

May 11, 2017

Sarah Shields PR Moves Forward with Baillie Lodges

Following the closure of travel PR specialist MG Media last week, former agency senior consultant Sarah Shields will be responsible for Baillie Lodges' public relations from May 1, 2017.

After more than 11 years working both in-house at Baillie Lodges and leading the account at MG Media, Sarah Shields is pleased to be returning to the company as an inhouse-style consultant.

With a career in media and communications in the travel and tourism industry spanning cruise brands, airlines, regional destinations, hotels and tour operators, Sarah has established a freelance PR consultancy, Sarah Shields PR, to specialise in luxury and experiential travel.

The Baillie Lodges portfolio of luxury properties includes Capella Lodge on Lord Howe Island, Southern Ocean Lodge on Kangaroo Island and Longitude 131° at Uluru-Kata Tjuta.

Baillie Lodges Managing Director James Baillie said he was delighted to have Sarah working as part of the close-knit team again.

'Sarah joined Hayley and me in 2005 when Capella Lodge was the only property in the Baillie Lodges portfolio.

'Sarah has an intricate knowledge of the three Baillie Lodges properties and her relationships with media and travel industry stakeholders will be an asset to our business moving forward,' Mr Baillie said.

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