

Using PR as a shop window

One of the most effective ways for travel businesses to boost sales through PR is to target the 'deals' sections of national, regional and online media.

Citypress publishes a weekly deals newswire for journalists, providing a regular stream of best buys and themed holidays from our travel clients.

These regularly feature in travel sections of key media prompting peaks in telephone enquiries, web traffic and sales.

We can also help to optimise this process, advising on appropriate offers and setting up 'deep URLs' to take customers directly to the point of purchase.

Even more effective is when we integrate deals with wider features or news articles. By creating seasonal themes or looking at travel trends we can give the coverage of deals even more impact.

For example, the annual snow rush of ski enthusiasts always creates a unique opportunity. Media are keen to offer their readers an insight into the best deals and destinations, especially in Europe where unpredictable snow fall causes much anticipation and anxiety amongst late bookers.

By anticipating and responding to the interests of holidaymakers, we provide media with ready-made content that offers added value to their readers.



If you would like more information about our work and what we can do for your company and brands, please contact Charles Tattersall on 0161 235 0319 or email charles@citypress.co.uk