Number One Thames Sightseeing Company City Cruises Appoints the Brighter Group to Raise the Brand Profile

Wednesday 2 September, 2015

Leading River Thames sightseeing operator, City Cruises, has appointed travel, hospitality and lifestyle PR agency, the Brighter Group, to raise the profile of the company's growing sightseeing and experience tours.

With immediate effect, the team at the Brighter Group will be tasked with promoting the sightseeing product in the UK media, primarily the leisure cruises on the Thames, including afternoon tea and lunch cruises, and the sundowner cruise, an evening trip with bubbles, canapés and live jazz. Showboat cruises, with musical favourites from the West End, will also be included in the brief, as well as themed cruises including the Elvis Presley dinner cruise with an Elvis tribute act and Indian Buffet cruise with traditional dishes and live entertainment. The team will also focus on promoting the ThamesJet, an adrenaline-fueled ride on the only jet boat fleet on the river.

Commenting on the appointment of the Brighter Group, managing director Kyle Haughton says: "This is an exciting time for City Cruises as we continue to expand, offering our customers the most exciting experience on the Thames. We have so much of London's history to tell and we were looking to work with a PR consultancy that we know will get results and help raise the profile of the brand both inside and outside of London."

The Brighter Group will also be promoting City Cruises' sightseeing tours available in Poole, operating daily from Poole Quay on The Solent Scene and the newly acquired Island Scene. The company runs a Harbour Cruise, Old Harry Cruises, Swanage and Bournemouth Cruises & Private Charters. Focus will also fall on growing the profile of floating restaurant Hispaniola, moored by Victoria Embankment. The ship offers up to 350 guests a relaxed and friendly atmosphere for lunch, dinner and drinks.

Debbie Flynn, CEO of the Brighter Group added: 'We're thrilled to be working with City Cruises, on their sightseeing portfolio. Each of the tours offers something different and gives people an opportunity to see the most famous sites of London from the world's most famous river. They are unusual, fun and full of character and we're delighted to be tasked with raising the profile of such a diverse sightseeing destination.'

- Ends -

For more information please contact Sophie Kelk or Rebecca Peters at citycruises@brightergroup.com or call 0207 326 9880.

About City Cruises:
City Cruises plc is the leading operator of passenger services on the River Thames, carrying in excess of three million passengers annually on our extensive sightseeing, entertainment and charter services.

2014 saw customer satisfaction levels at an all-time high with over 90% customers very likely or rather likely to sail with City Cruises again. The company's Net Promoter Score sits at 9.4 out of 10.

City Cruises has been in operation since 1985. It has a fleet of 20 river vessels, operating on the Thames as sightseeing boats and in Poole as a coastal cruise operation.

Visit: www.citycruises.com, www.thamesjet.com and www.citycruisespoole.com.

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