



6 June 2019

## **Simpson Travel Appoints Graham Horner as Managing Director**

Specialist villa and boutique tour operator [Simpson Travel](http://www.simpsontravel.com) today announced the appointment of Graham Horner as Managing Director.

Graham will take up the role with immediate effect, having been working with the company as a Non-Executive Director since January 2019. He brings with him a combination of travel industry and marketing expertise, having previously been Marketing Director of Scott Dunn, Marketing Director of The Telegraph Media Group and Head of Loyalty at Coca Cola GB.

Commenting on Graham's appointment, Graham Simpson, Founder of Simpson Travel says 'We're delighted to welcome Graham on board. At Simpson we have a superb product, outstanding service and offer our clients an exceptional experience. Graham brings with him a deep understanding of this, but also a fresh approach as to how we model Simpson Travel over the next few years – especially in these volatile times when inventive ideas can play such a large part helping a company like ours to develop and reach our true potential'.

Graham Horner adds 'I am thrilled with the opportunity to work with a company I have long admired. I travelled several times with Simpson Travel as a client and have always been impressed by the quality of what they offer and their amazing destination knowledge and fantastic properties. I'm really looking forward to leading the business into the next phase of its development as we take Simpson Travel into the future'.

Simpson Travel is renowned for its service, exceptional properties and destination expertise. The company offers a wide selection of exclusive, handpicked villas and exclusively operated boutique hotels in Greece, Turkey, Corsica, France, Italy and Mallorca. New for 2019 are Cap Ferret, Biarritz, the Basque Country and Aquitaine Coast in France; a boutique Corsican hotel and a new childcare concept and Simpson Nanny Service in Corfu.

**For bookings call 0208 003 6557 or visit [www.simpsontravel.com](http://www.simpsontravel.com)**

**- Ends -**

For the link to images go to:

<https://www.dropbox.com/sh/2a3cbvfpkww6zwb/AAACQeRnRjAMExtF1GNAf5msa?dl=0>

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### **Notes to Editors**

#### **Simpson Travel**

Independently owned, Simpson Travel was established in 2002, yet its heritage predates this by many years. Founder Graham Simpson, a veteran of the travel industry, built up the highly successful Simply Travel in the 1970s with his Greek wife Yianna. From humble beginnings in a flat in Chiswick, it became one of the most respected independent travel companies of its time, renowned for offering authentic rather than 'packaged' holiday experiences, with carefully researched programmes, exceptional product knowledge and service. In Simpson Travel, he recreated the original ethos of Simply Travel, offering a very personal service, with individually-selected properties, exceptional local knowledge for

each destination, a highly experienced team of staff and excellent representatives in resort. Clients booking with Simpson Travel can be safe in the knowledge that their holiday has been created with their needs in mind and each property matched to their individual tastes and requirements. They can also rest assured that they will be really well looked after by the excellent representatives on hand in each resort.