





Industry

Travel & Tourism

Services

Trade Representation

Public Relations

Sustainability Consulting

Digital Marketing

Date of Service

February - December 2021

Case Study

Destination Marketing Strategy Dispels Negative Perception of Eco-friendly Honduras

Situation

The Honduras Institute of Tourism sought to refine and promote its ecotourism offerings and strongly position the country against more mainstream competitive destinations.

Solution

PTG Consulting used a multidisciplinary approach to identify Honduras' most salable experiences and promote them via B2B and B2C audiences. Tactics included the positioning of Honduras as an unsung leader in sustainable eco-tourism to the travel industry and dispelling negative perceptions about the destination's safety by engaging travel trade and media in first-person experiences.





Results

- Provided an assessment of Honduras' sustainable tourism product, along with recommendations for further development
- Held two familiarization trips for travel trade and media showcasing Honduras' main attractions and sustainable efforts
- Executed a digital advertising campaign with American Express that highlighted the destination's ecotourism, adventure travel, and cultural travel offerings
- Held five roadshow events in the key markets of New York City, Houston, and Miami for Honduras'
 Tourism Minister, engaging 88 total industry representatives
- Conducted four webinars on Honduras' main attractions and sustainable efforts, attracting 155 total travel trade attendees
- Represented Honduras at the annual conventions for DEMA, ATTA Elevagte, Society of American Travel Writers, and USTOA

155

Webinar attendees

759,000+

Impressions produced by AMEX campaign

\$575,000+

Ad value of 230 positive articles, which generated more than 91 million impressions

Public Relations ROI

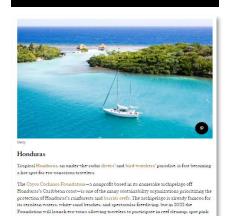
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Traveler Traveler

The 22 Best Places to Go in 2022 Whether you're looking for a cutting-edge food destination or a relaxing beach gentrusy. BY ON EXPOSE BY CHESTORS



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Media Coverage

PIX11 MORNING NEWS Travel destinations to visit in 2022 ① ② ② ② ②







The New York Times













American Express Campaign Roadshow Presentation

DEMA Tradeshow Management