



New sales manager appointment completes top sales and events team at The Lowry Hotel

Michelle Taylor-Grice has been appointed by the five-star Lowry Hotel, Manchester, as its Sales Manager for Meetings, Conference, Incentive and Events.

With 20 years of sales and hospitality experience in Manchester and following five years spent at Marriott Hotels UK, Michelle joins the team to source and secure sales opportunities, ensuring sustained success and demand for The Lowry Hotel's high-quality meetings and events facilities.

Says General Manager Adrian Ellis: "We welcome Michelle as she joins us an exciting time for the hotel and for Manchester, which is among the world's top conference destinations.

"Her solid knowledge of both the international and regional markets places her in great stead to complement our team in the meetings, events and conference market.

"The Lowry Hotel offers the city's most exclusive facilities. We offer the ideal geographical location, with the city well connected via numerous international direct flights. Combined with our world-class event planning at The Lowry Hotel, Michelle and the team offer a seamless luxury experience."

The appointment completes a top sales and events team for the luxury city-centre hotel.

Michelle joins Director of Sales, Melanie Thompson, and Corporate & Leisure Sales Manager, Andrea Baron, as a trio of experienced executives driving conference and private events business at the hotel.

Appointed in Spring 2015, Melanie has over a decade of hospitality sales experience, having most recently worked for InterContinental Hotels Group as Midlands Director of Sales, overseeing Crowne Plaza and Holiday Inn brands across the region.

Michelle says: "I'm thrilled to be part of the team at The Lowry Hotel and to be working alongside Melanie and Andrea.

"There are so many opportunities at The Lowry Hotel for bespoke events, from a boardroom meeting for 10 delegates through to a 600-guest reception. For large conferences, we offer exclusive use of the entire hotel, and for product launches, you can even park a car in the second floor ballroom.

"2016 is set to be a truly memorable time for our conference and events team, as the hotel celebrates its 15th anniversary year."

For further information about press visits, high resolution images, etc, please contact:

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Editor's Notes

The five – star Lowry Hotel is an independent luxury hotel located on the Salford-Manchester boundary, and is the only hotel in the region to be part of the prestigious Leading Hotels of The World. Since opening in April 2001 the hotel has won over 60 awards.

To book or for more information - www.thelowryhotel.com / 0161 827 4000