

Bill Lilley – Bio April 2011

Bill was born in England, educated in Scotland earned his business degree in New York and has lived in Key West for eighteen years

A Christmas vacation was when he realised that life should not be about commuting four to five hours a day and so he traded in Wall Street for dock shoes and shorts. Running a guest house for three years was his antidote for the years of “civilization” in Investment Banking. Subsequently he worked for Historic Tours of America for ten years focusing on new tour products and especially the cruise ship business. Moving across to Fury Water Adventures he again worked with the cruise lines in building the combined businesses of Fury and the major cruise lines.

He was a founder and owner of GO GPS Tours that offered GPS triggered tours in Key West until the general economy brought untenable fiscal pressure to bear. The result of which left the iPhone App as the only on going component.

He is one of the founding managers of CityView Trolley Tours of Key West, bringing value and choice to land based tours in Key West.

With over thirty five years of financial and hospitality industry secrets and experience he has a broad based experience that truly covers the spectrum of business opportunities and challenges.

He is an active member of the Chamber of Commerce, the Key West Innkeepers and a Board member of the Key West Attractions Association. He is a Key West Ambassador (Class 16). He is an integral member of the Key West team that attends the annual Florida-Caribbean Cruise Association Conference together with City Officials.

His four sons live in the North East of the US and are currently pursuing careers ranging from the eldest serving in the USMC and en route to Afganistan, the second as a PhD Candidate in Vermont, while the twenty-one year old twins are a business undergraduate and a chef respectively They all treat Key West as their spiritual home visiting as frequently as schedules and airfares permit.