

TRAVEL & TOURISM PR

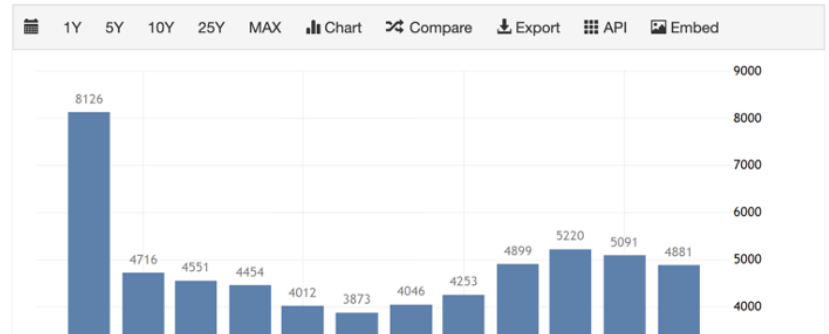
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Overview

What is Travel and Tourism Public Relations?

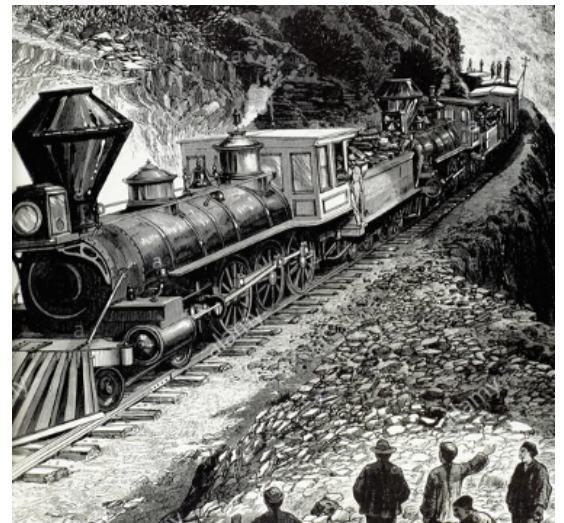
- Main goal: ATTRACT TRAVELERS
 - Keep up with travel trends to shape PR to the needs and wants of consumers
- Sustained importance of travel PR, even after the traveler arrives
 - Word-of-mouth plays a big role in reputation management
- Encompasses airlines, hotels, resorts, destinations, cities, etc.
- Travel and tourism accounts for 11% of the U.S. GDP-- PR is very important to making this happen

Tourism Revenues in the United States decreased to 4881 USD Million in February from 5091 USD Million in January of 2021. source: Office of Travel and Tourism Industries



History of Travel & Tourism PR

- Started with the railroad industry in the late 19th century
 - Pamphlets and advertisements
 - Helped generally establish PR as a business practice
- Many defining lessons came from Titanic
 - Importance of crisis communication
- 2003: Congress passed legislation to create the U.S. Travel and Tourism Promotion Advisory Board



Pros

- Can share a passion with audiences
- Have constant opportunity to meet new people and travel
- Be able to work on unique events and broaden horizons

Cons

- Have low salary and poor benefits
 - Median is \$83,000 annually (as of 2020)
- Many uncontrollable factors
 - Must be well-trained in crisis communications
- Must inform audiences on negative factors
- Can be high-stakes- travel is a perishable good

Activities/Comparison



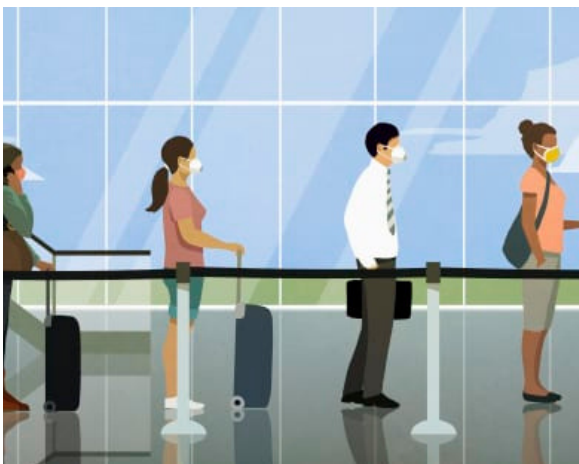
- Common tactics: brochures, press releases, social media, promotional giveaways/events
- Ability to narrow in on specific audiences
- Heavy emphasis on **media relations**
- Up-to-date with social media/travel blogs
- Use of visuals to excite and promote
 - Ex: B-Roll footage of tourist attractions
- Special emphasis on third party audiences
 - Community leaders, government officials, travel writers, food critics, travel agents, etc.

Special Skills

- Oral and written communication, maintaining relationships, research, creativity, & strategic thinking
- International studies or international relations
- Many opt to join the U.S. Travel Association
 - International knowledge is very important to success in the industry
- Knowledge of the location/attraction they are working for



Future of Travel & Tourism PR



- COVID-19 had a huge impact on travel in 2020 and 2021, so the future will involve coming back from these losses
 - Increased importance of safety and health
- New trends to promote
 - Sustainability, smaller crowds, human interaction/connection
- Social media and influencer marketing of growing importance
- Travel competition will high after COVID-- good PR will be necessary to bring in customers
- Looking in the right direction-- fully vaccinated Americans can travel

Case Study :



FYRE

Misuse of Social Media and Influencer Strategy, Lack of Transparency,
What NOT to do for Travel PR

- Promoted as THE social event to be seen at in 2017
- Fyre Festival was promoted as a highly luxurious, exclusive music festival on an isolated island in the Bahamas
- Lack of proper management and operational guidelines, the event quickly turned into a 24-hour catastrophe



- Social media was the backbone of the entire festival
 - Started campaign with series of "Fyre Square" posts
- They recruited about 400 influencers and celebrities
- Underestimated the responsibilities of running a festival and did not focus on the needs of those attending
 - Also failed from the aspect of community relations; completely disregarded how their festival would affect locals on the island
- When the festival did not go as planned, the official apology from Fyre Entertainment was contradictory, as they attempted to apologize but also avoid taking blame and responsibility
 - Promised tickets for Fyre 2018 as compensation, which never ended up happening
- The festival made promises they couldn't keep and were consistently inauthentic