

# A PR service for hotels – at a price your marketing budget can stand



Real creativity

The Vincent, Southport



Great media contacts

Grand Jersey, St Helier



A strong track record in pr

Headlam Hall, County Durham

The Tourism Business provides marketing and pr support to quality independent hotels throughout Britain. As an owner-managed business located in York, The Tourism Business is ideally placed to help hotels get great media coverage and results in their key target markets.

The company's hands-on approach and proven delivery of results has led to it being retained by hotels like The Chester Grosvenor and Rothay Garden, Grasmere, for more than five years each. And the marketing and PR campaigns are nationally recognised, with the company having won no less than three UK Hotel Marketing Awards in the last few years.

Now The Tourism Business is expanding to take on new hotel clients in key areas across England, Scotland, Wales and Ireland. Special PR packages have been put together for independent hotels. As with all clients of The Tourism Business, you'll enjoy exclusivity within your area, and you'll have access to contacts built up over 10 years, a state-of-the-art media database and a press cuttings service which allows you to track your pr success!

Why not give us a call soon and discuss how we can increase your future business levels.



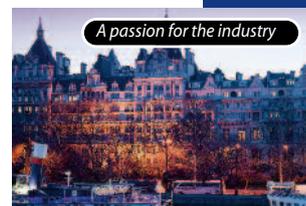
Knowledge of the area

The Chester Grosvenor & Spa



Award-winning campaigns

Rothay Garden Hotel, Grasmere



A passion for the industry

The Royal Horseguards, London

## 2016 Silver PR Package

- Segmented PR plan agreed by you
- Targets an agreed media list of up to 250 selected newspapers and magazines annually on your behalf
- Minimum of 12 creative press releases p.a. written by us, approved by you, and issued to your unique media list
- Optional social media service
- Exclusivity within your local area

## 2016 Gold PR Package

- Segmented PR plan agreed by you
- Targets up to 1,000 selected newspapers and magazines annually on your behalf, and a further 6,000 journalists via TravMedia
- Minimum of 24 creative press releases p.a. written by us, approved by you, and issued to your unique media list
- Optional social media service
- Exclusivity within your wider region



Target-driven

Salford Hall, nr Stratford-upon-Avon

*"Thank you again for all your help so far... could not have done it without you"* General Manager, luxury boutique hotel

*"Thank you for all your efforts"* MD, five-star north west hotel

*"I was pleased to see that the hotel has scooped a national marketing award – very much with your help.....Well done.....you must have a special touch"* Travel Editor, leading monthly womens' magazine

*"I think the hotel is very wise to rely on your northern-based agency with a proven track record, and one providing a top quality, personalised service"* Leading freelance travel writer



Part of the team

Cottage in the Wood, Malvern Wells

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HOSPITALITY • TRAVEL • LEISURE

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