

Scott Dunn Accelerates Growth Plans With New Sales & Marketing Director

Submitted by: 80:20 Communications Limited

Monday, 28 May 2012

London, England, 28 May 2012 – Top British luxury tour operator Scott Dunn (<http://www.scottdunn.com/>) is stepping up its growth plans with the appointment of Kim Pattie as sales and marketing director.

Andrew Dunn, Scott Dunn's founder director, says: "Scott Dunn is achieving an exceptional performance in 2012, repeatedly smashing our sales and booking records. However, there is so much more our team wants to achieve and Kim is superbly qualified to help us reach our goals. With top-flight experience of managing globally admired brands, such as Six Senses Resorts & Spas, Candy & Candy and Harrods, she has a strong track record in guiding luxury businesses to even greater levels of success."

Pattie will report to Scott Dunn's managing director Simon Russell, who comments: "Our challenge is to introduce management processes suited to Scott Dunn's growing scale while preserving the values and spirit that underlie our brand. In her career, Kim has repeatedly balanced these demands with great success and is a tremendous addition to our senior team."

Pattie adds: "The Scott Dunn brand has been built upon an unswerving commitment to delivering the ultimate holiday experience. From the moment guests first contact us to when they return home after an unforgettable trip, Scott Dunn staff live by the mantra that 'nothing is too much trouble'. I completely share that conviction and am hugely excited to be joining the business at this time."

Scott Dunn celebrated its 25th anniversary in 2011 with a record turnover of £25m and was named Favourite Specialist Tour Operator at the prestigious 2011 Condé Nast Traveller Readers' Travel Awards.

Prior to joining Scott Dunn, Pattie served as global brand director for luxury destinations group Six Senses Resorts & Spas. Based in Bangkok, she led sales and marketing activities for Six Senses' 11 resorts, oversaw new resort openings during a period of international expansion and managed all strategic marketing issues for the Soneva and Six Senses brands.

Previously, as head of marketing for luxury property developers Candy & Candy, Pattie devised international brand and marketing strategies for all company projects. In 2008, she managed the high-profile global launch of One Hyde Park, the residential development in London that set new standards for exclusivity in the international property market.

As sales and marketing director for Harrods from 2001 to 2005, Pattie developed and implemented a successful global marketing and brand strategy for the iconic retailer. Leading a team of 35 sales, marketing and creative professionals, Pattie was responsible for multi-million-pound above- and below-the-line marketing budgets, established strategic partnerships with affinity brands and achieved double-digit year-on-year revenue growth despite challenging economic conditions.

A photograph to accompany this press release can be found here (<http://www.flickr.com/photos/8020communications/7286348548/in/set-72157629933320754/>).

ENDS

Contact:

Marc Cornelius
80:20 Communications
+44 20 7664 6310
mcornelius@8020comms.com

Notes to Editors:

Scott Dunn specialises in tailor-made travel to Europe, Africa, Asia-Pacific, India & Arabia, Latin America and Oceans & Islands worldwide. Scott Dunn operates 23 ski chalets in the Alps, luxury-catered villas in the Mediterranean with chef, host and nannies and exclusive Scott Dunn summer Children's Clubs at Pine Cliffs, Algarve, Aphrodite Hills, Cyprus, Daios Cove, Crete and Verdura in Sicily. Scott Dunn also operates an OurSpace children's club at Anahita in Mauritius and Borgo Egnazia in Italy.

With 25 years of experience creating ski chalet holidays, Scott Dunn understands what goes into making the perfect family holiday and uses this to benchmark all the properties it recommends. Nine expert teams craft unique and creative holiday experiences to suit individual requirements. Guests book their holidays safe in the knowledge that Scott Dunn is ATOL protected and a member of IATA and AITO.

For more information on Scott Dunn, visit www.scottdunn.com.