

The Federation of Hostelry and Tourism in Tarragona (FEHT) Appoints Lotus

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The Federation of Hostelry and Tourism in Tarragona appoints Lotus as its first ever public relations agency in the United Kingdom.

Representing all hotels, apartments and campsites in Tarragona, the Federation of Hostelry and Tourism in Tarragona (FEHT) has appointed Lotus to raise its profile and that of the area.

Lotus has been briefed to increase positive awareness of the destination, its tourism facilities and its accommodation amongst the media, as well as promoting the federation's partnerships, initiatives, projects and statistics. Lotus will also raise the profile of the associations that form part of the federation, their work and their accommodation.

In addition, Lotus has been briefed to increase media and consumer understanding of the tourism offer within the destinations covered by FEHT, with the objective of increasing visitation.

This will be the first time that FEHT has carried out any public relations activity in the United Kingdom.

Rebecca Wilson, Managing Director of Lotus said, "Lotus is delighted to have been appointed by FEHT. It is an exciting time to be working with this area of Spain. We are looking forward to delivering FEHT's key messages and working to change perceptions of the area."

Joan Anton, General Manager of FEHT said, "Lotus has an in-depth knowledge of the area and the challenges we face. Their knowledge and experience will provide an excellent platform for growing visitor numbers to our accommodation."

In 2014, tourists from the United Kingdom occupied a total of 1.8 million room nights in the Costa Daurada area (Tarragona).

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