



Kestrel Worldcom / Consumer coverage for Anguilla resort

Challenge

With so many hotels across the world competing against each other for the UK traveller, Kestrel was appointed to achieve a plentiful supply of good quality, positive media coverage in the consumer press for this relatively new resort.

Strategy and Action

Kestrel aims to achieve media coverage for the resort in two ways. Firstly, Kestrel arranges and hosts press trips to the resort for between five and ten journalists per trip. The five-day trips are planned to include a full itinerary that covers all aspects of the resort and its island location. Secondly, Kestrel generates regular press releases and contributes to Caribbean features in both trade and consumer media.

Results

The press trips resulted in positive coverage from each of the visiting journalists and in the resort becoming more well known to the media. Following on from the success achieved in media relations, Kestrel now handles all the marketing for the resort including sales presentation training, organisation of CuisinArt's participation at World Travel Market and educational trips to the resort.

