

The Power of Public Relations



Hello!

Who am I ...and why
am I here to talk about
destination PR?

Our Clients

DESTINATIONS:

- Gulf Shores and Orange Beach, Alabama
- Visit Mobile, Alabama
- Greater Wilmington, Delaware
- Visit Bowling Green, Kentucky
- Jefferson Parish, Louisiana
- Lake Charles, Louisiana
- Louisiana Northshore
- Louisiana's Cajun Bayou
- Allegany County, Maryland
- Explore Branson, Missouri
- This is Cooperstown, New York
- Spartanburg, South Carolina

RESORTS:

- Dollywood's DreamMore Resort and Spa
- Dollywood's HeartSong Lodge & Resort
- The Otesaga Resort Hotel, Cooperstown
- Sunset at the Palms, Jamaica

ATTRACTIONS:

- Dollywood

EVENTS:

- Mardi Paws Dog Parade

A Quick Survey

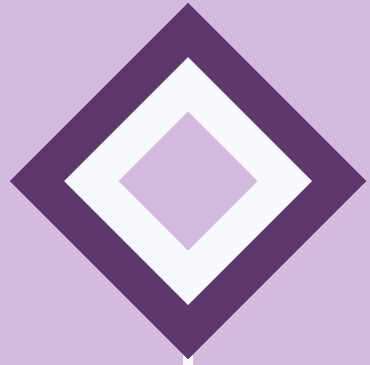
By a show of hands ...



Who Has ...

- A PR agency partner?
- A dedicated PR professional in-house?
- An employee who handles PR plus marketing or sales?
- Nobody. You just “triage” media requests as they roll in.





There's No Wrong Answer!

- One size does NOT fit all.
- What works for one of you won't work for all of you.
- What works for you today may not work for you tomorrow.





What Can Public Relations Do for You?

- Put you in front of the media (and the traveling public).
- Keep you in front of the media (and the traveling public).
- Manage your messages in both good times and bad.
- Get your stories out there.

First Things First

Do you even HAVE stories to share?

(Hint: The answer is always YES!)



**Sometimes
you're just
too close to
those stories
to really see
them.**





*Paul and Pontheolla Abernathy
Spartanburg, South Carolina*



*Anthony Goldsmith
Louisiana's Cajun Bayou*



*Matt LeMond
Mobile, Alabama*

MBPR's First Rule of PR

The people make the
place!

*Jamie and Mandela Echefu
Allegany County, Maryland*



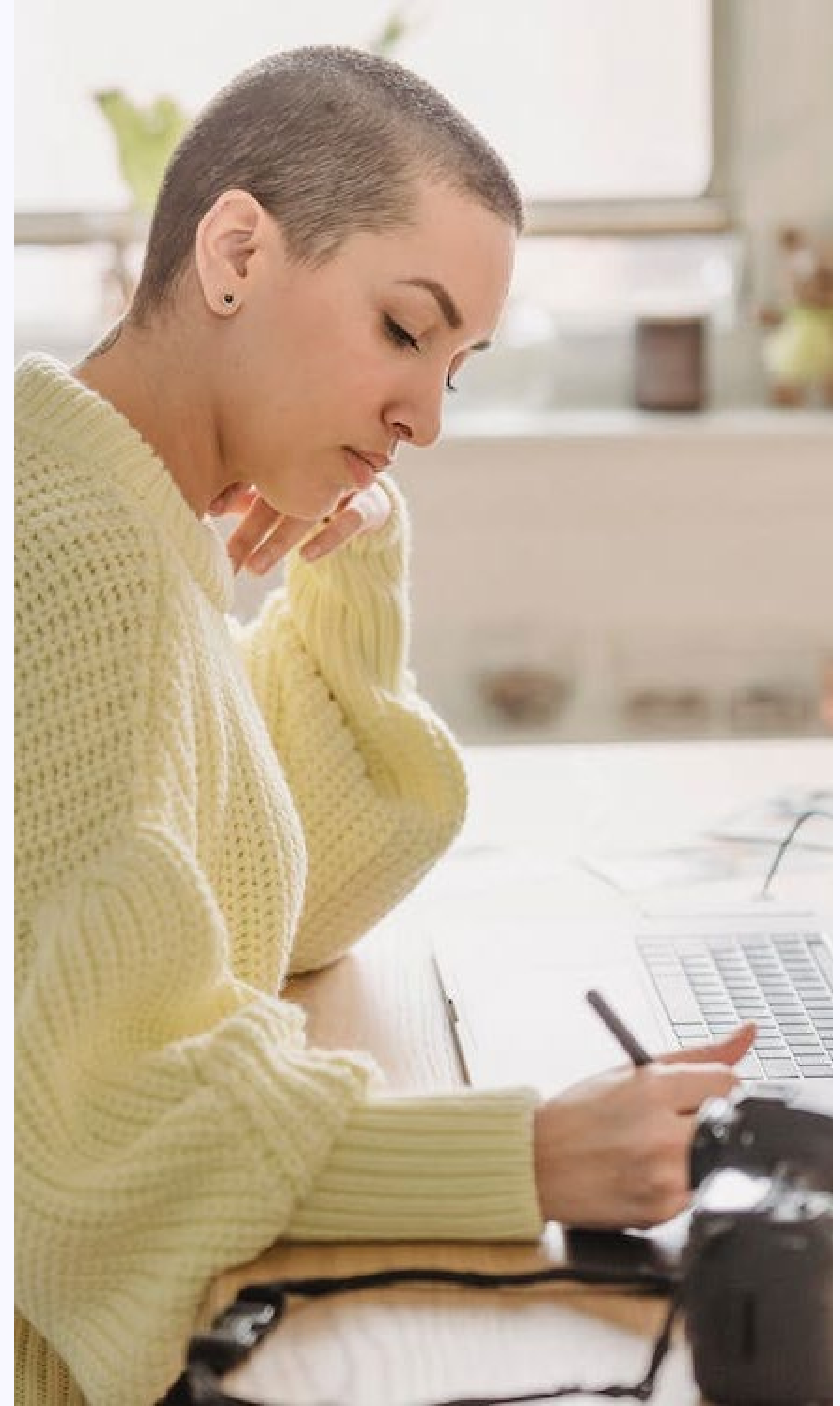
MBPR's Second Rule of PR

Passion is contagious.



MBPR's Third Rule of PR

Think like a journalist.



MBPR's Fourth Rule of PR

Be nice!



**This is the
current
state of
travel
journalism.**

And that's
why you
may want
some help.



1

In-house person

2

External support

Your Options

A combination of both

Forge a partnership

3

4



Time Is Money



Benefits of Retainer Work

- Continuity
- Constant Presence
- Long-Term Strategy

Benefits of Project Work

Affordability

Get a “Taste” of Things

Short-Term Solution

What to Look for in an Agency

Do they have tourism experience? ☐

Are they creative? ☐

Do they really listen? ☐

Do you connect with them? ☐



What to Ask an Agency

- What story angles do they see?
- Which media outlets are a fit?
- Who will work on your account?
- How do they measure and share results?
- How does billing work?



Every Agency Is Different





Case Study: Betty the G.O.A.T.







Questions?



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mbpr!