



**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 eco-tourism 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+**

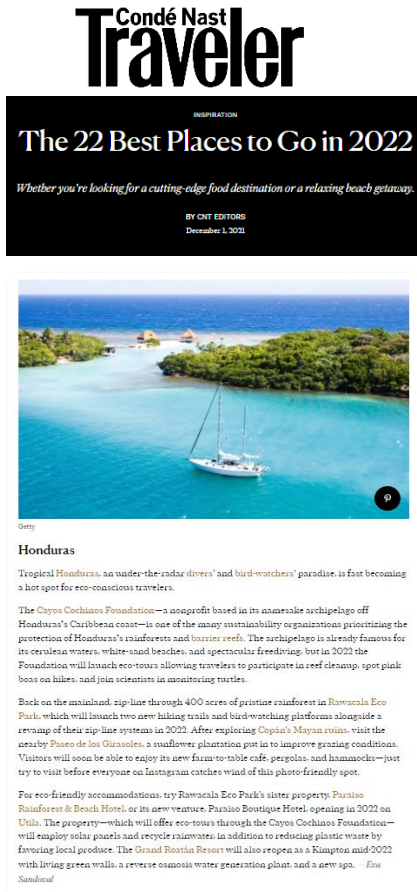
Ad value of 230 positive articles, which generated more than 91 million impressions

**13:1**

Public Relations ROI



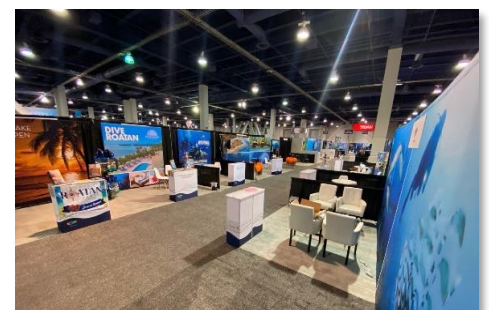
## Media Coverage



## The New York Times



## Fodor'sTravel



American Express Campaign

Roadshow Presentation

DEMA Tradeshow Management