

## **THE SALTMARSH PARTNERSHIP WINS BRIEF FOR THE APPOINTMENT GROUP**

Travel management company The Appointment Group has chosen travel specialist The Saltmarsh Partnership (TSP) as its first-ever external PR agency.

London-based TSP has been retained to raise the company's profile in the corporate travel arena and to showcase the expertise of its different divisions, including business travel specialist Travel By Appointment and high-end consumer travel provider Leisure By Appointment.

The Saltmarsh Partnership will focus on B2B business travel publications, luxury leisure travel media and a range of targeted business sector media. The account will be run by director David Ezra, supported by senior account executive Samantha Crossfield, with additional input from managing director Geoff Saltmarsh. The TSP team will report to The Appointment Group's global sales & communications director Stuart McNair.

McNair commented: "The Saltmarsh Partnership clearly understood our business and our objectives, and their experience in both business and leisure travel sectors made them the ideal choice to spearhead our communications drive."

Established in 1988 and employing nearly 100 staff in offices in London, New York and Los Angeles, The Appointment Group is regarded as a major player in the music and entertainment travel field, but is equally adept in managing corporate travel accounts for the financial, hedge fund and other blue chip business sectors. The Saltmarsh Partnership is tasked with ensuring that the company becomes as renowned for its corporate travel expertise as it is in the entertainment sector.

The Appointment Group consists of Travel By Appointment, Leisure By Appointment, entertainment specialists Music By Appointment and Classical By Appointment, Golf By Appointment and event management division Events By Appointment.

[www.appointmentgroup.com](http://www.appointmentgroup.com)

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**The Saltmarsh Partnership**

24.11.2011