

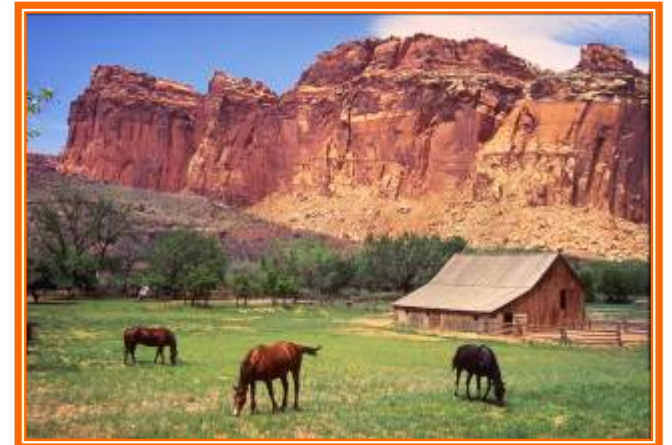
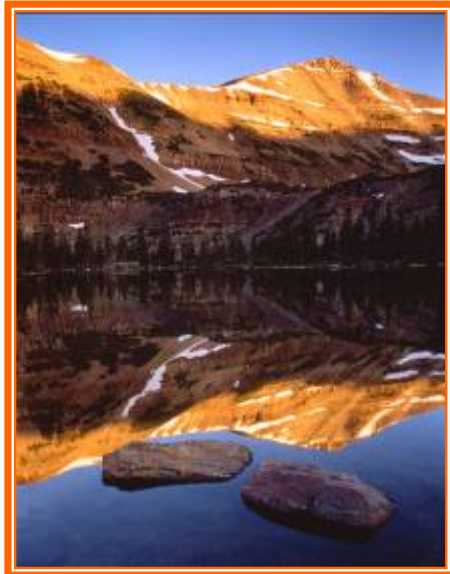


PR Elevated

How the Current Landscape is Driving Stories



Lou Hammond & Associates
May 14, 2009



Current Landscape

- Global recession curtailing travel, spending
- Discounts everywhere: luxury to low-budget
- Airlines downsize, hanging on
- Hard times, travel agencies: Expedia, Orbitz
- Lodging development stalled, next several years
- Occupancy levels diminishing
- Advertising down, budgets tight

Hottest Travel Trends, Summer 2009*

- Air & hotel vacation packages
- All-inclusive resorts
- Family vacations
- Flashpacking (traveler seeking bare bones)
- National parks
- Repeat vacations – returning to tried and true
- Road Tripping – classic American road trip

**USA Today, April 9*



Public relations making the difference



Art of Public Relations

What's news:

- Trends, trends, trends
- New hotel, new attraction, new restaurant, etc.
- New offering/package, especially tied to trend
- Significant/distinctive event
- Awards, recognitions; survey data



Art of Public Relations

What's NOT news:

- We're the best
- We're the most luxurious
- We're the most fun

Substantiate – put in perspective



Tools of the Trade

News bureau

- Pitching, pitching, pitching
- Facts, image library, online press room
- Handle media queries
- Provide timely information
- Personal contact, relationship building



Tools of the Trade

Media contact lists

- Break down by segments; geographic, topic, type
- Understand delivery preference: e-mail vs. snail
- Research newsstands; review TV & radio guides; surf Internet

Tools of the Trade

Editorial calendar

- Research, maintain calendar – consumer, trade publications
- Monitor monthly
- Submit releases, photos, materials to right editors at the right time

Meeting editorial deadlines is crucial!



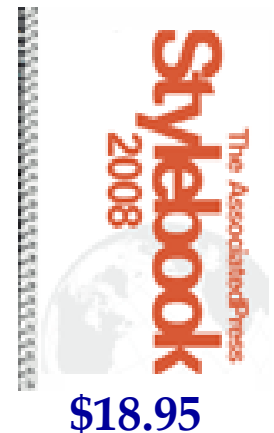
Editorial Deadlines

- Magazines – 6 months
- Television – 6 months to immediate
- Regional magazines – 2-3 months
- Newspapers – 2 months to immediate
- Trades – 1 month
- Radio – 2-3 weeks to immediate
- Internet – 1-2 weeks to immediate

Tools of the Trade

Press releases

- Guidelines
 - 1-2 pages
 - Typewritten, 1.5 or double-spaced
 - Include “five w’s”: who, what, where, when, why
 - E-mail, no attachments
 - Never call, just to see if they’ve received
 - Consult Associated Press Stylebook



Tools of the Trade

Press kit development

- Backgrounder/fact sheet
- Calendar of events
- History
- Segmented information attributes
- Management bios
- Photography on disc/Web site

Tools of the Trade

Photography, B-roll – a picture is worth 1,000 words

- Must have captions: brief, descriptive, contact
- Keep shots simple, avoid visual clutter
- High-resolution, at least 300 dpi for print
- Don't send unsolicited as attachment
- B-roll – background footage, no audio, key TV placements, increasingly Internet; use digi format



Tools of the Trade

Media pitching

- Identify media, best reaches your audience
- Know their beat, tailor message
- Short pitch opens door
- Use e-mail wisely
- Fit pitch to trend
- Phone follow-up: be prepared to sell fast

Tools of the Trade

Syndicates rule!

- AP provides content, major outlets
- Travel coverage uses local bureaus
- Three examples = trend
- Others important:
 - *USA Today*/Gannett
 - *Washington Post* deals
 - *NY Times Practical Traveler*



Tools of the Trade

Media visits

- Seeing is believing
- Some unable accept hospitality, i.e., some reviewers local/national, writers/freelancers certain major outlets
- Others accept/expect complimentary experience
- When in doubt, ask!

Tools of the Trade

- Can't accept hospitality:
 - *Los Angeles Times*
 - *New York Times*
 - *Wall Street Journal*
 - *San Francisco Chronicle*
 - *Boston Globe*
 - *Chicago Tribune*
 - *USA Today*
 - *Travel + Leisure*
 - *Condé Nast Traveler*

Tools of the Trade

- Complimentary visits:
 - AAA
 - Airline In-flights
 - *Country Living*
 - *Ladies' Home Journal*
 - Modern Luxury publications (*Angeleno, Riviera*)
 - Most bridal magazines
 - *New York Daily News*

Tools of the Trade

Media visits

- Press rates:
 - *Los Angeles* magazine
 - *National Geographic Traveler*
 - *New York* magazine
- Freelance caution:
 - *Travel + Leisure*
 - *Condé Nast Traveler*
 - *New York Times*
 - *Los Angeles Times*

Tools of the Trade

Media visits

- Media expect:
 - Warm reception
 - Up-to-date information
 - To be treated like other guests
 - Press materials ahead of visit
 - Meet key management
 - Professional tour



Tools of the Trade

Media visits

- Host guidelines:
 - Two to three complimentary room nights
 - Transfers
 - Attractions
 - Breakfast
 - Hosted lunch or dinner (sometimes)
 - Allow plenty of free time
 - Fulfill requests, promptly

Treat media as paying guests!



Establish Yourself as an Industry Expert

- Read, review current trends, statistics, be current
- Have informed opinions on industry with fresh viewpoint
- Write white papers, coin quotes
- Advise trades, community, available for comment
- Agree to create ongoing columns, establish writing style
- Reach out to hometown, industry publications



Establish Yourself as an Industry Expert

- Understand evolving technologies, social media
- Establish credentials for public speaking, panels
- Enter competitions, seek awards
- Know your politicians, community leaders
- Create timely bio, have good headshot photo

Don't be SHY, our industry needs YOU!



Tips – Openings, Major Renovations

Six - eight months prior to opening –

- Determine if there is an event/ribbon-cutting
- Create message points, finalize art work
- Write press kit – distribute to long leads
- Compile a photography library
- Begin distribution count-down releases
- Segment audiences: family, adventure, culinary
- Contact key media for exclusive pitches



Tips - Openings, Major Renovations

Three months prior to opening -

- Generate introductory packages/rates
- Conceive handling of opening day/events
- Initiate press kit distribution, short leads
- Craft listing of media to visit
- Organize hard hat tours
- Alert community/political leaders



Tips – Openings, Major Renovations

Three months prior to opening –

- Establish partners, charity, promotional
- Review budget, adjust
- Update Web site
- Develop Twitter, Facebook messaging
- Create B-roll, key for broadcast outreach

Day of – OPEN YOUR DOORS WITH PRIDE!



Tools of the Trade

Crisis Communications

- Strikes without warning
- Years of positive reputation can end instantly
- Expect severe scrutiny, media, public



Tools of the Trade

What is a crisis?

- Crime
- Fire
- Weather abnormalities
- Financial failure
- Labor dispute
- Terrorist act

Tools of the Trade

Crisis rationale – must be ready on a moment's notice

- Prevent a bad situation from getting worse
- Present an effective response
- Deliver good communication
- Dispense timely media information

Tools of the Trade

Crisis objectives

- Protect image, reputation
- Maintain morale
- Encourage responsible behavior
- Control damage
- Establish credibility

Tools of the Trade

Crisis policy

- Truth is essential
- Provide information that maintains control
- Preempt press, take the initiative
- Act responsibly, strengthen credibility



Tools of the Trade

Press statement

- Issue as soon as possible
- Release only confirmed facts
- Express concern, victims/relatives
- State intention, cooperate authorities
- Issue frequent newsworthy updates

Tools of the Trade

New Fundamental:

Social Media Revolution



Social Media

Internet progression:

- 1990s: Information-oriented
- 2000: Commercial
- 2004: Networking
- 2009: Tweeting!



Social Media Revolution

facebook

175 million+ users

Linked in®

36 million+ users

myspace.com
a place for friends

130 million users

twitter

9.3 million users

Twitter: 1,382% growth in a year!



Social Media

What is Twitter?

- Free networking tool
- Heavily used media source
- Allows building followers/following others
- 140 characters per Tweet



Social Media

What is Twitter?

- Tread carefully:
 - Treat as conversation, not “soap box”
 - Tweeting is permanent – no untweeting message
 - Don’t tweet media exclusives, competition monitoring
 - Tweets used, quotes, on the record
 - “Ghost tweeting” = BIG no-no; transparency key
 - Headline-like language grabs attention



Social Media

Using Facebook

- Strong tool, hotels, destinations, attractions
- Post images, updates, publicity highlights
- Secure “fans”
- Open potential new audiences
- Maintain relationship, connection, past guests
- Link, your Web site URL



Social Media

Consumer reviews

hotelshark



**PR Implication:
Everyone's a critic, influencer!**



Social Media

Consumer reviews

- Here to stay
- Potent tool
- Rapid response key
- Good reviews push down bad

US Adult Internet Users Who Are Word-of-Mouth Influencers*, 2006-2011 (millions and % of total adult Internet users)



*Note: ages 18+; *adults who are opinion leaders and whose advice is sought, trusted and acted upon by other consumers*

Social Media

Blogs

- Short for “Web log,” Internet journal mixes personal opinion, daily life, reader observations



THE PERRIN POST
Secrets Every Smart Traveler Should Know

ELLIOTT



Social Media

Honing blog strategy

- Be upfront business ties, conflicts / interest; backlash if exposed later
- Personalize pitch, generic e-mail not effective
- Risk: blog writers less diplomatic, more critical
- Track, monitor results:
 - Blogpulse.com
 - Technorati.com
 - Google.com



**We look forward to our
continued partnership**

Thank You!