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## **NEW BOARD CHAIRMAN FOR VISIT GREENWICH**

*Visit Greenwich enters a new phase as Sunny Crouch takes over as Chairman*

Sunny Crouch OBE DBA Hon has joined Visit Greenwich as its new Chairman of the Board. She takes over from John Walker CBE who stepped down after his three year tenure ended in March this year. Sunny will work with the executive team to develop the next phase of Visit Greenwich's growth which will drive forward the company's exciting plans to expand the visitor economy which is now worth £1.3bn.

Barrie Kelly, Chief Executive of Visit Greenwich said; "We are very fortunate to secure the expertise of Sunny over the next few years. She has a wealth of experience in regeneration, tourism and cultural development and particularly in the East and Docklands areas of London."

Sunny Crouch said, "I'm delighted to have been selected as the new Chairman of Visit Greenwich. The organisation has already achieved a great deal and I look forward to helping to take it on to new heights. Greenwich is a great destination and more visitors will contribute to increased employment opportunities and the economic strength of the borough."

Sunny has a distinguished and successful career spanning tourism, regeneration, housing, commercial property, business, marketing, education, and the voluntary sector. She took a front-line role in the pioneering London Docklands Development Corporation, where she also established its first visitor economy.

She was Chairman of Portsmouth Historic Dockyard and is Governor of the University of East London. She joined Visit Greenwich just before the Rendez-Vous 2017 Tall Ships Regatta in Greenwich and Woolwich, which she attended on behalf of the company and has just represented Visit Greenwich at the celebrations to mark the 20<sup>th</sup> anniversary of the inscription of Maritime Greenwich as a World Heritage Site.

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For more information please go to: [www.visitgreenwich.org.uk](http://www.visitgreenwich.org.uk) or contact [al@visitgreenwich.org.uk](mailto:al@visitgreenwich.org.uk)

## **About Visit Greenwich**

Visit Greenwich is a private sector led Destination Management Company, supported by the Royal Borough of Greenwich, with the aim of growing the visitor economy and raising the profile of Greenwich for the benefit of businesses, visitors and residents. A public/private partnership led by a board of tourism professionals, representing different sectors of the industry, with an independent chairman, Visit Greenwich works with local visitor attractions, accommodation providers, transport operators, meetings and events venues, the hospitality and retail sector and local businesses to promote Greenwich as a visitor destination for leisure and business.

Set alongside the river Thames in south east London, the Royal Borough of Greenwich is one of London's most popular visitor destinations, stretching from the Maritime Greenwich World Heritage Site, eastwards to cross the Prime Meridian of the World to Greenwich Peninsula for The O2 and the Emirates Air Line cable car, and onwards to the historic Royal Arsenal at Woolwich and to Eltham, Charlton and Blackheath. Its visitor economy is now worth £1.3bn and employs over 15,000 people.