



BTMG Board Members

Sara Uzzell

Chair of the Bournemouth Tourism Marketing Group

Owner of the Whitehall Hotel, The Arlington Hotel & Bowlaway



"Marketing Bournemouth is really important to me as a hotelier – that's why I am keen to be involved in the Bournemouth Tourism Marketing Partnership. It gives the opportunity for the Council's tourism team to work closely with businesses in the town to make sure that together we deliver excellent marketing campaigns that attract visitors to our town, to stay longer and to spend more."

Mark Cribb

Vice Chair of the Bournemouth Tourism Marketing Group

Owner of Urban Beach Hotel, Urban Reef Restaurant, Urban Renaissance Cafe and Jenkins & Sons



"Every 6 weeks or so I sit in a room with a bunch of awesome people and talk about a subject I love. Marketing Bournemouth. What a gift it is to be born, live, work and play in such an epic part of the world. Bournemouth has much it can do to improve to be a world class destination, but I already utterly love it. Life by the sea with views over the Purbeck's. I can't think of a much better use of my time than helping come up with creative ways to tell the rest of the world they should visit. #lovebournemouth."

Jon Weaver

Head of Marketing and Events, Bournemouth Tourism



"We continue to improve the profile of the destination through the extensive work undertaken by the Town Centre and Coastal BIDs and the Tourism industry. We continue to exploit cost effective opportunities through PR campaigns and social media platforms to promote a wide range of Festivals and events around the area and the stunning setting of Bournemouth with its seven miles of sandy beaches set amongst the stunning countryside of Dorset."

Charmaine Denny

Resort Services Manager, Bournemouth Tourism



"As Bournemouth is one of the UK's top destinations, it is fantastic that a group of people from a variety of sectors are able to shape and influence the marketing and PR campaigns that are used to promote the town. By becoming a partner, not only is it a great way to market your business, but it also helps towards promoting the town as a whole."



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David Jones

Vice Chair of the International Education Forum of Bournemouth and Poole and Principal & Marketing Director of ETC International College



"The Bournemouth-Poole-Christchurch conurbation is second to none as a destination for international students in terms of quality of learning and opportunities for progression onto follow-on courses at other institutions in the region. Nevertheless, there is a lot of competition, so I am working to raise the profile of the area internationally and make sure that it remains the first choice for international students. As an industry that brings over £200 million in export sales to the area each year; it is essential that the international education sector is represented in the BTMG to make sure that the PR and Marketing messages of the local universities, colleges and accredited language schools are integrated into Bournemouth's wider marketing plans."

Pat Coyne

Director of Venues, BH Live



"Bournemouth International Centre and Bournemouth Pavilion are leading and iconic venues on the South Coast. We are delighted to be involved in driving a co-ordinated approach to marketing Bournemouth, so it continues to be one of the best visitor and event destinations in the UK."

Steve Hughes

Manager, Bournemouth Town Centre BID



"The main aim of the Bournemouth Town Centre Business Improvement District is to improve the economic vitality of the area. We do that by working really hard with businesses and partners to promote Bournemouth in the best possible light so we can attract inward investment and existing businesses can grow. Marketing Bournemouth is an important part of that mix which is why I am delighted to be part of a group which is so ambitious for the town. Bournemouth is already one of the UK's premier coastal towns and getting better all the time."

Councillor Lawrence Williams

Ward Councillor for Littledown & Iford and Cabinet Member for Tourism, Leisure & Culture



"Tourism is a vital part of what Bournemouth is about and the BTMG is a great opportunity to gather a variety of minds, that collectively influence the way Bournemouth is Marketed. The unique collection of members give a diverse view, and working together with Bournemouth Council, will continue to help create a world class resort."



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Tia Thorp

Marketing and Communications Manager, BH Live



"Bournemouth has so much to offer for both local residents and those visiting our area; and ensuring Bournemouth is represented through excellent marketing is essential for our town. Being a part of this combined tourism marketing approach is a privileged position to be in, as I am able to work in collaboration with other like-minded individuals, businesses and partners to help drive the message that Bournemouth is a wonderful destination."

Sarah Hunter

Marketing Executive, Bournemouth Pier



"Bournemouth Pier is the town's most iconic landmark so it is important to us that we are involved in promoting the town to attract more visitors to our world class destination. Bournemouth has developed over the last few years to become one of the UK's top coastal destinations and it is a privilege to be working with a team of like-minded marketing professionals to help promote the town's offering to attract more visitors to the town 365 days of the year"

Nicola Goode

Marketing Manager, Bournemouth Tourism



"I am a results driven senior marketing professional with extensive B2C and B2B marketing experience, from strategy development and business planning to delivering world class integrated campaigns.

My role within BTMG is to share the strategic vision the Tourism Board with a group of key business partners, who are passionate about Bournemouth - the UK's premier resort."