

Press Release

2 February 2018

KEVIN O'REGAN APPOINTED MANAGING DIRECTOR RWH TRAVEL



Specialist walking holiday company, RWH Travel is delighted to announce the appointment of Kevin O'Regan as Managing Director.

Kevin will commence his role on 19 February 2018 and brings a wealth of tour operating and distribution experience gained in senior marketing and commercial roles across the travel industry. Previously working with Thomson/TUI UK, Wyndham Worldwide and Disney, Kevin's most recent role was as Product & Commercial Director for Monarch Holidays.

Kevin will be taking over from Kathy Cook and Tony Lock, who have been Joint Managing Directors for the past 17 years. Both Kathy and Tony are retiring from the business but will be staying on for a short time to ensure a smooth transition.

With full responsibility for the leadership and development of RWH Travel's brands - Ramblers Walking Holidays, Adagio and Cruise & Walk. Kevin will play a key role in meeting the organisation's growth goals and strengthening its legacy as a social enterprise dedicated to helping people enjoy the world's great outdoors and generating funds for charitable projects.

Annette Cotter, Chairman of Ramblers Holidays Group Ltd, said: "Kevin's track record and in-depth experience of the travel industry are outstanding and we are thrilled to welcome him on board. Finding a successor to the Joint Managing Director team of Kathy Cook and Tony Lock has been a tough call but attracting someone of the calibre of Kevin into the organisation is a great endorsement of our continued ambition."

Kathy Cook said: "Tony and I are very pleased to be leaving the company in such capable hands and that Kevin fully appreciates the specialist nature of our holidays and the passion of the people who enjoy them."

Kevin O'Regan added: "Ramblers Walking Holidays has a deserved reputation for delivering superb walking holidays across the world, both with their core walking brand as well as more recently, their gentle strolling and cultural holiday brand, Adagio. We have a tremendous opportunity to grow further in what is an expanding activity holiday sector, to capitalise on already strong business foundations. I am also grateful to Kathy Cook and Tony Lock who, with their many years of experience, will be an invaluable resource to me as I begin the role."

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For further press information:

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For images please see the **Dropbox link** [here](#)

Company Background:

Ramblers Walking Holidays is the core brand for RWH Travel, the experts in guided walking adventures. Celebrating its 70th Anniversary of holiday operating in 2017, other brands within the group include Adagio holidays – leisurely walking and cultural holidays at a gentle pace and Ramblers Cruise & Walk Holidays – in association with Fred. Olsen Cruise Lines. In total, the company operates over 250 holidays across over 60 countries.

Walking Grades:

Each of the Ramblers Walking Holidays has been graded to help clients choose their preferred pace, with categories ranging from Grade 1-3/Leisurely (usually two hours walking); to Grade 4-6/Moderate (a combination of full and half day walks); and Grade 7-9/Challenging (full day walks where stamina is key).

On some holidays, there is the chance to experience more than one walking grade with two leaders. Perfect for couples and friends who prefer to walk at a different pace or have different walking abilities.

Adagio holidays are largely ungraded.

Special Interest

To help clients choose the type of walking holiday that will appeal to their interest, Ramblers Walking Holidays also uses symbols that depict the main interest, style or theme of the walks. Categories include: Pioneer; Continuous Walks; Flora & Walking Holidays; Bird Watching & Walking; Lifestyle, Culture & Natural History; Hutting; Rail & Walk; Sightseeing.

Company Mission

The company's mission is to generate funds for walking charities by the provision of outstanding outdoor activity holidays worldwide.

With its not-for-profit philosophy, the company contributes monies to the Ramblers Holidays Charitable Trust which supports walking related and environmental projects in the UK. The company also funds Heart & Sole - an initiative managed by company staff, with the aim of reaching into the heart of the communities visited both in the UK and overseas.

RWH Travel also runs The Walking Partnership - an initiative which champions walking at the 'grass roots' level by providing funding and support to walking groups and clubs throughout the UK.

Ramblers Walking Holidays is the Walking Holiday Partner of the Ramblers, Britain's walking charity which has been pioneering and championing walking and 'rights of way' for over 70 years across England, Scotland and Wales.

Customers travelling on all holidays operated by RWH Travel are fully protected via the company's membership of ABTA & ATOL. RWH Travel is also a member of AITO.