



## **Media Release**

**Monday 27 June 2016**

**For immediate release**

### **New chair for Shakespeare's England**

Shakespeare's England, the destination management organisation for Stratford-upon-Avon, Warwick, Kenilworth, Royal Leamington Spa and surrounding area, today (Monday 27 June) announced the appointment of a new Chair.

Vice Chair Jo Lloyd, Commercial Director at Birmingham Airport has been formally appointed to head the board of South Warwickshire's three year old not-for-profit destination management organisation.

Ms Lloyd, who has worked for Birmingham Airport for six years, brings with her over 25 years of experience in tourism, working for a variety of companies from leading French resort operator Pierre et Vacances to London Luton Airport.

Ms Lloyd who joined the board of Shakespeare's England in 2012 said:

"The celebrations that have taken place across the region this year to mark the 400 year old legacy of William Shakespeare, Lonely Planet's 'Best in Europe' rating for Warwickshire and the recent Aviva Women's Tour have turned the world's media attention to the area like never before.

“It is now vital that as an organisation we maximise the fantastic publicity that our global ‘brands’ have brought, and build further on the profile of our region both nationally and internationally.

“Whilst our appeal is world-wide we should continually strive to create tourism product that is fresh and engaging through the development of high quality content that people find exciting, bringing together regional partners and tourism experiences that visitors want to be part of.”

Ms Lloyd has taken over from David Collins, former Head of Marketing at the Royal Shakespeare Company, who recently re-located to take up the post of Director of External Affairs at Opera North in Leeds.

Helen Peters, Chief Executive of Shakespeare’s England said:

“I am extremely pleased that Jo Lloyd has been appointed as the new Chair of Shakespeare’s England. Jo brings a wealth of commercial experience with her, not only from her position at Birmingham Airport but her previous travel roles.

“Jo has been a Board Member of Shakespeare’s England since conception so she has in-depth knowledge and understanding of the organisation that will be a huge asset as we move forward after what has been a momentous start to 2016.

“Shakespeare is a world-class brand and massive driver for visitation to South Warwickshire. We look forward to extending guests’ knowledge of the Shakespeare’s England region on the global stage with the added expertise Jo will bring to the table.”

Michael Holland, Marketing Director at Warwick Castle has now been appointed as Vice Chair.

**-Ends-**

## **Photo: Jo Lloyd, new Chair, Shakespeare's England board**

Issued by **MoreThanPR** on behalf of Shakespeare's England. For further information please contact Lise on landline **+44(0)1789 400251** mobile **+44 (0)7769 673865** or email: **lise@morethanpr.co.uk**

### **Notes to Editors:**

- Shakespeare's England is the official destination management organisation for Stratford-on-Avon and Warwick Districts. It is a public-private sector partnership representing the leading tourism businesses and organisations in Stratford-upon-Avon, Warwick, Royal Leamington Spa, Kenilworth and surrounding market towns and villages. For more information visit please visit <http://shakespeares-england.co.uk/about-us>
- The Shakespeare's England board consists of leading tourism businesses throughout the area including – The Royal Shakespeare Company, The Shakespeare Birthplace Trust, Warwick Castle, Kenilworth Castle, National Trust, Birmingham Airport, Bicester Village, Warwick District Council, Stratford-on-Avon District Council, Warwickshire County Council, More Than PR, Stratford, Eden Hotel Collection, and the Hallmark Welcombe Hotel.
- In addition to the board over 100 local tourism businesses have joined Shakespeare's England to help promote and manage sustainable tourism to the area.

### **Jo Lloyd biography**

Jo Lloyd has over 25 years experience in travel and tourism. She is currently the Commercial Director at Birmingham Airport and a member of the Executive Team. Jo joined the airport in June 2010 as Head of Brand and went to become Marketing Director in 2012. Prior to that she was Head of Marketing at London Luton Airport.

She started her career in travel, working for the French resort operator Pierre et Vacances, and then worked for a variety of companies in the industry including Crystal Holidays, Specialist Holiday Group and PITG. Jo then joined London Luton Airport in 2005 taking responsibility for marketing, e-commerce and communication.

As Marketing Director at Birmingham Airport Jo had responsibility for marketing, communication, e-commerce, sales and developing the passenger experience. Jo headed up the team that rebranded Birmingham Airport with the 'Hello World' creative as part of a multi-million pound redevelopment project at the end of 2010.

In 2014, Jo took on responsibility for all the non-aeronautical commercial activity at Birmingham Airport including retail, catering, car parking and the property portfolio as the Airport's Commercial Director. Jo is also Chair of the destination management organisation, Shakespeare's England.

Jo studied languages at A-level and then went on to study French at the University of Grenoble in France. She is a fluent French speaker.

She is married with four children and is passionate about travel.