Utah Appoints KBC as UK Marketing and Public Relations Firm

Monday 24 August, 2015

KBC (www.kbc-pr.com), which has extensive experience in the North American travel arena and with the addition of Utah now represents 13 US states, Washington D.C and the Florida Keys & Key West, will undertake a range of PR, sales and marketing activities to generate increased UK tourism to the statKBC secured the five-year appointment following a competitive tender issued by the Office of Tourism in April 2015 and activities have commenced immediately.

Becky Johnson, Global Specialist for the Utah Office of Tourism, Film & Global Branding, commented: "We were not only impressed with KBC's comprehensive and creative plan to increase visitation to Utah but also their extensive knowledge of the UK travel industry. Their enthusiasm and professionalism shone through when they presented to the panel and we are really excited to start working with them."

KBC Chief Executive Kate Burgess-Craddy added: "We are thrilled that Utah has joined our incredible North America portfolio. Utah is a beautiful state offering a world class holiday experience and we are truly honoured to be chosen to represent them in the UK."

KBC Account Director Jo Thomas will oversee the PR and social media activity with Senior Account Executive Beth Higham managing the account on a day-to-day basis. The trade element will be managed by Account Manager Jenni Bridgman and KBC's Director of Sales and Representation, Lisa Cooper.

For further information on Utah, visit www.visitutah.com

FOR MEDIA INFORMATION ONLY:

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