



Euan Blake

Senior Hospitality Executive Profile

Senior hospitality executive with over two decades of hands-on experience working directly with luxury hotels, island resorts and destination-led hospitality assets across EMEA, Asia and the Indian Ocean. Extensive background in supporting resort performance through brand positioning, sales-driven marketing, destination storytelling and launch strategies that translate directly into demand, occupancy and revenue growth.

Proven track record across multi-property clusters and group-level hotel portfolios, partnering closely with General Managers, commercial teams and on-property leadership to align marketing, communications and sales priorities. Deep experience in pre-opening, soft opening and post-launch phases for luxury resorts, including island, remote and experiential destinations.

Led integrated marketing and communications strategies for luxury resort brands covering brand narrative, PR, digital, content, trade engagement and partnerships, with a strong focus on direct bookings, feeder market growth and long-haul demand. Regularly works across international sales offices, global agencies and destination stakeholders to drive visibility, consideration and conversion.

Known for a practical, operator-minded approach that balances brand ambition with on-the-ground realities, ensuring strategies are executable, measurable and supportive of resort teams. Experienced in reputation management, sustainability storytelling and crisis communications within live hotel environments, protecting brand equity while maintaining guest trust and commercial stability.

Education

BA (Hons) Hotel Management