



MARTIN EVANS – MANAGING PARTNER

Managing Director, THE TOURISM BUSINESS

Martin Evans launched his marketing consultancy, The Tourism Business in 1997, prior to which he worked in marketing management positions with Yorkshire Tourist Board, Consort Hotels Group and Trusthouse Forte Hotels.

Since its launch, The Tourism Business has built up an impressive public and private sector client list, comprising over 150 of the UK's leading destinations, attractions, hotels, spa's and leisure companies.

Specialist areas in which Martin Evans has worked include hotel sales and marketing, spa marketing, destination marketing, travel PR, event marketing, and film and arts tourism.

The Tourism Business also runs annual training events for tourism businesses: the National Hotel Marketing Conference, the National Marketing Conference for Visitor Attractions, and the London International Screen Tourism Conference.

Head of Marketing, YORKSHIRE TOURIST BOARD

Responsible for a £1m marketing division budget, membership of over 2,000 commercial operators, network of 60 TIC's, EU funding and rebranding of Yorkshire.

Marketing Director, CONSORT HOTELS GROUP

Head of Marketing and Deputy Chief Executive of Britain's largest consortium of 240 hotels and 60 inns. Administrator of the Consort/BTA sponsored UK Tourism Marketing Award, winner of the Queen's Award for Export, and twice Highly Commended in the England for Excellence Awards.

PROFESSIONAL: Postgraduate Diploma in International Marketing & BA Business Law

Member, Chartered Institute of Marketing and Chartered Marketer

Fellow of the Tourism Society, and Member, Tourism Management Institute

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