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WWW.STAYSOUTHWEST.COM

Background Information

Staysouthwest.com has been designed to be the most comprehensive guide to accommodation across the South West of England.

The fully searchable database uses the most appropriate software technology to create a system that is quick, simple to use and as flexible as possible, whilst providing our accommodation partners with qualified sales leads, detailed feedback, and a marketing platform to help promote their businesses.

The company founders have between them over 40 years combined experience in marketing within the hospitality sector. From previous experience of marketing accommodation businesses online, and from creating and publishing web sites, the concept for staysouthwest.com has quickly become a reality.

Brian Prescott has over 20 years experience working with some of the finest travel and tourism brands in the world. Brian has held senior strategy, marketing, development, consulting and general management roles with InterContinental Hotels Group most recently as Director of Strategy; American Express Europe; East Midlands Tourist Board; Forte Hotels and Pannell Kerr Forster Associates.



He holds an MBA from Warwick Business School and is a Fellow of the Chartered Management Institute and a Member of the Institute of Management Consultants. Brian is current managing director of Brightspark Associates Ltd.

Ellie Bradshaw has many years experience in marketing at a local, regional and national level with independent hotels and large UK hotel groups. She began her career in the hotel industry in Falmouth, and whilst gaining extensive operational experience she began to apply her creative talents to hotel sales and marketing.

Rising rapidly through the hierarchy, Ellie found herself managing international marketing campaigns for a large hotel group, and being responsible for marketing and branding activities for over 115 hotels. In 2004 Ellie branched out on her own to set up Mulberry Marketing

Rob Baldry cut his teeth out of University in a marketing role within the retail travel sector. He then moved on to join the marketing team that launched the Legoland theme park in Windsor, which at that time was the most successful launch ever of a visitor attraction in the UK.

He later moved into the hospitality sector, with the Regal Hotel Group, then the 3rd largest hotel group in the UK. As Head of Marketing, he took the group through the re-branding to become Corus Hotels, and implemented their foray into the world of e-marketing.



Following a spell as Director of Sales and Marketing for a small UK group of luxury hotels, Rob set up Seabrook Marketing, a specialist consultancy company for the hospitality industry, and works very closely alongside the team at Mulberry Marketing.

For more information on staysouthwest.com email enquiries@staysouthwest.com, call us on 0845 643 0146 or accommodation partners can sign up at www.staysouthwest.com.

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NOTE TO EDITORS : For more details on staysouthwest.com contact Rob Baldry on 07932 221149 or rob@staysouthwest.com