
PRESS RELEASE
3 September 2015

Visit East Anglia appoints North Norfolk Brand Manager



Visit East Anglia, which delivers tourism services for Visit North Norfolk Coast & Countryside, today announce the appointment of a new Brand Manager.

Kayla Dunne takes up the new post at VNNC&C after many years' experience working in integrated marketing in Norfolk.

"Having grown up in Norfolk and now raising a family in the county, I'm excited to be able to promote North Norfolk, a place I love to be. There is something for everyone in North Norfolk, whether it is a short break, day out or family holiday and I will be focussed on getting that campaign message out to potential visitors," she said.

After graduating from Sunderland University, Kayla worked in London for 13 years at international PR agencies Hill & Knowlton and Weber Shandwick before returning to Norfolk ten years ago for a move into integrated marketing.

She has subsequently gained strong consumer marketing experience with clients including Wyndham Vacation Rentals, intu Chapelfield shopping centre, Vauxhall Motors, B&Q, Dr. Martens, Pret A Manger and Norfolk County Council.

Andrew Hird, Chairman of VNNC&C, said: "We have the opportunity to take North Norfolk to the next level and build on the excellent foundations created by Kayla's predecessor Lucy Downing. The drive has to be growing private sector investment in marketing this wonderful part of the county and Kayla's experience in integrated marketing will be invaluable in taking us forward."

Pete Waters, Executive Director of Visit East Anglia, said: "Using the back office function of VEA frees up Kayla to concentrate on engagement, promotion and activity, which is what members want. I'm delighted to have a new skillset in the VEA set-up and believe Kayla will strengthen the team enormously.'

Kayla reports to the VEA Executive Director, and the VEA contract is overseen by the VNNC&C board.

VNNC&C members and stakeholders will get a chance to meet Kayla at the next networking event at Dalegate Market on September 15.

Norfolk's £2.8bn tourism industry supports some 54,000 jobs, 15% of all employment in the county. The sector also supports thousands more jobs in retail, food production, culture and transport.

For further information or comment, please contact Andrew Hird on 01263 579208 or Pete Waters on 07568 560714.

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The logo for Visit East Anglia is located in the top right corner. It features a yellow-to-gold gradient background with the text "VISIT EAST ANGLIA" in a white, serif font. The word "VISIT" is smaller and positioned above "EAST", which is above "ANGLIA".

VISIT
EAST
ANGLIA

Notes to Editors

Visit East Anglia is:

- The private sector led organisation to promote tourism in East Anglia.
- Supported by the most successful tourism businesses in Norfolk and Suffolk.
- Managed by experts bringing a unified tourism voice to East Anglia.
- Consumer, customer and membership focussed.
- Committed to making East Anglia the UK's leading visitor destination.

Full details of the membership programme can be found at <http://www.visiteastofengland.com/Visit-East-Anglia-Membership.aspx>. Businesses can join the VEA membership programme for just £79+VAT.

Contact: Visit East Anglia
Tel: 0333 320 4202
Email: info@visiteastanglia.net