

Chris is a Brand and Digital Tourism expert with over 26 years' industry knowledge and speaks at many tourism events worldwide, offering his advice and guidance on how travel, tourism and destination businesses can gain brand recognition and increase bookings.

Chris has focused his business, Tourism Marketing Agency, on tours and activity marketing with over 90% of his client base coming from outside the UK, where he is based, working with some of the biggest players in the industry including Gray Line, the oldest and largest sightseeing company on planet earth.

This knowledge on international markets gives Chris a unique insight into how destination businesses should market themselves internationally.

Chris has also written 'How to Turn your Online Lookers into Bookers': the first ever marketing book dedicated to helping tour and activity companies improve their website, their performance on Google, and their social media engagement.

Chris also provides loads of free tourism marketing advice through his video series, The Digital Tourism Show, which can be found on Facebook, YouTube or all good podcast platforms.