



PRESS RELEASE

APEX APPOINTS DIRECTOR OF SALES

Apex City of Bath Hotel is thrilled to announce that it's expanding its senior management team with the appointment of Amanda Jones as Director of Sales.

Amanda was previously Sales Manager at Searcys, which caters for events at Bath's Historic Venues. Prior to that Amanda was Sales Director at von Essen Hotels, which was a national role driving sales revenue into a private and luxurious collection of 21 historical hotels including The Royal Crescent Hotel in Bath.

Of her appointment Amanda said: "I am very excited to be part of the Apex team launching and introducing a great addition to the city which will be Bath's largest bedroom and meeting hotel."

General Manager, Tim O'Sullivan said: "Amanda's role will be to lead the sales and events team to showcase our fantastic new hotel locally, nationally and internationally. She will help shape and deliver our sales strategy as well as supporting the senior team to deliver outstanding service to all our guests.

"I'm really excited to welcome Amanda to the Apex team. She has a wealth of knowledge, a fantastic personality as well as a bundle of energy and enthusiasm, which makes her the ideal person to support the opening of our new flagship hotel. Amanda knows Bath and its business community very well, which will really help in our effort to support and become involved."

When it opens in the summer Apex's 10th hotel will boast 177 bedrooms, a restaurant, bar, gymnasium, pool and spa facilities. Apex's first purpose-built four star hotel will also have conferencing facilities for up to 300 guests.

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