



Spanish Tourist Office appoints Lotus UK to run UK PR

Lotus UK has been chosen to represent the Spanish Tourist Office in the UK.

The contract which is effective immediately is to run a PR office, provide a crisis management function and partner the STO on events such as 'A Taste of Spain' and World Travel Market.

Jules Ugo PR Director Lotus UK quotes, "This is a very prestigious account and we are absolutely delighted to have won it and to be working with the Spanish Tourist Office. Spain is the UK's favourite holiday destination and we look forward to consolidating that position and growing the numbers further through targeted PR."

Ignacio Vasallo, UK Director of the STO, quotes "We are pleased to announce we have appointed Lotus UK to be our PR representation in the UK. Their in-depth understanding of the Spanish market and product meant they were a natural choice for the job and we look forward to an effective partnership."

The account will be directed by Jules Ugo with senior support from MD Sarah Johnson.

Jules has strong tourist board experience having worked across a number of regional and national tourist boards.

Kate Mc Williams will be the day to day account manager; a fluent Spanish speaker who has studied and worked in Spain she understands the culture and knows the country well.

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For further enquiries about the appointment call Jules Ugo on 0207 953 7461 or email jules@lotus-uk.co.uk
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