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Belize Tourism Board Appoints The Brighter Group as its European Marketing Representative

Belize City, Belize – March 31, 2016 – The Brighter Group, one of the biggest independent travel & tourism PR and marketing consultancies in the UK, has been awarded the European Representation and PR contract for the Belize Tourism Board following a highly competitive pitch process. The main focus of the initial campaign will centre on the UK, with secondary markets including France and Germany.

As Belize grows its presence internationally as a destination, the Brighter Group has been brought on board to leverage the country's brand and presence in Europe with a fully-rounded Representation, Marketing and PR campaign. Established in 1995, the Brighter Group is a leading independent PR and Marketing agency for the travel and tourism industry with expertise in public relations, representation, MICE, trade marketing, advertising and promotions. The agency has a network ranging from tourist boards, airlines, tour operators, hotels, car rental companies, media contact and trade associations; which will provide great additional benefits when implementing the campaign.

The Brighter Group's main focus will be highlighting Belize's credentials as a leading sustainable tourism destination, promoting the huge range of attractions, from Mayan Temples, lush rainforest, rare wildlife and stunning beaches to vibrant cities, unique food offerings and dreamy islands. Diving is also a huge draw for visitors to Belize, who are attracted by the world's second largest barrier reef, as well as by the Great Blue Hole, which the Discovery Channel recently ranked number one on its list of "The 10 Most Amazing Places on Earth". As an entirely chain-free destination, authenticity truly is at the heart of Belize's ethos.

Karen Bevans, Director of Tourism, Belize Tourism Board commented, *"The Brighter Group's passion for Belize, joined by its unrivalled knowledge of the travel business and top connections within the tourism industry, particularly in Europe, made them our preferred partners to work with to promote our very beautiful and unique destination to the European Market. We are extremely*

excited and look forward to great success, with increasing European arrivals to Belize."

Debbie Flynn, CEO, Brighter Group said *"We are thrilled to have won the account for the Belize Tourism Board - what a fantastic destination to promote! We have a strong track record of successfully promoting fantastic countries and I know the whole team is very excited about promoting Belize within Europe and driving bookings."*

For more information, please contact Noriko Gamero at ngamero@travelbelize.org or 227-2420.

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About the Belize Tourism Board

The Belize Tourism Board (BTB) is a statutory body within the Belize Ministry of Tourism and Civil Aviation, and it is governed by a Board of Directors appointed by the Minister of Tourism and Civil Aviation. The BTB works in conjunction with members of the private sector - including the Belize Hotel Association, Belize Tourism Industry Association and Belize National Tour Operators Association – and is dedicated to building tourism in the most economically and environmentally sustainable manner. As a part of its responsibilities, the BTB promotes Belize as a premier tourism destination to both in-country and international consumers. Among its outreach to the international travel market, the BTB markets the country's unique attractions to travellers, members of the travel trade industry and media outlets in key markets.

The BTB is also dedicated to developing and implementing tourism programs that will help strengthen and grow the Belizean tourism industry; promote good destination stewardship; and instil high quality standards for accommodations and travel experiences. For more information on the BTB and its services, visit www.travelbelize.org.

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