

# ELEGANT RESORTS

## Leadership Transition at Elegant Resorts and If Only

Chester, 14 December 2024

After seven successful years leading luxury tour operators Elegant Resorts and If Only, Managing Director Lisa Fitzell will be stepping down at the end of February. Gordon McCreadie, currently General Manager at If Only, has been appointed as the new Managing Director of both brands, ensuring a seamless transition and continued excellence in the luxury travel sector.

Reflecting on her tenure, Lisa Fitzell shared:

"The time feels right for me to take a step back after an incredible journey leading these exceptional businesses. On a personal level, both my children are preparing for university, and from a professional perspective, I am confident that the business is in a fantastic position to transition in the very capable hands of the senior leadership team. I am immensely proud of what we have achieved during my time here. From navigating the challenges of the pandemic to overseeing the acquisition of If Only, launching Private Travel Designers, and evolving Elegant Resorts and If Only into two of the UK's most successful and award-winning luxury travel brands—it has been an unforgettable experience.

What I will cherish most are the incredibly talented individuals I've had the privilege to work with. A business is truly defined by its people, and I extend my heartfelt thanks to the entire team for their dedication, passion, and commitment to delivering exceptional luxury travel experiences. I am also deeply grateful to our valued supplier partners for their unwavering support and shared commitment to excellence.

I have every confidence that Gordon will bring fresh vision, energy, and inspiration to lead the next exciting chapter of our business. He already works seamlessly with the senior team and is well-known and highly respected by our colleagues in Chester. With his leadership and the incredible talent within our team, the future is exceptionally bright for Elegant Resorts and If Only. With ambitious plans for growth and expansion, Elegant Resorts and If Only are in excellent hands. I also want to extend my gratitude to Redmond Walsh, our CEO, for entrusting me with the leadership of these outstanding brands and for steering Portman Travel Group to remarkable success, growing from a



£150 million turnover in 2015 to a £1 billion+ business today. My thanks also go to the PTG leadership team—Jane, Matt, Mark, and Susie—for their support over the years.

For now, I look forward to some well-earned rest, and quality time with my family.

### **A Strong Future Ahead**

Redmond Walsh, CEO of Portman Travel Group, added:

"Lisa and I have worked together for a long and successful time, and she leaves with my very best wishes. Her leadership has been instrumental in shaping Elegant Resorts and If Only into the thriving brands they are today. With Gordon and the senior management team at the helm, the future remains bright. Elegant Resorts and If Only will continue to devise and deliver bespoke luxury travel experiences for our B2B and B2C customers in some of the world's most stunning destinations. We are excited about the next phase of growth and innovation under Gordon's leadership, and the PTG board is fully committed to supporting him and his senior leadership team in realising their ambitions."

### **Exciting Times Ahead for Elegant Resorts & If Only**

Gordon McCreadie is looking forward to the future with confidence and enthusiasm:

"Over the past six years, I've had the privilege of working closely with Lisa, Redmond, and the management team at Elegant Resorts & If Only. These have been some of the most rewarding years of my career, despite the challenges our industry has faced. Lisa leaves behind an incredible legacy, and I wish her all the best for the future.

With a solid succession plan in place and an outstanding senior team ensuring continuity, we are committed to taking the Elegant Resorts and If Only brands to new heights. Our talented teams in Chester and Glasgow are second to none, and our valued agent partners remain at the heart of everything we do.

With the continued backing of the Portman Travel Group, we're gearing up for an exciting journey ahead. Expect a bold evolution in consumer marketing from Elegant Resorts and trade support, with fresh, innovative initiatives across both brands. Stay tuned—big announcements are on the way!

This leadership transition marks a new chapter for Elegant Resorts and If Only, reinforcing our dedication to delivering exceptional luxury travel experiences while embracing new opportunities for growth and innovation."



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### About Elegant Resorts

At Elegant Resorts, we've been crafting luxury holidays as unique as the people who take them since 1988. From stunning destinations and exclusive accommodations to once-in-a-lifetime experiences, every journey we create is designed to go beyond expectations. We believe true luxury lies in the detail. Our expert Luxury Travel Specialists bring first-hand knowledge, passion, and care to every itinerary, while our dedicated concierge team ensures no detail is overlooked—because it's often the little touches that make the biggest difference.

With access to the world's finest hotels, villas, cruises, and extraordinary experiences, we take pride in creating seamless, personalised holidays that are anything but ordinary.

**Luxury travel. It's in the detail.**

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