
PRESS RELEASE

20 July 2014

Visit East Anglia appoints new Partnership Manager

The logo for Visit East Anglia is located in the top right corner. It features the words "VISIT EAST ANGLIA" in a white, serif font, stacked vertically. The background is a yellow-to-gold gradient with a subtle pattern of overlapping geometric shapes.

Visit East Anglia is delighted to announce the appointment of Helen Cutting to the role of Partnerships Manager. Helen joins VEA at their new offices on 16th June and takes over the role from Lucy Downing who recently transferred to manage Visit North Norfolk.

Helen's prime responsibility is to manage VEA's partnership with Abellio Greater Anglia which encourages more visitors into East Anglia by train particularly from London and the South East. Activities will include developing a variety of promotional campaigns and public relations activities that will highlight the huge variety of reasons to visit us. Particular themes that will be promoted are likely to include culture, heritage, shopping and food and drink, as well as building on our wide range of cycling opportunities.

Helen joins Visit East Anglia from Mid Suffolk District Council where she gained extensive experience in developing similar campaigns.

Keith Brown, Chief Executive of Visit East Anglia said "We are delighted to welcome Helen into this exciting role. East Anglia is one of the fastest growing visitor economies in England and with the improved services being introduced by our partners at Abellio Greater Anglia; it will mean that our tourism businesses can take an increasing share in this growing market."

For further information please contact:

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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.