

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 [established a strong image](#) 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 relations team successfully achieved their goal to build destination awareness across the U.S. Market, generating [high-impact editorial](#) coverage in top-tier U.S. media outlets, such as [AFAR](#), [TripAdvisor](#), [Lonely Planet](#), [Hemispheres](#), [Islands](#), and [Fodor's Travel](#); as well as coveted annual travel lists including [The New York Times' "52 Places to Go in 2023"](#) and [TIME Magazine's "World's Greatest Places of 2023."](#)

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 [76 positive articles](#) 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:

The New York Times

52 PLACES TO GO



33

CAYOS COCHINOS, HONDURAS




TIME

THE WORLD'S GREATEST PLACES OF 2023

50 extraordinary destinations to explore

Roatán, Honduras

A quieter barrier reef



Fodor's Travel

15 Best Caribbean Islands for Families



Roatán, Honduras

Tripadvisor

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



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

Islands

How to Make the Most of a Vacation in Roatán



IRELAND · TAMRON HALL · THE CARIBBEAN

Hemispheres



THE STAY



AFAR

11 Beautiful Islands to Visit for an Off-the-Grid Escape



Cayos Cochinos, Honduras