

Waterstone Opens UK Office – Appoints UK Hospitality Executive Mark Anderson to Head Up New Operation and Take First Steps Into International Markets

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Waterstone, the sales, marketing and communications consultancy focused exclusively on supporting the luxury travel advisor community in North America, has opened a UK office based in London.

The expansion into the UK market represents Waterstone's first foray into international markets, where it will support its existing and future luxury hotel and destination services clients, in partnering with travel advisors to drive outbound business from this important European source market.

Heading up the brand-new UK office will be Mark Anderson, former Waterstone client and Deputy General Manager of the Royal Garden in London prior to the hotel's closure in the fall of 2020 for renovations taking place throughout 2021.

Waterstone President and CEO Marcelo Vazquez comments. "Mark is a proven professional, a sales and marketing master and someone very well connected and respected in the UK market and beyond. After 17 years as a client, Mark truly understands the Waterstone culture, our responsiveness to our member's needs, how we treat everyone with respect and our steadfast commitment to the travel advisor channel. The Waterstone brand is all about authenticity and trust; Mark, embracing this ethos, brings enormous opportunities for us in the UK."

Mark will lead two primary missions in the inauguration of the Waterstone UK office. The priority is driving sales from the UK market as pandemic concerns recede and vaccinations are more widely disseminated across the population. In addition, Mark will play a key role in expanding Waterstone's European membership base with like-minded luxury hotels and DMC's that firmly believe in Waterstone's mantra of **"helping travel advisor's shine"**.

"I'm incredibly excited to be joining Marcelo and the team at Waterstone. It will be an honour to introduce the wonderful experiences offered by the members to the UK market." commented Anderson. I feel that the travel advisor community will be a vital component in building consumer confidence post Covid. I have personally experienced the commercial point of difference travel advisors make to independent hotels. Experience will be everything as travellers take their first steps back on the road and this will be best served by travel professionals."

About Mark Anderson

After graduating from the University of West London with a First-Class BA Honors in Hospitality Management, Mark has spent his entire career in the hospitality industry. Initially working in food & beverage positions in London, Colorado and Greece, before progressing to sales and managerial responsibilities at 5-star hotels in London (White House Hotel) and Dubai (Jumeriah,) culminating with the position of Deputy General Manager, Commercial at London's Royal Garden Hotel where he drove record setting revenues year on year.

About Waterstone

Waterstone is a sales, marketing and communications consultancy specializing in the promotion of luxury hotels, resorts, villas, yachts and destination management companies. Our collection is comprised of over 40 independent luxury properties and unique travel experience companies in 13 countries, each exuding the special charms of their destination. To become a member of Waterstone, members must share our deep respect and commitment to the travel advisor channel. To learn more, please visit www.waterstonemarketing.com and follow us on [Instagram](#), and [Facebook](#).

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