

P R E S S R E L E A S E

Tourism Flanders- Brussels UK

Appoints a new MICE manager

Tourism Flanders-Brussels is pleased to announce the appointment of Sarah Mathews as their new MICE Manager with immediate effect.

Sarah joins Tourism Flanders-Brussels having previously been employed as MICE Marketing Executive for the Hong Kong Tourism Board. Prior to her position there, Sarah was employed in Marketing and Sales for a number of years with a private college in her native Hong Kong.

Sarah will primarily be promoting Flanders to the UK MICE market and will focus on furthering demand for business to the Flemish cities of Antwerp, Bruges, Brussels and Ghent.

Corporate social responsibility requires companies to offer environmentally friendly travel options with easier and more convenient transport via train or car for example. For this reason, she is particularly keen to develop travel to the region in terms of carbon neutral accessibility and its proximity to the UK. The Flemish cities are renowned for their excellent conference facilities and infrastructure. A reputation of excellent gastronomy and hospitality also make Flanders the perfect choice for Incentives, Corporate Meetings, Conferences and Exhibitions.

Dawn Page, Director of Tourism Flanders-Brussels UK said “We are pleased to welcome Sarah to our team and we look forward to her introducing Flanders as an attractive travel option to the UK MICE market”.