai Department of Tourism and Commerce Marketing and the Namibia tourism accounts.

In another addition to the team, **Nika Smit** has been drafted in to undertake a new sales executive role and proactively service travel trade contacts. It will be the first time the DTCM and NTB have instigated an outreach programme for the trade, and Nika will liaise extensively and build relationships with tour and travel operators throughout South Africa.

Chantal Matthee continues to handle the Namibia and Dubai Tourism accounts, with responsibility for promotions, events, trade and media relations.

A final addition is **Matt Crofton**, who brings with him experience from PR, events and branding consultancies in London, where he was responsible for media strategy for a number of luxury lifestyle, travel and fashion clients including Premier Model Management, BMG, Warner Music, Louis Vuitton and ArtReview magazine. Matt will assume responsibility for PR across the range of Lloyd Orr accounts.

Lloyd Orr, whose clients include the Dubai Department of Tourism and Commerce Marketing, and the Namibian Tourism Board, has been active in the South African market since 1996.

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