

## FOR IMMEDIATE RELEASE

### GLAMOUR DESTINATION MANAGEMENT EXPANDS TO THE CARIBBEAN

#### *Twenty-one-year-old Company Rebrands*

Glamour Tours, Jamaica's leading destination management tour company, recently launched operation in Cayman and Turks & Caicos offering service to the wider Caribbean.

The move came after Glamour conducted a reconnaissance of the Caribbean as well as its own operations with an eye for expansion. "Our expansion into Cayman and The Turks & Caicos is part of our re-branding exercise that we are confident will position us well to grow our business and broaden the services we offer to our clients," said Rachel Anderson, Director of Business Expansion.

Noted as a pioneer in destination and transportation management service in Jamaica, the 21-year-old company has changed its moniker from Glamour Tours that previously highlighted the tour services it provided to Glamour Destination Management, making the distinction of a complete destination experience service.

"We want our clients to know, be they tour operators, groups and meeting planners, wedding groups, or leisure travelers, that we are able to manage their entire destination experience. We have both the knowledge and operational expertise to plan any aspect of their trip to Jamaica, Cayman and Turks and Caicos: from ground transportation, hotel accommodations, restaurant reservations, island excursions, entertainment, gifts and more," Ms Anderson said.

Re-branding will take place over the next six months and beyond, and will incorporate the development of new collateral, revamping of the website, as well as creating new email addresses, to be consistent with the new brand. The new look features colours inherent to the Caribbean, a vibrant blue and orange to not only reflect the sun and the sea, but also communicate the Glamour's warmth and hospitality.

Glamour Destination Management is a full destination management company providing services in Jamaica, the Cayman and Turks and Caicos Islands. Equipped with luxury SUVs, Sedans and Motor coaches, tour guides and concierges, the DMC handles meeting and incentive group logistics, special events and receptive services, on-island tour operator representation, destination wedding planning, VIP airport reception and transportation, VIP luggage forwarding services, and other on-island concierge services.

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