

Honduras Institute of Tourism: Building Destination Awareness in the U.S. Market

Goals

In August 2022, the Honduras Institute of Tourism, in partnership with global development design agency ADCI/VOCA, sought to revive the Honduran tourism industry, increase visibility, and drive immediate interest from the United States travel market against more mainstream competing Central American destinations.

In consideration of insights gleaned from PTG Consulting and the Honduras Institute of Tourism's previous representation engagements in 2021 and utilizing extensive knowledge derived from ongoing conversations with top target media, PTG Consulting's public relations team ignited a multifaceted communications approach with a focus on strong media relations and proactive communications – aimed to build destination awareness for Honduras across key B2C and B2B audience targets in the U.S.

Following our PR strategy to establish Honduras as a desirable tourism destination across the U.S. consumer travel market, PTG Consulting developed a digital-focused communications plan comprised of key activities and tactics designed to maximize destination awareness and drive the most impact across U.S. consumer audiences by generating high-impact editorial coverage in A-tier media outlets within the 7-month contract period, spanning August 2022 through February 2023.

In addition to building destination awareness for Honduras across the U.S. travel market, the public relations team set out to achieve specific benchmarks, as identified by the Honduras Institute of Tourism, as follows: Secure a minimum of 10 million total media impressions; Maximize impact with at least 50 articles published in media outlets with a minimum reach of 50,000 unique monthly visitors (or circulation).

Results

Executed over 7 months, PTG Consulting <u>established a strong image</u> for Honduras as a desirable tourism destination for U.S. travelers seeking an 'under the radar' travel experience with elements of adventure, archaeology, nature and conservation, and watersports in Central America – with results as follows:

Goal – Build Destination Awareness in the U.S. Market:

 From August 2022 to February 2023, PTG Consulting's public relation's team successfully achieved their goal to build destination awareness across the U.S. Market, generating <u>high-impact editorial</u> coverage in top-tier U.S. media outlets, such as <u>AFAR</u>, <u>TripAdvisor</u>, <u>Lonely Planet</u>, <u>Hemispheres</u>, <u>Islands</u>, and <u>Fodor's Travel</u>; as well as coveted annual travel lists including <u>The New York Times' "52 Places to Go</u> <u>in 2023"</u> and <u>TIME Magazine's "World's Greatest Places of 2023."</u>

Goal – Secure a minimum of 10 million total media impressions:

• PTG Consulting's public relations team overachieved on the goal to secure a minimum of 10 million total media impressions – garnering 455 million+ total media impressions, exceeding the original goal by 455% – and earning an advertising equivalency of more than (US) \$7.7 million for a public relations ROI of 247:1.

Goal – Maximize impact with at least 50 articles published in media outlets with a minimum reach of 50,000 unique monthly visitors (or circulation)

• PTG Consulting's public relations team overachieved on the goal to maximize impact – securing <u>76</u> <u>positive articles</u> in total – with 80% of the earned editorial placements published in media outlets with a minimum reach of 50,000 unique monthly visitors (or circulation).

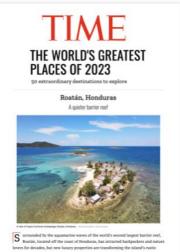
What was the return on investment?

Within the 7-month contract period, PTG Consulting's public relations team generated more than 455 million impressions for the Honduras Institute of Tourism – exceeding the original goal by 455% – earning an advertising equivalency of more than (US) \$7.7 million – for a public relations ROI of 247:1.

Snapshot of Earned Publicity:











Bigital-baganta, Batania su and Prinandras' three Bay takes. It hough baid addees an ether that some the term answer that the source and the source at the end and the source at the term and assign the Bayes Claureteries Bayestane (Bayeston, or getting an etherative rate to the source at the source Claureteries Bayestane (Bayeston, or getting and the source) and the comparison of the source at the source at the source of the source at the source of the source of the source of the source at the source and comparison of the source of the source of the source and comparison of the source of the source of the source and comparison of the source of the source of the source and comparison of the source of the source of the source base. The notice and comparison of the source of the source of the source base. The source and comparison of the source of the source of the source base. The notice is the foreign is indicated based and the the Code base that source of the source of the termines the source of the source of the termines based.

compared to other custobean destinations. For honoarymakes that were to get their harmes a suly once in a filtetime experience, there are entire private salands off the coast of Roatan that can be rented for as 2010 a right.



Roatán guide: Why this Honduran island needs to be on your go-list



And where to eat, stay, and play on this underrated island.

With the gold-a baseline many-owner tensing with matter life, and works doubcapter —down min feetic the immegative in measurement –ix is smaller Reading in the new relative Known, Andy etc. the true (sinned of the north enset of Readinara remains bilinding) of the matter of most traveless (same for hardpackees) who have loss (gives for it to hadget prices). Later in 2022, Ximption will upon its first Meadman property on Readin, likely bringing with its a road of one structured in the statistic first strue of the structure of the observer destinations for a Carabaean structure without the high costs or crowds. Read on for where to or, are, so, and place and pract structure limiting the perfect trajest traje.

Islands

How to Make the Most of a Vacation in Roatán Great experiences sometimes happen in small places, and this little "big' Honduran Island proves it.



For many says, the small Caribban hinds of Roatin flow under the radar of most transfers, Located of the construct scate of the domains, this destination in the key blacks is the kind of beautiful grow that searoned island-happers and especially eve gats loved to beep highly, hexause of a matural allow and the fact that, well, it was mostly fire of the most structure of the search and the data that, well, it was mostly fire of the search and the data that and the data that and the structure first structure and the search and the structure as one of the best dive derivation in the work of condition the search.





AFAR 11 Beautiful Islands to Visit for an Off-the-Grid Escape Pack your roimsuit and head to one of these island paradises around the world.



Cayos Cochinos, Honduras

Spenning 2004000 acres with free theor 200 bulgermans Greiten reakens, this yong of stades 31 miles of the number Nicolatant sum remain model of the same ranks. The antipelague is home as ingular yor with pressure any sequence of the same state of the same ranks of the same state of the same state of the same state of the miles of suggests bolds. You also show they facts in the work with the dwelling point have more associated as within a set is socied or regardly and the same state of the same state of the same state of the COMDs with scientism assessed with remaining and a startly conservation pregrams, many in partnership with the COMDs with scientism.