

# **Timberbush Tours expands with executive chauffeur service**

**Timberbush Tours, the Edinburgh-based coach tour operator, is launching its first-ever subsidiary company – Balmoral Executive Travel – a newly launched executive car division – a chauffeur service that taps into the growing personalised travel market.**

The company has invested almost £1 million in premises and a brand-new fleet of high-end, top-spec luxurious GLE, V, S and E-Class Mercedes Benz vehicles from where the newly created Balmoral Executive Travel will offer luxury travel for both business and leisure customers requiring bespoke chauffeuring experience across Scotland and the rest of the UK.

Timberbush Tours established Balmoral Executive Travel in response to market demand. Over the years, there has been a marked increase in global corporate organisations, tour operators and sporting/leisure businesses seeking to privately hire coaches for individual VIP clients and small groups.

Recruitment and training have already commenced, with an expected 10-12 permanent positions for chauffeurs in the first phase in addition to an expanded private hire reservations team.

In the last year, Timberbush has made considerable investment

in its coach operation including its own fleet maintenance workshop and valeting facilities. This will ensure the vehicle fleet purchased for Balmoral Executive Travel is well maintained and in pristine condition for its clientele.

The exponential growth of this market will continue to grow as Balmoral Executive Travel works with its parent company to harness existing corporate clients through, for example, its golf/whisky tourism partnerships and hotel/concierge networks.

Ben Voy, the son of Timberbush Tours' owners, Gary and June Voy, has taken on the role of Operations Manager for Balmoral Executive Travel. He has spent the past year working closely with Timberbush Tours' Operations and Private Hire teams in preparation for the launch of the new venture.

He said: "There are some very clear operational synergies and opportunities between both the brands, but Balmoral Executive Travel has been borne out of client demand and is very much seen as a natural extension to what my parents started over 25 years ago. Our aim is ensuring this new business is the flagship service for private and personalised executive travel in Scotland and mirrors the success of our parent company."

Balmoral Executive Travel will operate in the whole of the UK from its Edinburgh base.

