



## International Tourism Communication Network

23<sup>rd</sup> March 2010

### Launch of New Global Travel Communication Network



From Left-Right (Nazar Musa from Gulf Reps, Javier Rodriguez Monasterio from Over MCW, Karoll Ramamonjisoa from Article Onze Tourisme, Geoffroy Sirven Vienot, from Article Onze Tourisme, Debbie Flynn from Brighter Group, Beate Zwermann from BZ.Comm, Angela Marini from Open Mind Consulting and Marco Biazetti from Open Mind Consulting

A new global communication network of tourism PR, marketing and representation specialists has been launched to provide existing and new clients with integrated global campaign solutions. The International Tourism Communication Network (ITCN) has been conceived by a group of independent travel professionals – all experts in their own market with international experience.

ITCN aims to be the largest specialist international communication network in the travel industry worldwide. The six agency founding partners, who all have shared current clients are, Brighter Group in London, BZ.Comm in Germany, Over MCW in Spain, Gulf Reps in Dubai, Open Mind Consulting in Italy and Article Onze Tourisme in France. Each agency is a leader in its market with exceptional reputations.

Services will include public relations, digital PR and marketing, trade representation, destination marketing, media training and crisis management. Expertise across the

network lies in any travel or tourism related brand or product, from tourist boards to aviation, cruise companies to hotels, and tour operators to travel organisations.

Vice President of ITCN Nazar Musa, who is also managing partner at Gulf Reps commented; “we feel passionately in the future of this network. Joining forces with other market leaders offers our current and future clients a truly exceptional level of expertise and service at their finger tips. We are ambitious in our plans to expand and plan for ITCN to be global by the World Travel Market in London in November.”

President of ITCN, Debbie Flynn, who is also ceo of Brighter Group, commented; “I am proud to be one of the founding partners in this exciting new network of leading tourism communication experts. We believe we will offer local and global expertise for great value, providing our clients with seamless solutions to cross border campaigns. Furthermore we aim to be the leaders in sharing global market intelligence in the travel communications sector.”

The independently owned network will be pro active in assisting members in growing both mutual clients and introducing new business opportunities to all members.

For more details please contact Susannah Morrison/Debbie Flynn at Brighter Group,  
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