

Live Holidays appoints Hume Whitehead to Handle PR operations

Hume Whitehead Limited has been assigned to drive brand awareness and grow sales for the tour operator's brands - Cuba Direct and Travel Direct

Live Holidays Limited (LHL) has appointed the travel PR, marketing and representation experts, Hume Whitehead, to handle its public relations in the UK market with immediate effect. The agency will work closely with the leading specialist tour operator to increase bookings and raise awareness of both the established Cuba Direct brand and the newly launched Travel Direct brand and to align PR with its current marketing efforts.

One of Hume Whitehead's key tasks will be to develop public relations campaigns to help launch the new Travel Direct brand and to cement Cuba Direct's position as the leading specialist tour operator to Cuba. The Hume Whitehead team will use their profile and contacts to raise awareness of the new destinations that the tailor-made holiday experts have introduced under the Travel Direct brand, further to its success in Cuba. These will include Costa Rica, Colombia, Ecuador, Peru and Vietnam.

Raidel Chao-Battle, Marketing Manager of Live Holidays comments: *"We are delighted to announce the appointment of Hume Whitehead as our PR agency in the UK market. In these challenging times, it is important to implement cost-effective campaigns that drive genuine business growth. With a proven track record and many years of experience in the travel industry, we have every confidence that the Hume Whitehead team will do just that."*

Part of Hume Whitehead's remit will be to capitalise on their strong media relationships to maximise opportunities and exposure of the Travel Direct and Cuba Direct brands within targeted media titles. As Director and co-founder of Hume Whitehead, Richard Hume, explains: *"We are thrilled to have been chosen to handle the Public Relations for Live Holidays Limited. We look forward to working closely with the team to establish the new Travel Direct brand and emulate the successes already achieved by Cuba Direct."*

The Hume Whitehead team has extensive tour operating experience, having worked both in-house with specialist tour operators, as well as having represented them on the agency side.

- END -

Editor's notes:**About Cuba Direct**

Cuba Direct was founded in 2002 by a Cuban family with a desire to show off the warmth, cultural wealth and sheer beauty of their homeland. The world-class team boasts more travel specialists of Cuban origin than any other UK tour operator, each dedicated to using their in-depth knowledge of the island to create bespoke holiday packages that match a client's individual requirements. An expert team on the ground and one of the country's largest portfolios of homestay accommodation means travelling with Cuba Direct promises unforgettable and unrivalled authentic experiences.

<http://www.cubadirect.co.uk>

About Travel Direct

With a proven track record of crafting exceptional holidays, a love of travel and an extensive knowledge of destinations around the world, Travel Direct was launched to offer customers the same quality of service and level of flexibility as Cuba Direct, but with more countries to choose from. The passionate team at Travel Direct are experts in creating tailor-made itineraries to suit each client's individual needs, delivering a world class service every time.

<http://www.traveldirect.co.uk>

For further information about Cuba Direct and Travel Direct please contact:

Cat Cambridge on 020 3375 4054 or email cat@humewhitehead.co.uk