

TRAVEL PR

DATA DRIVEN CUSTOMER INSIGHTS

B-CORP



PR AGENCY SERVICE FOR THE UK MARKET



PROMPERU

WHERE YOU ARE NOW

1. Peru has not had PR representation in the UK market for the last couple of years - you are ready to resume your positioning of Peru as an attractive tourist destination for UK travellers.
2. You have experienced growth of British tourists over the last two years, but the numbers haven't returned to pre-covid levels. As a destination, you need to be more visible to UK consumers to grow UK visitors.
3. Our CEO's first-hand experience while in Peru for two months highlighted that those on the ground, stakeholders and business owners are desperate for travellers to return to 2019 levels. You need PR to support them.
4. You want to build a positive image of Peru through a proactive PR action plan for short, medium and long term results. Visibility through varied UK media and relationships with key media is very important. You need a bold new strategy.
5. Following recent protests in the country, media are unsure how they should cover Peru. You need to educate the media on what you have to offer and increase their knowledge and confidence in talking about Peru as a destination.
5. You need an experienced partner by your side as you re-enter the UK media landscape.



YOUR MARKET OPPORTUNITIES

1. Education of the media on why 2024 / 2025 is the time to visit Peru - highlighting your ecotourism, gastronomy, nature and adventure tourism, culture, history and undiscovered gems throughout the country.
2. Sustainable tourism for a brighter future: media and UK consumers are looking for “off the beaten track” recommendations. As the awareness of over-tourism grows, media are looking for ways to promote responsible travel to beautiful destinations. They want community-driven initiatives which make a difference to the lives of local communities, and conservation projects to help biodiversity.
3. Welcoming media and influencer trips: the best way to showcase the country is by welcoming those who want to write about it. Craft itineraries around their specific interests to deliver high-quality coverage on specific and niche topics.
4. Using WTM as an opportunity to put Peru back on the radar of UK consumer and trade media and educate them on the destination highlights.
5. Combine traditional PR and digital PR tactics to increase visibility across your target audience - combining social, print, online and content marketing.



WHERE YOU WILL BE

1. You will have been positioned in key national travel, lifestyle, sustainability, food, cultural and adventure media.
2. Through a proactive press office team, you will have been featured in national publications – both newspapers and magazines focusing on your core messaging.
3. We will have built a presence in print and online publications to ensure increased brand awareness + SEO rankings.
4. You will have hosted a series of key A-List media partners from a target list that we will draw up for you and you'll have featured in plenty of "Top 10" listicles and roundups.
5. You will have met key media whilst attending WTM 2024 - with a successful media event and leads for coverage into 2025.
6. You will have been represented at Lemongrass's 2024 Travel With Purpose Media Roadshow - lining up long term coverage and press trip opportunities for 2025.



WHY LEMONGRASS

First hand experience of Peru

CEO Mirjam has recently spent 2 months in Peru on a sabbatical with her family. She has a deep understanding and appreciation of the country and why it needs UK PR to bring back UK travellers. She has seen first-hand the impact that reduced tourism has had on local communities.

Destination marketing experts

We currently work with the Vienna, Slovenia, Basel, Hamburg and Lausanne Tourist Boards, Mallorca Tourism Foundation and Visit Cascais. Our team have a depth of knowledge when it comes to representing tourism boards across the globe. Our destinations PR Account Director is fluent in Spanish.

B Corp Certified and commitment to people and planet

We are taking clear action to reduce our impact on the planet. We have committed to becoming carbon neutral by 2038, and our entire team is officially certified as Carbon Literate.

Low staff turnover and high client retention

As an agency committed to stability and excellence, we proudly maintain one of the highest staff retention rates in the industry. Fostering a seasoned and dedicated team that, in turn, contributes to our high client retention rate. Many of our clients have been with us for 10+ years.



WE MONITOR TRENDS

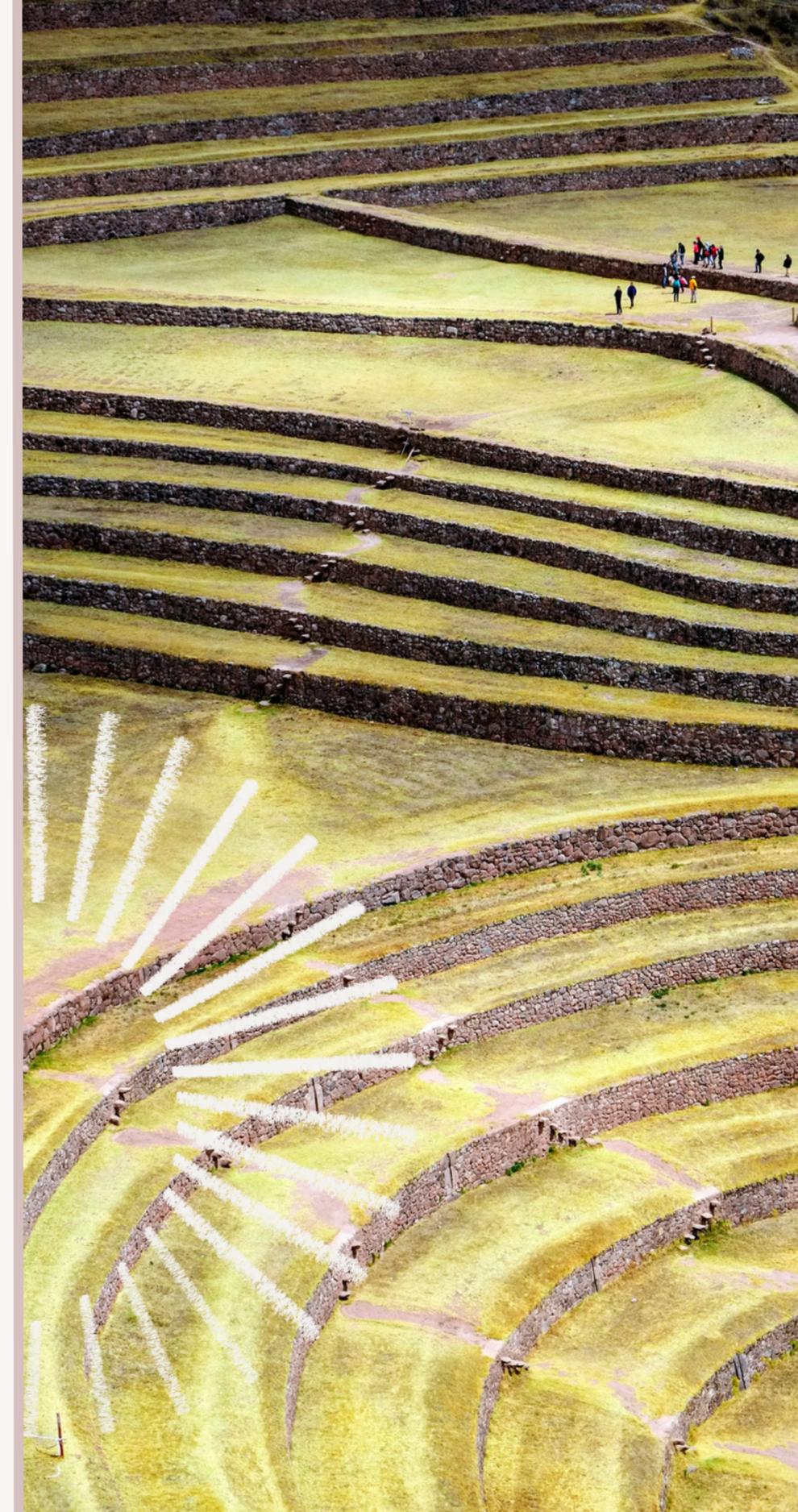
Our annual Trend Report is the ultimate almanac for the following year's travel trends. With each trend backed up by data, and annotated with expert analysis from across the travel industry, it allows us to be one step ahead when it comes to planning our clients' strategies and content output. Here are a select few trends for 2024 we believe you can capitalise on.

Slow Travel

This emerging movement invites travellers to immerse themselves in purposeful journeys that leave a positive impact. With a 68% increase in Google searches for 'Slow Travel' from 2018 to 2023, it's evident that a profound shift is underway, encouraging a deeper appreciation for diverse experiences and the communities that define them.

Willingness to pay for sustainable travel

Travellers today not only value authenticity and sustainability but are also willing to invest in them. A notable 38% are prepared to pay more, acknowledging that their contributions can directly benefit local communities and economies, epitomising the essence of meaningful travel. This marks a significant shift as travellers now demonstrate a readiness to invest in premium sustainable travel choices, with 75% willing to pay more for responsible travel.



WE MONITOR TRENDS

The continued rise of TikTok

TikTok has transcended its role as mere entertainment, emerging as a potent search engine for a new generation and a catalyst for travel inspiration. 60% of U.S. TikTok users express interest in visiting a new destination encountered on the platform, with 35% visiting new places after TikTok discoveries—totaling 52.5 million individuals. However, the surge in travel inspiration brings a caveat—destinations must navigate the challenges of potential overtourism as TikTokers flock to new and exciting places.

Impacts of over tourism

Overtourism poses a significant challenge, though to counter this a number of initiatives are underway from cities like Barcelona, Amsterdam, and Venice, who are implementing measures such as increased tourist taxes and daily visitor limits.

In 2024, efforts are underway to redirect travellers to less-visited locales. Destination Marketing Organizations (DMOs) are promoting alternative areas through marketing campaigns. Forward-thinking tour operators are excluding over tourism-prone destinations from their itineraries, promoting off-the-beaten-path gems.



WHAT THE MEDIA ARE SAYING

Condé Nast **Traveller** INSPIRATION DESTINATIONS PLACES TO STAY STYLE & CULTURE FOOD & DRINK WELLNESS & SPAS



All aboard: a bucket-list adventure through Peru's remarkable landscapes...

Llama visits, lake tours and leisurely lunches with new friends – is this Peru's most indulgent adventure?

BY SOPHIE KNIGHT
20 February 2024

 **NATIONAL GEOGRAPHIC** LOGIN SUBSCRIBE

TRAVEL

6 of the world's best mountain-rail trips

Imposing mountains, river valleys and glacial lakes await on these high-altitude rail routes.

Food & Drink

A Luxury Guide to Travelling Around Ecuador, the Galapagos and Peru

The most breathtaking trip you'll ever take (and that's down to more than just the altitude...)

By Max Olesker PUBLISHED: 14 FEBRUARY 2024

Should a trip to Ecuador or Peru be on your bucket list, know this; either destination alone is entirely worth travelling across the globe for.

 **INDEPENDENT** Subscribe Menu

NEWS SPORT VOICES CULTURE LIFESTYLE **TRAVEL** PREMIUM

The Independent's journalism is supported by our readers. When you purchase through links on our site, we may earn commission.

Travel > South America > Peru

7 of the best cities and towns to visit in Peru

Once the Incan heartland, Peru has combined this fascinating ancient history with remnants of colonial times and modern influences to become one of South America's big hitters

Chris Wilson • Thursday 11 January 2024 14:59 GMT •  Comments

 **Forbes**

FORBES > LIFESTYLE > TRAVEL

UNESCO Names Peru's Ceviche Intangible Cultural Heritage

Johanna Read Contributor @
I cover travel and responsible tourism. 

 Feb 22, 2024, 05:38pm EST

OUR PROVEN PROCESS

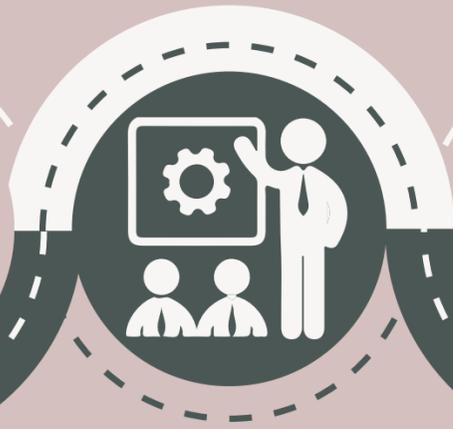
1. Immersion workshop



2. Competitor
backlink audit



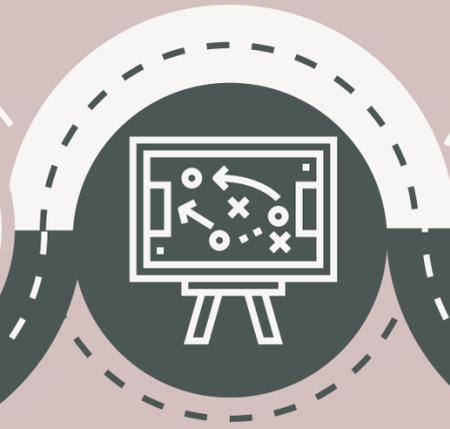
3. Competitor
Analysis and
Benchmarking



4. PR Opportunities



5. Bespoke
PR Strategy



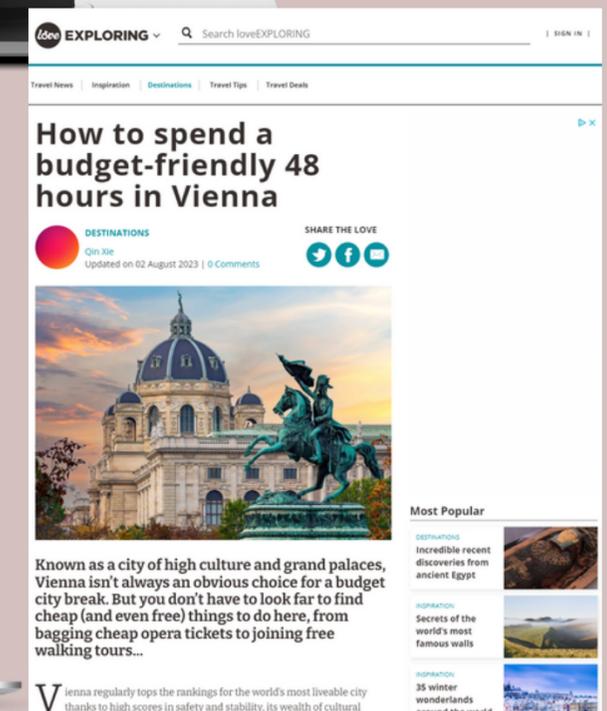
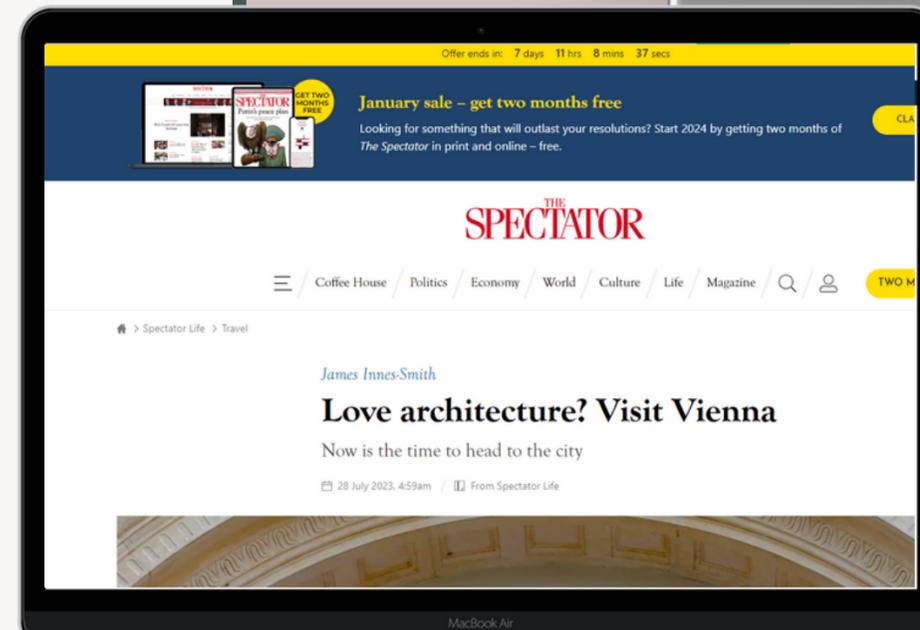
6. Implementation



- Group Press Trips
- Individual Press Trips
- Proactive Press Office
- Press Releases
- Influencer Relations
- Digital PR Campaigns
- Media Roadshows & Events
- Newsjacking
- TV, Radio and Podcasts
- Media Calls and Briefings
- PR Link Reclamation
- Brand Partnerships
- Awards
- SEO Recommendations
- Social Media
- Paid Social
- Data Driven Customer Insights

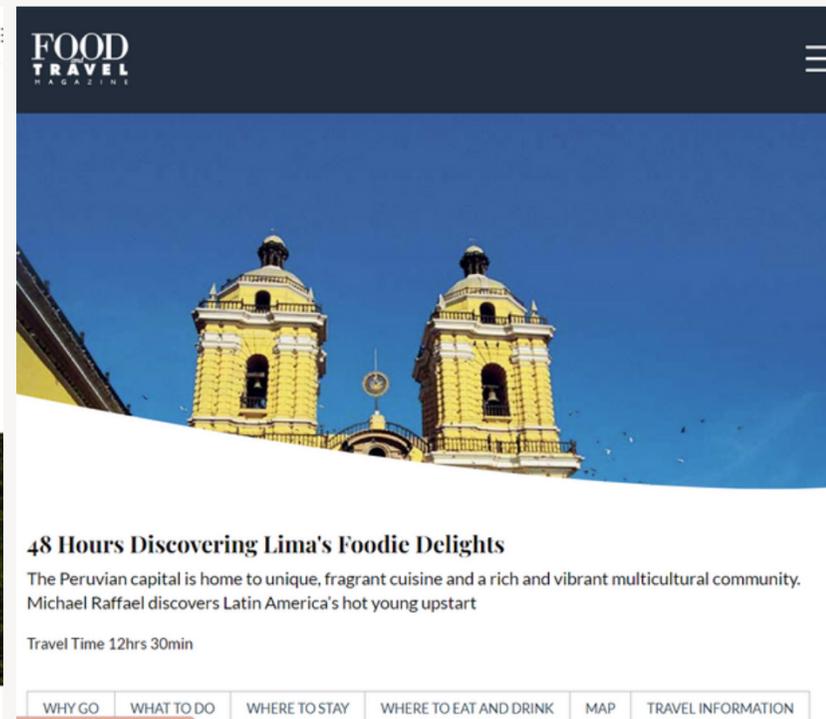
WE GIVE YOU ACCESS

1. Press Office and Targeted Press Trips
2. Niche, Trade and Special Interest Press
3. Media Roadshow
4. TV, Radio and Podcasts
5. Influencer Relations
6. Events and Media Missions
7. WTM Support
8. Backlink Audit
9. Digital PR Campaigns
10. Live KPI Reporting



WE ARE YOUR PROACTIVE UK PRESS OFFICE

We are an extension of your marketing team. We are your eyes and ears on the ground in the UK market. We handle all media enquiries, including picture requests, trip requests, news updates and press pack developments. We keep an eye on the wider travel industry, with weekly trend reports, media updates and sentiment monitoring. Your reputation in the UK media is in safe hands. We will make articles like this happen...



WE SECURE TARGETED PRESS TRIPS

We excel at curating coveted press trips for our clients. Building strong relationships with travel tastemakers is our forte, and we use our extensive network to create tailored, irresistible press trip experiences. Our aim is to not just secure media coverage but to ignite a buzz, turning each journey into an unforgettable story that showcases your offering.



PRESS TRIP UK MEDIA TARGETS

We choose journalists with specific subject expertise and carefully match them with your destination—ensuring a seamless alignment in terms of audience-reach. We prioritise journalists who can deliver comprehensive and impactful coverage that resonates with your destinations narrative.

COUNTRY & TOWN
HOUSE



Lucy Cleland
Founding Editor
DA : 73

lonely planet
MAGAZINE



Mike MacEacheran
Freelance Journalist
DA: 89

**The
Telegraph**



Simon Parker
Freelance Journalist
DA: 92

London
**Evening
Standard**



Rosalyn Wikeley
Freelance Journalist
DA: 89

Forbes



Angelina Villa-Clarke
Freelance Journalist
DA: 94

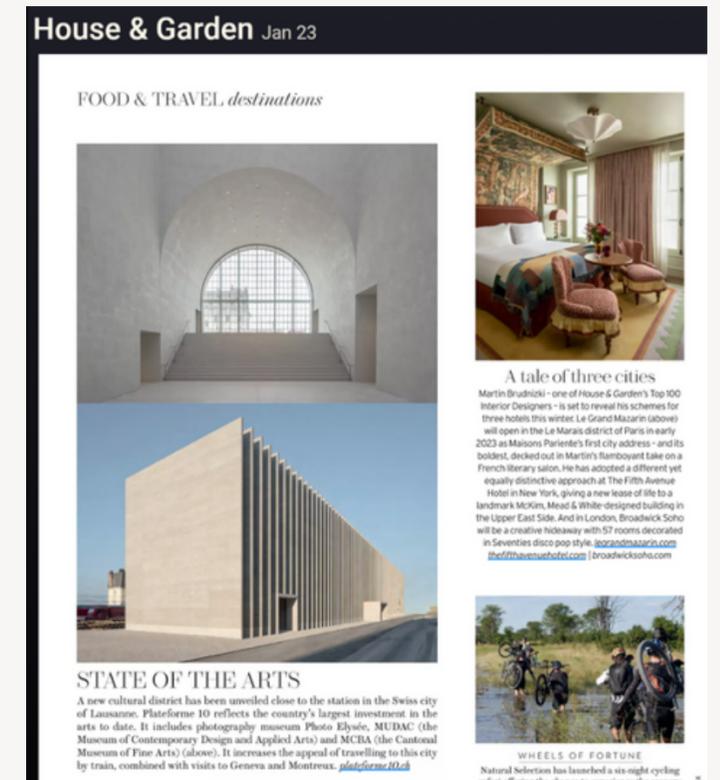
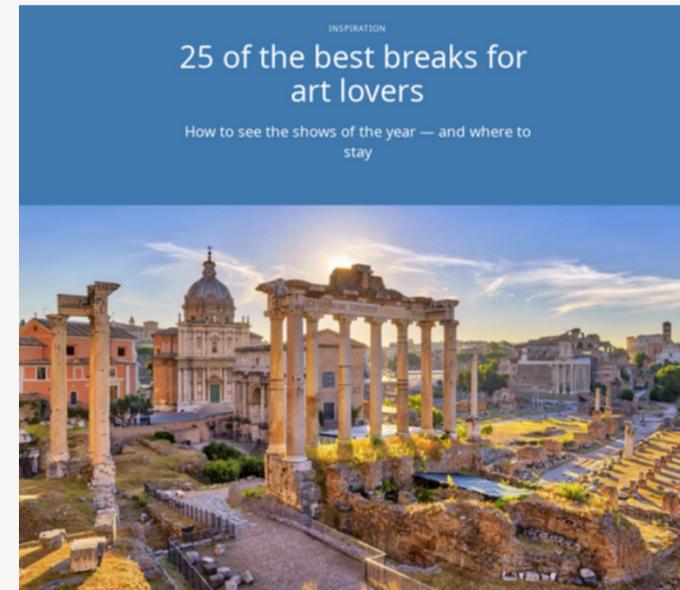
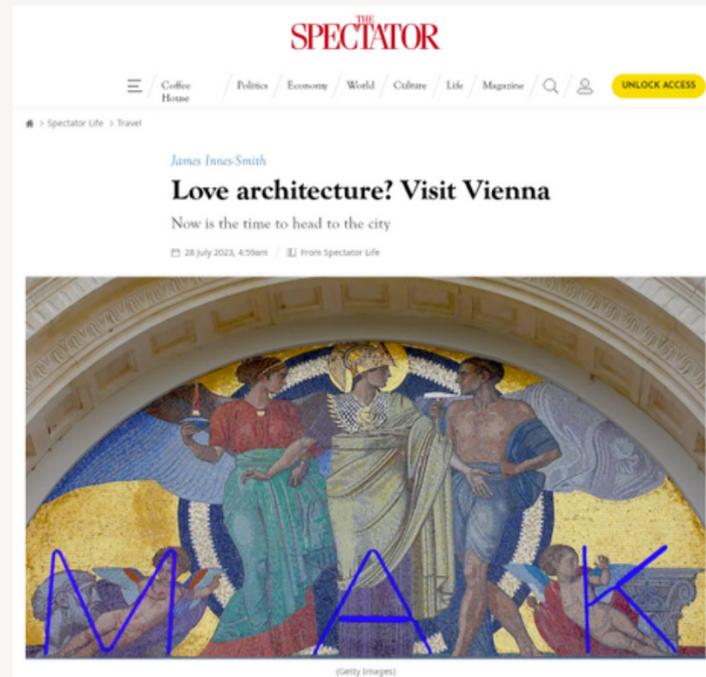
Condé Nast
Traveller



Lorna Parkes
Commissioning
Editor
DA: 91

WE GIVE YOU ACCESS TO NEW MEDIA, SPECIAL INTEREST AND TRADE MEDIA

We know the messaging that is important to you, each publication and each journalist is interested in a different specific story. We don't just give you access to the biggest names in media but also the most relevant when it comes to your specific offering. This includes, trade, gastronomy, history and culture.



WE INVITE YOU TO JOIN OUR 2024 ANNUAL MEDIA ROADSHOW

Peru has remarkable stories to tell. Let us help you find the contacts who need to hear them. Every October we organise a media roadshow, with the team travelling the length and breadth of the UK and Ireland.

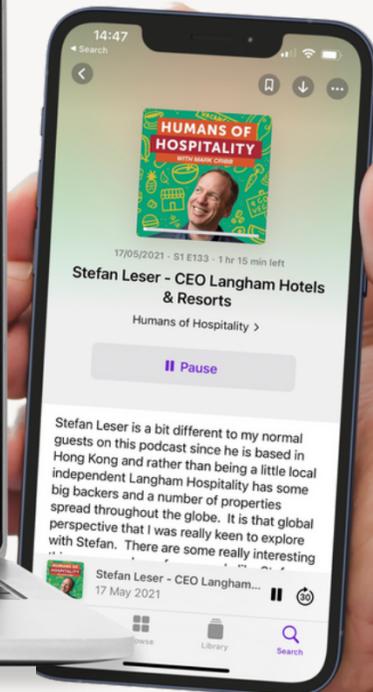
In 2024, we'll be packing our bags once again, hitting the road to drive meaningful connections between forward-thinking travel brands and media across the country on our Travel with Purpose Roadshow.



[Click to watch our Media Roadshow trailer](#)

WE GET YOU ON TV RADIO AND PODCASTS

We have excellent relationships with TV production companies, all relevant radio stations and the best travel podcasts in the UK. We work closely with them to make sure your destination gets featured.



WE CONNECT YOU WITH PEOPLE OF INFLUENCE

We select content creators based on specific subject expertise and match them carefully with your destination – for content, style and tone of voice.

Outdoors



Niklas Soderlund
[@nattesferd](#)

176K instagram

Scenery



Olga
[Liolaliola](#)

183K instagram

Solo Adventure



Ellie Green
[@gingerwanderlust](#)

297k Instagram

Food



Clerkenwell Tim
[@clerkenwellboyec1](#)

304k instagram

DINK (Dual income no kids)



Yaya & Lloyd
[@handluggageonly](#)

273K instagram

MEDIA MISSIONS: 1-2-1 MEETINGS WITH PUBLICATIONS THAT MATTER TO YOU.

Media missions are effective for brand and reputation-building. In a 2-day mission in two UK cities, engage in tailored 1-2-1 journalist appointments with 8-10 meetings per day. This approach allows for customized messaging, better long-term planning, and a relaxed atmosphere. Media prefer this over larger events as it is more personalised and relevant to them and their interests, resulting in a higher ROI.

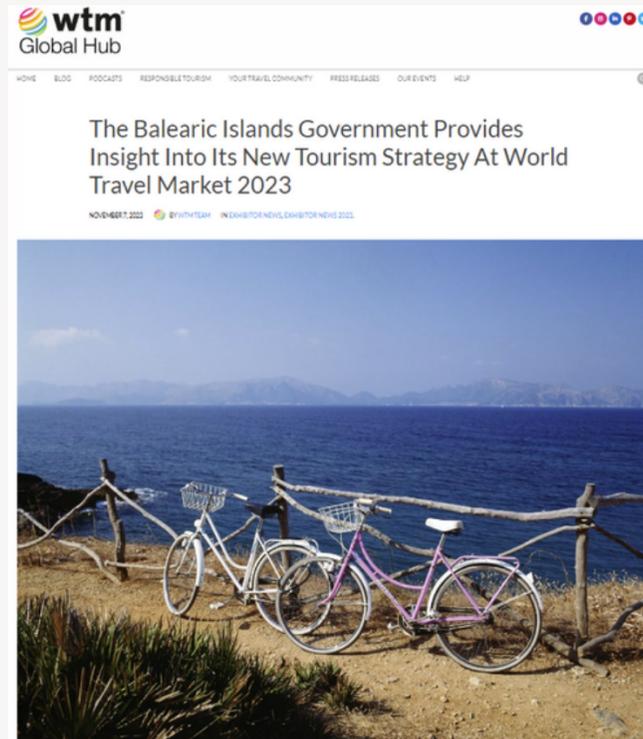


WTM SUPPORT

WTM is crucial for UK trade partners, but media attendance has declined in recent years due to competing events. Stand out with our years of WTM representation experience. We handle pre-event planning, media invites, and speaking opportunities. During WTM, we support with media briefings, on-the-day inquiries, and maintain Peru's visibility in daily WTM papers. Post-WTM, we provide follow-ups, media reports, and activity summaries for all attending representatives...

“I would like to thank you for all the effort made in the last weeks to make Mallorca's participation in WTM a success. Congratulations and thank you from all of us.”

Mallorca Tourism Foundation



WE BUILD YOUR PR STRATEGY TO BE GOOGLE-READY

In the fast-paced world of travel PR, our backlink audit is the secret sauce. We dissect link quality, quantity, and relevance to pitch strategically. We're not just following the playbook; we're surfing trends and Google news-jacking experts, meaning you're always ahead of your competition.





 **ANSWER
THE PUBLIC**





WE FUTURE PROOF YOUR BRAND WITH AWARD WINNING DIGITAL PR CAMPAIGNS

Our multi award winning Digital PR campaigns make use of the full spectrum of modern communications tools. They can be designed to run nationally or internationally. They future proof your travel brand and ensure SEO success.



Digital PR Examples
@DigitalPREx

Campaign of the Month

We loved this data campaign by Leipzig Travel which revealed how much classical composers would have earned on Spotify 🎵

German composer Johann S. Bach could have earned \$24 million in 1750s money!

Campaign of the Month

How much would classical composers earn from Spotify?



The World's Greatest Music
CLASSIC FM
Digital Radio 100-102.7FM

Home Radio News Discover Music Composers Artists Win Charity Quizzes Events Dating

News

How much would your favourite classical composers have earned on Spotify?

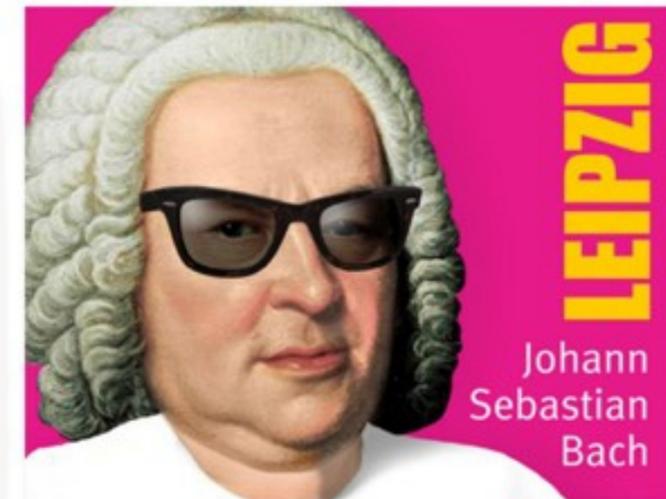
By Sophia Alexandra Hall

Johann Sebastian Bach

Gus Pelogia ⚡ @pelogia · 5d
This campaign is so brilliant: How much money would classical composers have earned on Spotify?

30 million audience reach

Bach is the most streamed classical composer EVER on Spotify



LEIPZIG

Johann Sebastian Bach

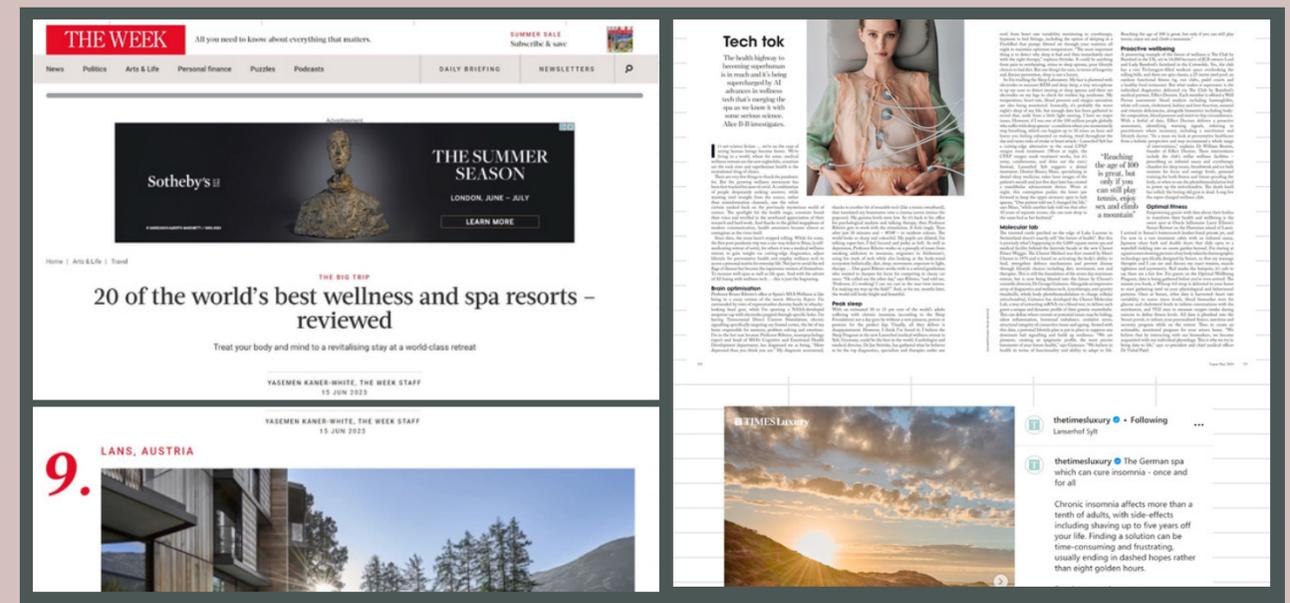
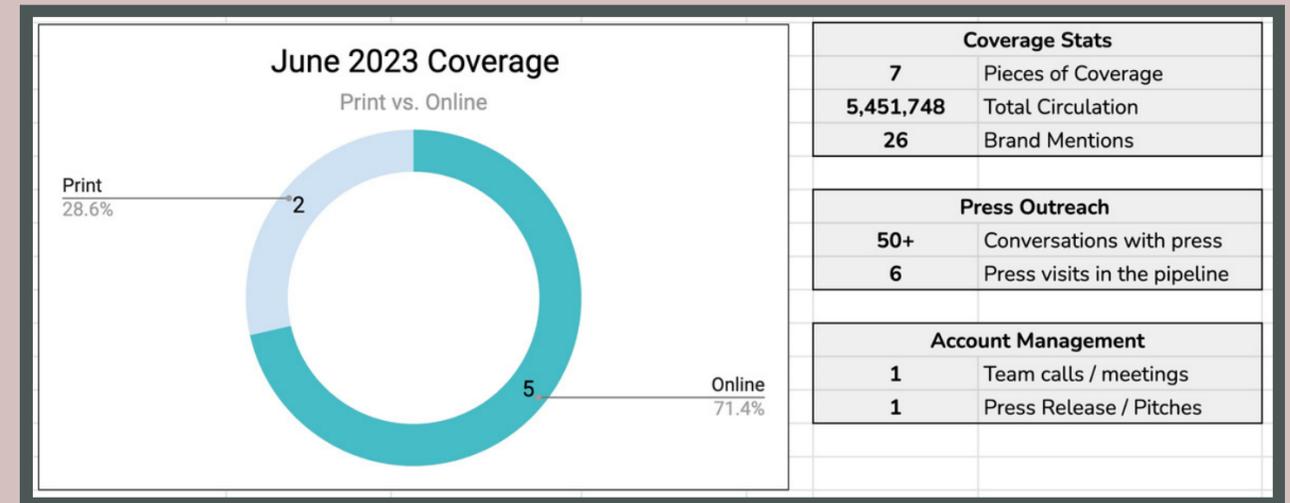
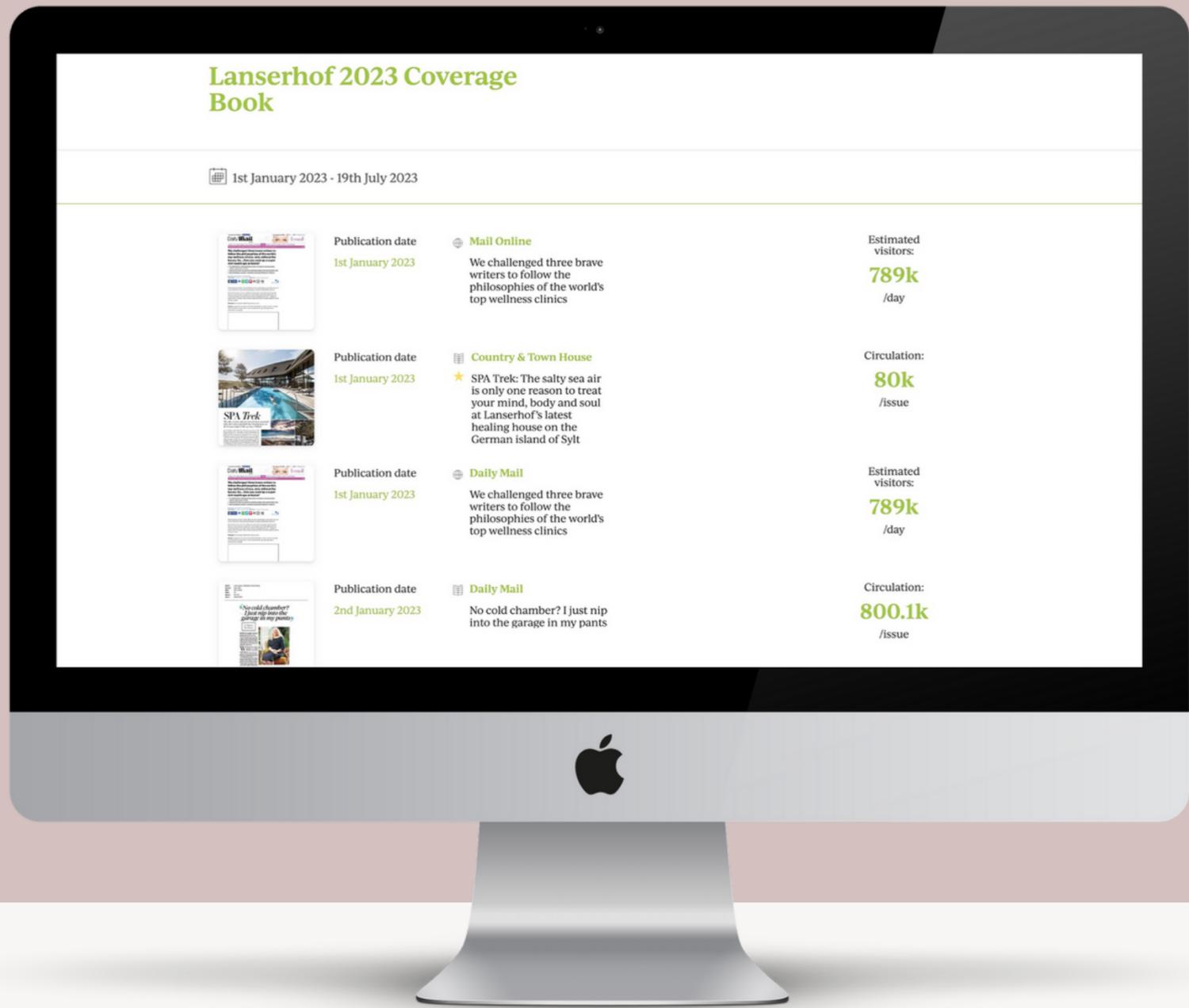
Johann Sebastian Bach comes out on top with 6 million monthly plays, bringing in around \$300,000 per year. But what could these composers have earned if Spotify existed in their era? Great campaign from a German tourism site.



Live KPI Reporting

Live reporting means you can pull management reports at any time you need them.

Our reports are updated DAILY.



MEASURING RESULTS

Traditional PR KPI's

Editorial Type



Circulation



Readership



Brand mentions



Digital PR KPI's

Domain Authority



Link Variety



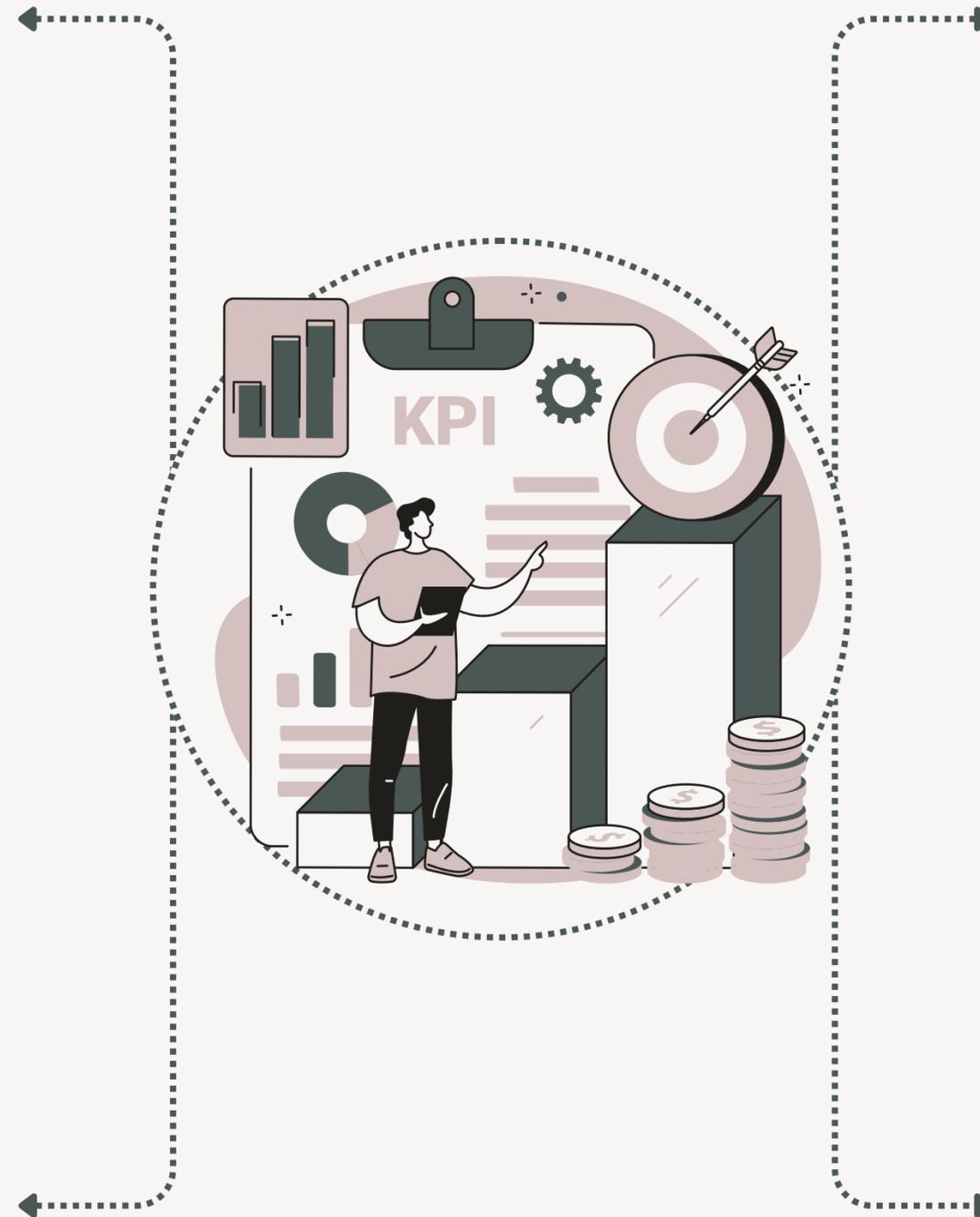
Relevancy



Number of Clippings



Reach





OUR TEAM

When you work with us, you have access to an industry leading team with unrivalled experience in PR & Digital PR, audience insights, social and content strategy.



TRAVEL PR

DATA DRIVEN CUSTOMER INSIGHTS

B CORP

YOUR TEAM



Mirjam Peternek-McCartney CEO and Founder

Our CEO Mirjam Peternek-McCartney has just returned from a family sabbatical to South America including 2 months in Peru. Mirjam travelled the length and breadth of Peru from the Andes, where she spent 5 weeks in the Sacred Valley, to the Amazon, where she visited Tambopata National Reserve, to the cultural delights of Lima and the white city of Arequipa and the desert landscapes of the South.

Mirjam has a fresh perspective on the country, its people and the wonderful culture and cuisine it has to offer. Having spoken to countless tourism stakeholders she is also well aware of the challenges the destination currently faces – from over tourism on Lake Titicaca to the economic need to create sustainable and stable employment in travel.



Mirjam, the founder of Lemongrass, has been a force of change in travel communications for the past 25 years, blending creativity, storytelling, and data insights. She's spearheaded communications strategies for high profile travel clients such as Hawaii Tourism, the New York City Tourist Board, Tourism New South Wales, Berlin Tourism and many others.

Mirjam is a sought after speaker at global industry events and partners with The Conscious Travel Foundation to support sustainable travel brands.

YOUR TEAM



Abi Best **Managing Partner**

As Managing Partner, Abi has more than a decade of experience in communications in the travel industry.

Abi leads the agency teams and is highly valued by clients for strategic problem-solving, high-impact PR and social strategies and identifying new revenue opportunities through in-depth analysis and backlink audits.

Abi has worked across hotels, tour operators and destinations including Mallorca Tourism, the Vienna Tourist Board, Motel One, and Beyond, Lanserhof and Forestis.



Alexandra Liste **Account Director**

As an Account Director, Alex brings over a decade of experience in communications with a specialisation in the travel sector. Her Spanish heritage and grasp of the Spanish language have been instrumental in fostering strong connections with the Spanish Tourist Board and Mallorca, championing the unique qualities of these destinations with authenticity and passion. Alex excels in uncovering the hidden gems of destinations, aligning these with the interests of journalists to secure impactful coverage for our clients. Alex is dedicated to crafting narratives that not only highlight the individuality of each location but also resonate with target audiences, ensuring our clients stand out in the competitive travel industry.

YOUR TEAM



Ben Thornton Harwood
Senior Digital Manager

Ben has worked with some of Instagram's hottest hotels, including Giraffe Manor, The Oetker Collection and Raffles London at The OWO, designing social media strategy, creating and curating content, and managing social communications to foster online communities and build brand allegiance. At Lemongrass Ben also leads on all influencer activations, using his network of content creators to drive audience growth, build banks of evergreen content, and showcase brands and destinations in an organic social-first way.



Maddi Howell
Account Manager

With a solid background in digital PR, Maddi has helped to execute the SEO strategy for a number of travel and lifestyle clients such as loveholidays, Hayes & Jarvis, and Weddingsonline. Now serving as an account manager at Lemongrass, Maddi specialises in tourism boards, where she crafts compelling pitches and press releases tailored to the unique cultural, gastronomic and sustainable offerings of destinations such as Vienna, Slovenia, Cascais, and Mallorca. Her responsibilities extend to organising press trips and media missions with journalists from top-tier target publications.

OUR TEAM



Mirjam Peternek-McCartney
CEO & Founder



Abi Best
Managing Partner



Tara Schwenk
Head of Content Marketing & Search



Emily Falkner
Account Director



Alexandra Liste
Account Director



Jo McConnell
Senior PR Director



Kristie Crozier
Senior Account Manager



Maddie Howell
Account Manager



Al Moghaham
Copywriter and Creative Strategist



Ben Thornton Harwood
Senior Digital Manager



Georgia Pethick
Senior Account Manager



Isabel Turner-Hicks
Account Manager



Victoria Martinelli
Head of Sustainability and EA



Tanya Oates
Digital PR Director



Julie Heinisch
Account Executive



Sonia Purewall
Account Executive



We have enjoyed top coverage in all top British publications such as the Financial Times, FT How to Spend It, Vogue, Elle, Daily Telegraph, Independent on Sunday, Times etc."

Chitra Stern, Founder & Owner - Martinhal Hotels & Resorts (Client for 12 years)

Lemongrass



AWARDS AND ACCREDITATIONS



THE SUNDAY TIMES
T Best Places to Work 2023



Certified



Corporation

UK
DIGITAL
GROWTH
AWARDS
2023
FINALIST



Travel by
B Corp



ttg LUXURY

TRAVEL AWARDS
2023

FINALIST LUXURY TRAVEL
WORKPLACE OF THE YEAR



CLIENT EXPERIENCE



The team are excellent and very professional. The agency has a wide network in the UK media and knows how to address the right people with the right topics giving us fantastic coverage results.

Leipzig Tourism

CASCAIS

The Charm of the Atlantic Coast

HAWAII TOURISM

AUTHORITY

STO
SLOVENIAN
TOURIST
BOARD

I FEEL
SLOVENIA



LAUSANNE
CAPITALE OLYMPIQUE



Hamburg

THIS IS
BASEL

rainforest
EXPEDITIONS

VIENNA

NOW ♦ FOREVER

LEIPZIG
REGION

BURGEN | SEEN | HEIDE | CITY



ARACARI
TRAVEL



REFERENCES

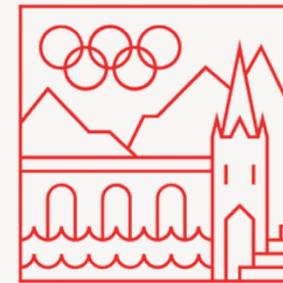
“ —
We've had great outcomes...
Increase in coverage in the
UK, market reports and
market perspective increase
our knowledge of the market
as well

Cascais Tourism Board



The Charm of the Atlantic Coast

Ines Oliveira
Client for 8 years
Press and PR Manager
ines.oliveira@visitcascais.com



LAUSANNE
CAPITALE OLYMPIQUE

Valentine Berthet
Client for 12 years
PR Manager
berthet@lausanne-tourisme.ch



NOW ♦ FOREVER

Catharina Riess
Client for 2 years
Media Director
catharina.riess@vienna.info

B CORP CERTIFIED

Certified



®

Corporation

Through a shared commitment to people and planet, we're thrilled to announce we are officially a B Corp.

The B Corp movement has one clear goal: using business as a force for good. When a company is certified B Corp, it means that it's consistently meeting the highest standards of social and environmental performance, in a way that is transparent. It's about going deeper than sustainability box-ticking, to make truly meaningful and measurable change. Plus, our team is all Certified Carbon Literate, meaning you don't need to worry about Green-Washing, or Green-Hushing.

MALLORCA WTM SUPPORT

Supporting Mallorca at WTM 2023

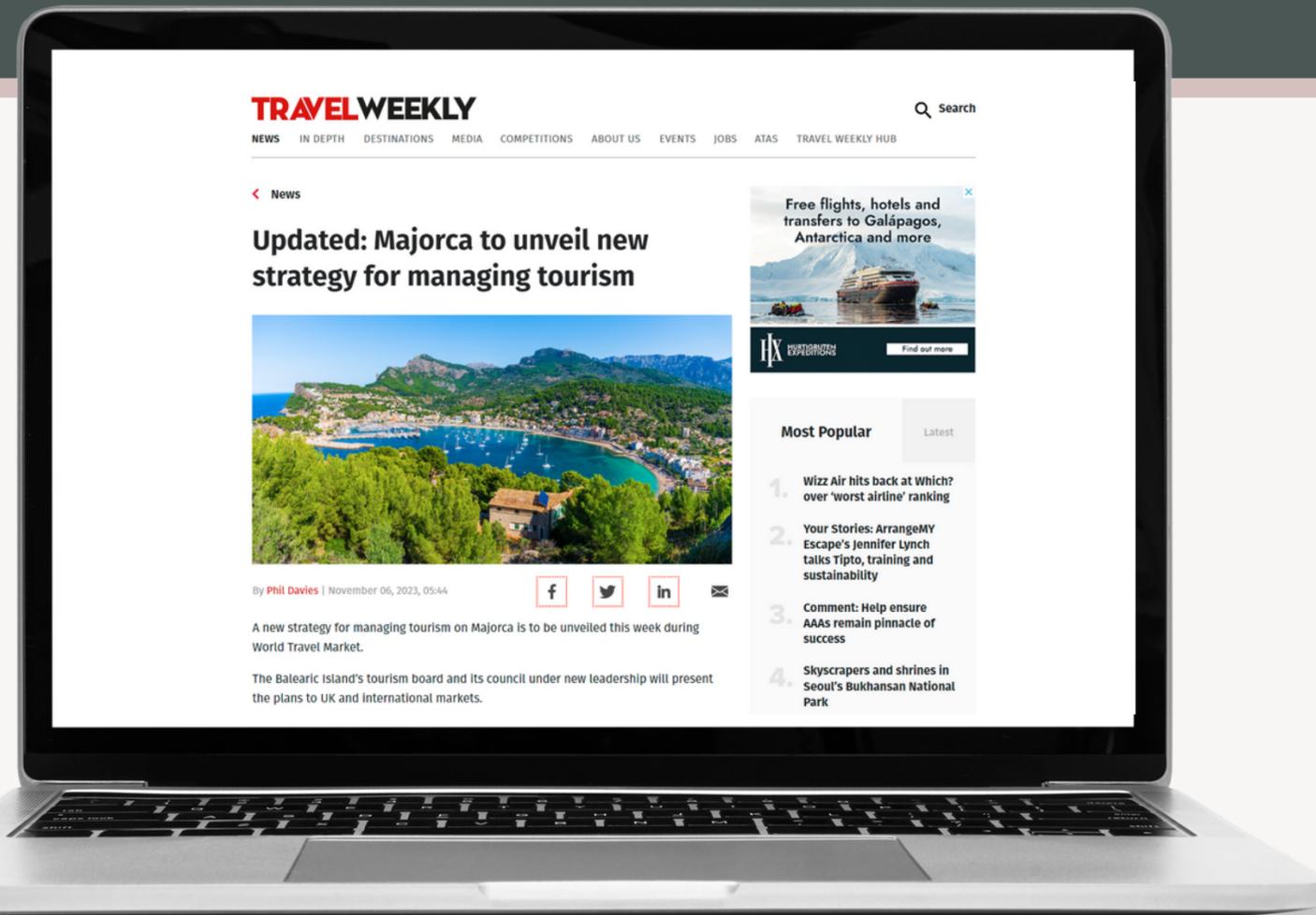


Challenge:

Supporting the Mallorca Tourism Foundation with announcing their Responsible Tourism Pledge at WTM through securing press coverage, inviting media to attend the presentations and arranging 1-1 meetings.

Results:

- Attendance at the Responsible Tourism Pledge presentation from The Telegraph & Wanderlust
- 1-1 meetings to discuss the Responsible Tourism Pledge with contributors to National Geographic Traveller, The Times, The Telegraph, Travel Bulletin and BASE
- Press coverage in Travel Weekly, Breaking Travel News and Travel Bulletin



The Mallorcan message is one of responsible tourism

Wednesday, 08 November 2023 15:31

Susanna Sciacovelli, the vice president-director for the Mallorca Tourism Foundation, spotlighted the announcement of the island's Responsible Tourism Pledge and was keen to emphasise a new approach for the island.

Joined by the President of Mallorca, Susanna unveiled the **'Mallorca Responsible Tourism Pledge'**, a manifesto representing the takeoff of a new strategy and direction to change the promotion and positioning of the island destination.

Speaking to Travel Bulletin, the vice president-director celebrated the unveiling: "This is the beginning of a different strategy. In the past, maybe there's been some 'tourismphobia' – we are unashamedly proud of tourism and our product. It represents almost 70% of our GDP. That fuels our strategy: we want tourism and at the same time we want to protect our island.

"We never want to have a demand problem, and we're delighted that we're getting close to recuperating 2019 levels for the first time, but we are going to promote a new way of experiencing Mallorca.

"This pledge is the landing point of that: it's part of digitalisation, it's part of responsible tourism, but more widely it's a celebration of Mallorca."

Guests visiting and agents selling Mallorca are encouraged to explore the pledge, which is founded upon eight pillars, spelling out the island's name:



HOME NEWS = FOCUS EVENTS VIDEOS PHOTOS PUBLICATIONS

HOME > TRAVEL NEWS > TRAVEL EVENTS NEWS / TOURISM NEWS / ORGANISATIONS & OPERATORS

Majorca to unveil new strategy for managing tourism

© 6 November 2023



A new strategy for managing tourism on Majorca is to be unveiled this week during World Travel Market.

The Balearic island's tourism board and its council under new leadership will present the plans to UK and international markets.

Details of a "unique initiative" that will shape the strategy of Majorca's leading industry is due to be outlined tomorrow (Tuesday) at the show in London.

The plan is designed to position the island as a "secure, innovative, and sustainable" destination in the British market.

The island's delegation will also meet with key stakeholders in the UK tourism sector, including Abta, Tui, EasyJet, British Airways, Jet2, Expedia, Your Holidays and Travelzoo.

Majorca's presence at WTM "represents a significant opportunity to strengthen the destination's tourism strategy in a new leadership era for the island's tourism," according to the tourism board.

VIENNA LONDON MEDIA MISSION



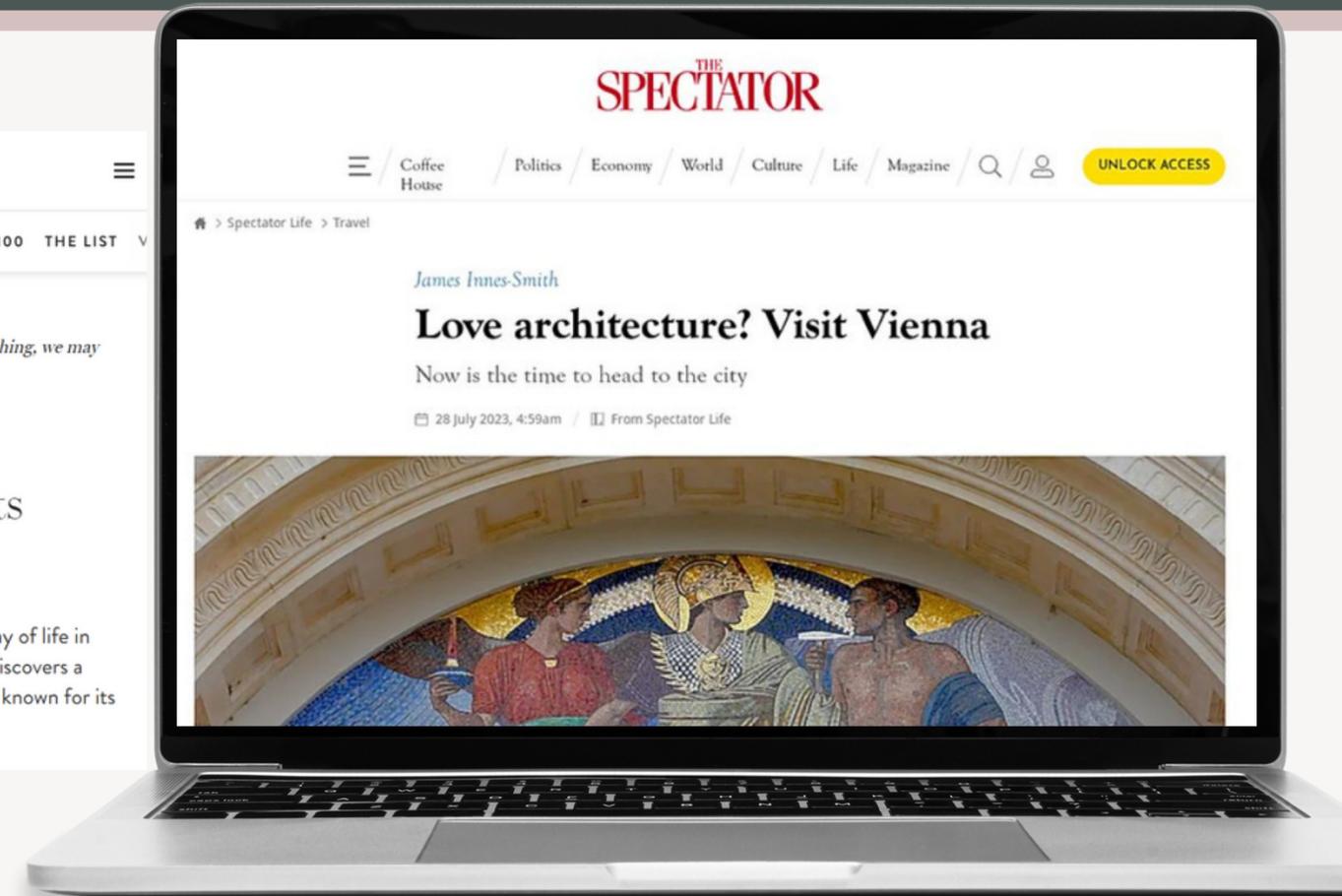
Organising and hosting two days of media meetings

Challenge:

Promoting the lesser known districts of Vienna. A lot of tourism in Vienna is centered around 1st District and the Tourist Board is aiming to spread tourism around the city.

Results:

- x 7 one-to-one media meetings
- Highlight press included: The Telegraph, Wanderlust, The Times, Financial Times, Hearst magazines, Daily Mail and Harper's Bazaar
- x 34 additional meetings secured at IMM UK TravMedia event
- 2024 Destination Reviews in discussion with all journalists following the meetings



MALLORCA TOURISM FOUNDATION

Promoting year-round sustainable travel to Mallorca

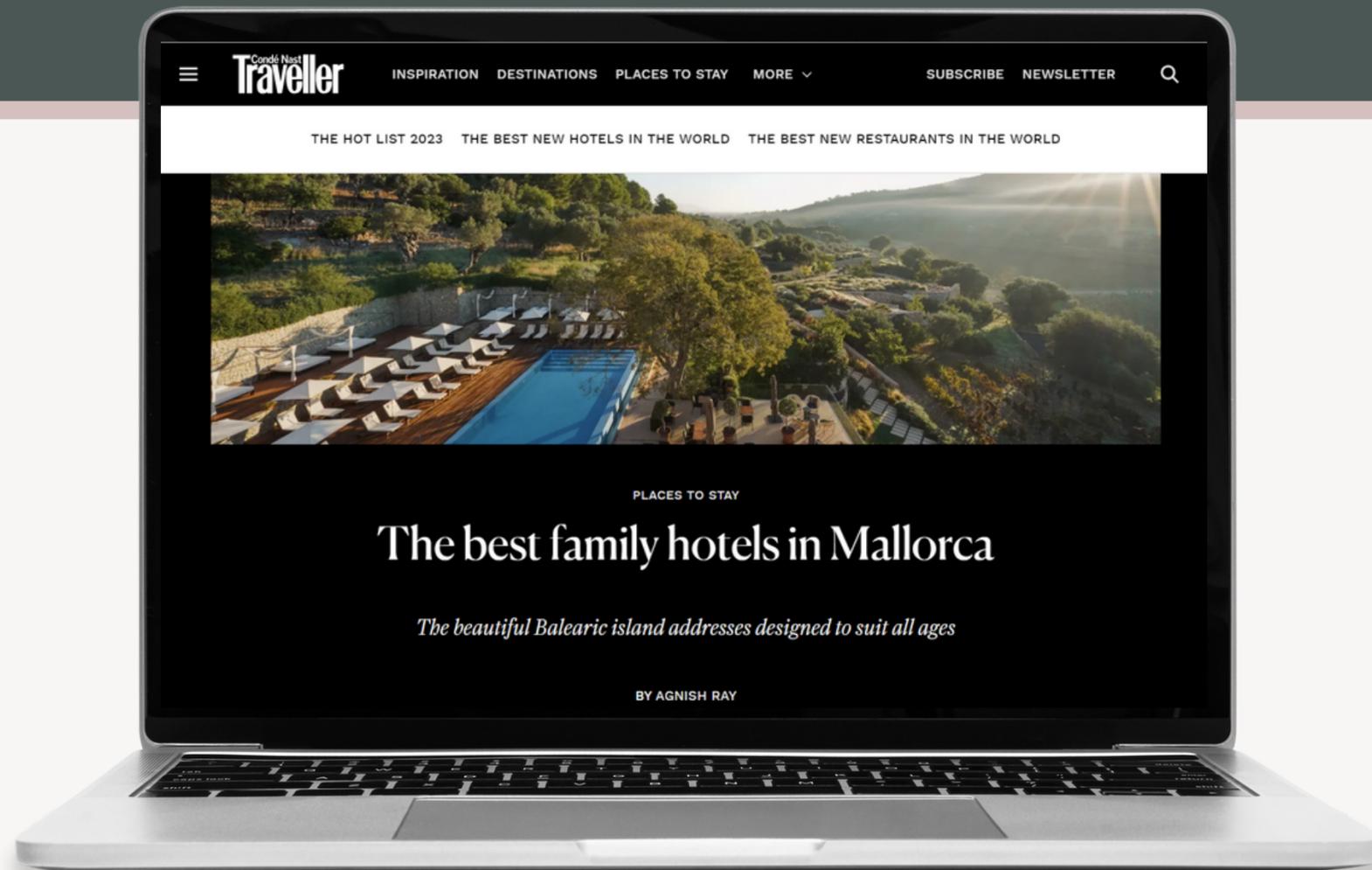


Challenge:

Positioning Mallorca as a sustainable, year-round destination and moving away from the stigma as a mass market destination. Focus on culture, outdoors and sports.

Results:

- 347 press clippings
- Coverage highlights in Forbes, Wallpaper, The Times and The Telegraph
- Press releases on cycling, spring in Mallorca, wine tourism and ecotourism
- Securing coverage for the Sustainable Destinations Summit



SLOVENIAN TOURIST BOARD

Showcasing a country's outdoor activities for travellers on a budget

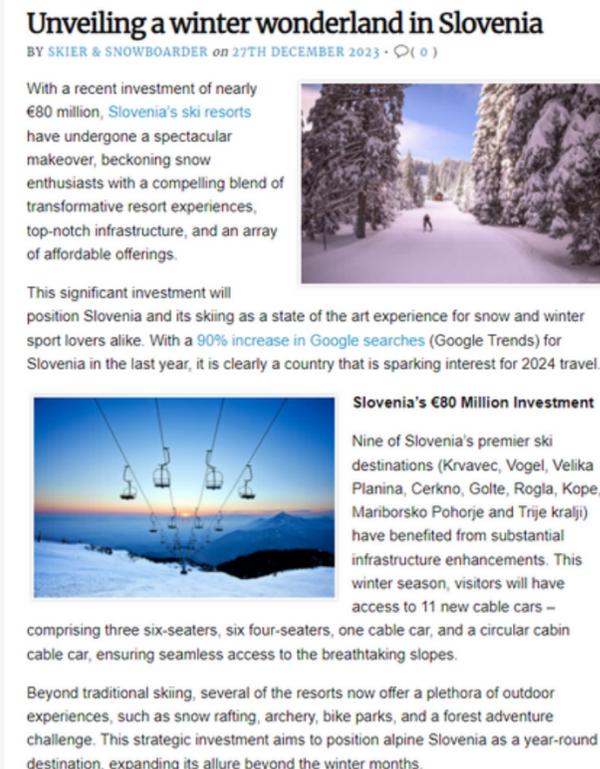


Challenge:

To increase awareness of the country's outdoor and active tourism offerings. With more than 10,000km of marked hiking trails and a recent investment of almost €80 million into its ski resorts, Slovenia aimed to educate the UK market on these initiatives.

Results:

- Dedicated pieces of coverage on Slovenia's ski investment in targeted snowboard and ski publications, including: Snow Industry News and Skier and Snowboarder Magazine.
- Inclusion in a number of skiing round-ups in national publications including: The Telegraph, Yahoo! News and the Mirror with a total audience reach of 900 million.
- A ski-focused press trip for Ski & Board Magazine for February 2024.
- Sponsored collaboration piece with Wanderlust Magazine on Slovenia's Alpe Adria Trail.



BUDGET



PR ACTIVITY

Prices are shown for a 6-month contract and subject to VAT where applicable.

Travel costs for press trips or events are not included.

All operational and UK travel expenses are covered.

Media Monitoring Service is included.

PR Retainer: £5,500 per month

£33,000 Total for 6 months

- Meetings with the UK editors and Media: 1x per month (6 in total)
- Press Office:
 - Respond to media enquiries, information and image requests, and news
 - Launches to the British Media: positive events, trends in Peru
 - Press Releases: 6x press releases (1 per month)
 - Media Target List and Follow Up
 - Result reporting
 - Translation and adaptations of Text: Spanish to English:
 - Maximum of 10,000 words. Including bulletins, press releases and content
- Media Visit Coordination:
 - 5x press trips (gastronomy, nature and adventure tourism, culture, art, textiles, history, off-the-beaten-path destinations)
- Crisis Management
- Media Monitoring
 - Monitor relevant news stories and trends on Peru in the UK media – weekly briefings to be sent
 - Media Analysis and coverage – weekly and monthly reports on coverage and relevant news stories
- Weekly research
 - Updates on the most relevant UK news of the British economy, news and trends of the British tourism industry and information from competing countries (Ecuador, Colombia, Chile, Brazil)

WTM SUPPORT

- Before WTM:
 - WTM briefing with event organisers – identifying events, opportunities with press and important platforms for PROMPERU to be involved with
 - WTM Exhibitor News: Distribution of news on behalf of PROMOPERU before the event.
- During WTM:
 - Submit relevant daily news and photo stories for the daily editions of WTM.
 - 1x member of Lemongrass attending the show
 - Support during PROMPERU representatives' stay in London.
 - 2x Media meetings – to discuss relevant key news with key media
 - 10x VIP meetings for the ministerial authority and PROMPERU delegation
 - VIP agenda and program for ceremonial functions including VIP events
 - Lemongrass representative (Spanish and English speaker) to accompany the ministerial authority during the show, if necessary.
 - Briefing notes will be shared alongside the agenda, in Spanish and English. Containing information about the organisation.
 - Follow-ups conducted after meetings including PROMPERU contact details for any further follow-up
- Press Kit:
 - Prepare a Press Kit to be distributed, including:
 - Summarize, edit and highlight the notes of each of the participating
 - Peruvian products, topics that will be coordinated with PROMPERÚ and the
 - Coordinate the creation of a QR Code
- WTM Media Event London:
 - Invite and secure 15 relevant journalists and influencers to an event hosted by PROMPERU
 - Distribution of invites to the media
 - RSVP's and badges (must be sustainably sourced) will be produced
 - Support for presentation production
 - Follow-up with all media after the event
 - 2x Lemongrass team to attend
 - Post-event report and photos to be supplied

DIGITAL ACTIVITY

Prices are shown for a 6-month contract and subject to VAT where applicable.

Travel costs for influencer trips or events are not included.

All operational and UK travel expenses are covered.

Media Monitoring Service is included.

Digital Marketing: £2,500
per month

£15,000 Total for 6 months

- Digital Marketing Activities
 - 6x newsletters (electronic bulletins)
- Influencer Marketing:
 - 2x top-level influencer trips within specific agreed niches
 - Joint campaigns with 2x travel influencers

TOTAL BUDGET

Total Digital Marketing: £15,000 for 6 months

Total PR Retainer: £33,000 for 6 months

Total: £48,000 for 6 months



WE LOOK FORWARD TO WORKING WITH YOU



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