TRAVEL & TOURISM PRAND CONTENT CREATION CREATION

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How important is tourism destination marketing to you? Does your hotel or B&B need to generate higher visitor numbers? Could your visitor attraction do with a big marketing boost?

Catapult PR's clients have long discovered that its special travel and tourism PR and content team have all its takes to put them on the map. Our strategies can help tourism destinations and businesses appear in highly persuasive editorials in mainstream or niche media titles. We also have the skills to help clients be better found online, by virtue of researching, writing and creating attractive content and compelling online articles, which can appear on their social media channels and websites. We have handled tourism and travel PR briefs for clients across the UK and international briefs too. Such is our involvement in the travel world that our trophy cabinet even contains awards for travel insurance promotion.

If you need an agency that understands the world of travel, it can be easily achieved by booking an appointment with Catapult PR, by calling 0333 2424062. It's time to put your travel or tourism PR brief in the hands of a specialist.

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PR & CONTENT WRITING FOR DESTINATIONS



We have promoted UK tourism destinations for many years, highlighting the great things to do within UK locations even before the staycation was a thing! We have not just focused on the must-see landmarks, beauty spots and historical highlights but also worked closely with individual businesses within the destination, to help promote their offering. We understand the smaller tourism business insideout and are a valuable partner for any destination management company wanting to give its tourism businesses a boost.

Our PR activity might see us mobilising activity under an over-arching theme that conveys the essence of the destination or a very special and defining aspect of it. We have also created many different ways of drawing attention to a destination and its unique character, through innovative approaches, in-depth research and extreme creativity. Ideas are a big part of the added value we bring, so if that is what your destination lacks, we have exciting possibilities for you.



PR & CONTENT FOR SUSTAINABLE TOURISM PROJECTS

Catapult PR has handled PR for sustainable tourism briefs within specific UK destinations, with its work encompassing everything from researching and scripting a video about locally grown produce, to writing food and heritage trails for visitors' enjoyment. Promoting cycling events, walking experiences, sustainable transport options, and wildlife experiences, is second nature to us.

We have generated extensive coverage for everything from playdays in the woods, to 'green' and eco holiday accommodation. We have also provided consultancy to a sustainable tourism event in Italy and judged sustainable tourism awards in NW England, on two occasions. Our creative idea also led to the establishment of a wildlife cluster group in Cumbria – The Wild Zone, Cumbria.

If you have a sustainable tourism PR, marketing or content brief, we should be your first port of call.





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PROMOTING VISITOR ATTRACTIONS, EVENTS AND FESTIVALS

We have lost count of how many visitor attractions, events and festivals we have promoted, because we have handled such PR and marketing briefs both directly and indirectly through destination marketing and PR. From art galleries to heritage railways and from animal attractions to some of Britain's biggest museums, and even a Star Trek experience, we've handled all sorts of visitor attraction promotion.

Stand-out moments include the hugely successful launch of a new feature and accompanying Young Reporters' competition at Lakes Aquarium, with the involvement of TV personality, Michaela Strachan. We have also scooped numerous awards for festival promotion in both the gardens and food sectors. More awards have gone to our initiative of Northumberland Day, the county day of Northumberland.

Some clients' events have been sporting ones. Our massively successful 10-year promotion of charity event, the All-England Stone Skimming Championships, made national and international headlines each year, whilst our cross-channel promotion of another rural event has been impressive.

Just allow us to promote your visitor attraction, event or festival and see what can be achieved!





PR & CONTENT FOR FARM TOURISM BUSINESSES

Our work in farm tourism stretches back over 18 years, with two years in-depth experience earned whilst handling a wide variety of farm and equine tourism briefs, and simultaneously promoting individual farm businesses, on behalf of the North West Farm Tourism Initiative.

During this time, we completely rebranded farm tourism in the public's eyes. We transformed it from something viewed as muddy and smelly, to a concept desirable and high-end. When we launched the Luxury in a Farm initiative, we generated headlines including 'Cool Cumbria Down on the Farm' and 'Cumbria is the New Paris'. Little wonder our work was runner-up for a national CIPR Excellence Award.

We also launched the Original Shepherdess, Alison O'Neill, generating a huge amount of national PR coverage both at initial launch and when we later highlighted she was also a barefoot shepherdess. The success of this work can be measured by the fact that it spawned so many other copycat shepherdesses.

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Over the years, we have continued to work with farms, promoting their fabulous year-round experiences, as well as their one-off Christmas barn or summer maize maze events. We have handled PR briefs for a variety of farm shops too, as well as farm shop cluster groups and farm-based tea rooms. Did you know that our campaign for Tea Trail Cumbria generated worldwide headlines when we launched a 'Search for a Geisha'. This was to teach the tea rooms how to make green tea - to tie in with the translation of the Tea Trail leaflet into Japanese. Quirky, one might say, but hugely effective.

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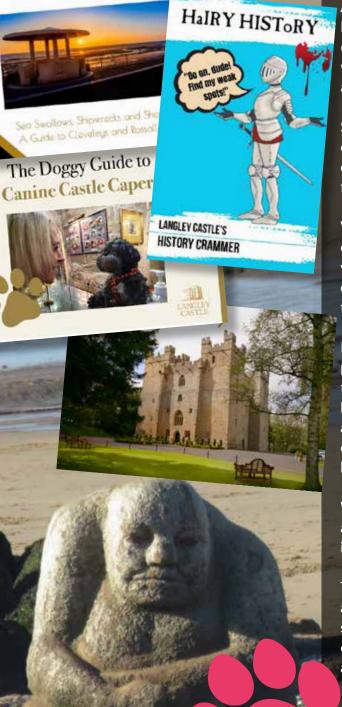
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PR & CONTENT FOR HOTELS, B&BS AND SELF-CATERING APARTMENTS

THE BERKELEY APARTMENTS



At Catapult PR we have promoted almost every type of holiday accommodation conceivable. From castles to campsites and from B&Bs to boutique, themed hotels, we have handled PR and content briefs across the accommodation spectrum.

Some of our work has been for brand-new hotel launches; other briefs have been for accommodation that has been on the landscape for centuries, with nothing 'new' to focus on. We have created the talking points.

We have arranged media visits to everything from converted barns and 'hidden' B&Bs, to 5-star luxury venues and Blackpool cabaret hotels. We have ensured that we have kept a wide variety of clients in the media spotlight.

However, we have also bolstered accommodation providers' online content, by both creating blogs about the venue itself and the wider area. Beyond this, we have created content downloads about everything from art sculptures on Cleveleys promenade to dog-friendly castle stays and how to keep your pooch happy and healthy right across Northumberland.

We have delved into genealogy and history books to assist some clients and trodden paths ourselves, camera in hand, to put together articles for others.

This has resulted in widespread coverage, many PR awards and happy clients, who are always in the spotlight – both online and offline. We even feature clients on our 'Poodling Around' podcast, to give them added value. Shouldn't you be joining our client list?

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PROMOTING HERITAGE ATTRACTIONS

One niche area of our travel and tourism PR and marketing work is heritage attraction PR and content. Just 'think' museums, stately homes and gardens, historic houses and properties, castles, ruins and other heritage attractions such as steam railways and steamboats.

Our massively successful initiative, World Topiary Day, has led to numerous awards being won for Levens Hall and Gardens in Cumbria. However, we also spent 7 years promoting a large number of heritage attractions in that county. For this reason, we founded our initiative Heritage Buzz in 2023 and are seeking to help other heritage visitor attractions be top of mind.

Wherever you are based, we can help your heritage or history-linked attraction engage with your target visitor. Just get in touch and discover what we could bring to the table.



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PROMOTING ITALIAN TOURISM AND FOOD BUSINESSES AND PR FOR COOKERY SCHOOLS

Due to speaking some Italian here, we have successfully worked with Italian businesses that have wished to promote themselves in the UK and attract in-bound UK visitors to Italy.

Food and travel is intrinsically linked and we have used our long expertise in catering PR to help promote a cookery school in Bologna, which thrived before the pandemic.

That PR and content creation for an Italian client in Emilia-Romagna, drew extensively on our in-depth experience in promoting a cookery school in Northern England. When working for this client, we actually handled all of our writing and media relations work from the cookery school itself, building up a fantastic picture of the sort of visitors for whom a cookery school holiday, break or day course appeals.

If you are an Italian destination marketing company seeking a UK PR agency or content writer, or an Italian hotel wanting the same support, we can help. If you are a UK cookery school needing a PR agency that understands your world, look no further.



OUR TRAVELAND TOURISM AWARDS AND EXPERTISE



In summer 2022, we won the national 'Best Travel Marketing Awards' Highly Commended award for 'Best PR Campaign'. Given the available budget, this says everything about the creativity and results-orientated campaigns we can create for travel and tourismsector clients.

In 2018, we won the national **CIPR Excellence Award for the** Best Travel, Tourism or Leisure PR Campaign of the year, despite being up against the National Trust, Virgin Holidays, EasyJet, Legoland and Holidays.com

In 2022, the content we created for a hotel client won us the Mark of Excellence for Best Content Campaign at the national CIPR Excellence Awards. Our national success in winning awards in the sector actually goes back all the way to 2001, however!

We have lost count of the total number of awards won for travel and tourism campaigns and added to our total still more in 2023. We definitely can't tot up all the finalist positions we have enjoyed, both nationally and regionally.

But our travel and tourism clients don't just benefit from awardwinning results. They can also take advantage of being on our Poodling Around tourism and leisure podcast, gaining international audio reach. They have won their own awards, thanks to the award entries we have written for them and the content within those entries, which highlights our exciting marketing



initiatives. They can also be first to benefit from consumer research that we commission into the opinions of Brits and their views of travel, visitor attractions and heritage experiences. Just see our downloads section, if you too would like to access previous booklets.

With a CIM Specialist Diploma in Tourism Marketing, hugely creative ideas that fuel every campaign. the ability to craft words that persuade, entice and engage prospective visitors and many years of experience besides, we have everything it takes to shape an award-winning campaign for you too. If we do, you will also receive all the business benefits that emanate from a brilliant PR or content campaign - or one that contains both marketing strategies.

Isn't it time to find out what Catapult PR could do for you? Just call 0333 2424062 or email jane@ catapultpr.co.uk, to discuss your needs or specific brief.





Contact details:

Jane Hunt Managing Director Catapult PR www.catapultpr.co.uk 0333 2424062 07711 628661 **Podcasts:** The Catapult PR Show Poodling Around

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LinkedIn: https://www.linkedin.com/in/janekhunt/ Linktree: https://linktr.ee/JaneHunt





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