



eastwick marketing

Tour and travel expert John Krish joins Eastwick Marketing

Marketing and communications agency Eastwick Marketing (www.eastwickmarketing.com) welcomes John Krish to its team as Opportunity Coach and “in-house” tour and travel expert.

As Opportunity Coach, John will utilize his experience to consult on group tour and travel programs for corporate chains, destinations and attractions. With over 11 years of motorcoach and group experience, John brings unique insight to the role. John will bring a fresh perspective to programs, providing tools and expertise from a tour operator’s perspective that will add value to client projects and program participants; it will assist sell-through to this complex and changing audience. As past President of Student & Youth Travel Association (SYTA), the “gold standard” of youth travel, he brings insights on developing and enhancing the student/teacher/parent destination experience.

“John is respected for his integrity and intelligence in the tour and travel industry. To have him on our team, providing guidance to our clients is above and beyond what any other marketing team can offer. He has an innate ability to engage, teach and motivate on a myriad of topics” said Kim Stever, Eastwick Marketing Director of Solutions. “We are a good fit! I have a background in DMO product development attractions and events; John completes the equation with his experience as a tour operator, teacher and coach.”

Prior to joining the tour and travel industry, Krish was a teacher and coach for 30 years working with teenagers 13-17. His thoughtful and knowledgeable approach is invaluable in creating exceptional student-centric programs.

Eastwick Marketing is a marketing and communications agency that specializes in economic development of all kinds. Established in 1996, its team of experts solves problems and provides creative solutions that facilitate growth and sustainability for client grappling with new or complex challenges.

For more information please visit www.eastwickmarketing.com