



Industry

Travel & Tourism

Services

Public Relations

Marketing

Date of Service

May - December 2021

Case Study

Media Relations and Consumer Partnerships Bolster Puerto Vallarta's Recovery

Situation

The popular beach vacation destination of Puerto Vallarta sought to bolster recovery following the height of the COVID-19 pandemic by re-engaging travel advisors and appealing to a broader audience of younger, stylish travelers seeking wellness, active/soft adventure, culinary, and LGBTQ+ experiences.

Solution

After an initial six-month contract that focused on promotional activities to position Puerto Vallarta as a safe and desirable destination to visit as pandemic-related travel restrictions eased, PTG Consulting continued the momentum through a strategy that strongly positioned the destination against the competition and encouraged consumers to book travel to Puerto Vallarta in the near term. Media relations, sponsored editorial, and consumer partnerships were key components of the campaign.



Results

- ✔ Organized and led 13 deskside appointments in New York City and Los Angeles for Puerto Vallarta Tourism’s CEO with an emphasis on travel trade media
- ✔ Engaged in regular communication with key trade media to ensure Puerto Vallarta was included in all relevant trend stories, Mexico features, and COVID-19 updates
- ✔ Negotiated a sponsored content program with *Sunset Magazine* targeting the western United States, inclusive of editorial, an e-newsletter feature, banner ads, and Instagram Stories.
- ✔ Generated broadcast placements with three travel and lifestyle experts in top regional markets
- ✔ Coordinated a digital partnership with luxury shopping center brand Cadillac Fairway with a destination presence in Toronto’s CF Sherway Gardens and CF Eaton Centre, inclusive of signage, newsletter features, and spotlight on the shopping centers’ WiFi pages
- ✔ Hosted one group press trip with three media in attendance
- ✔ Held a “Revive Your Desire to Travel” digital sweepstakes in partnership with Redbook, Sivana East, Luxury Link, eTravel Deals, and Solis Wireless that reached an audience of more than 2.5 million

26 million+

Impressions across all activities

8,000

Qualified email addresses generated through digital sweepstakes

\$423,785

Public relations ad value

64

Articles secured

“PTG Consulting has helped Puerto Vallarta attract new audiences by identifying aspects of the destination that are lesser known and bringing those to light in the media. Our wellness and outdoor activities are world-class, and with the help of PTG Consulting, more people know about them than ever.”

- Luis Villaseñor | *Managing Director, Puerto Vallarta Tourism Board*

MEDIA COVERAGE



AGENT
at
HOME



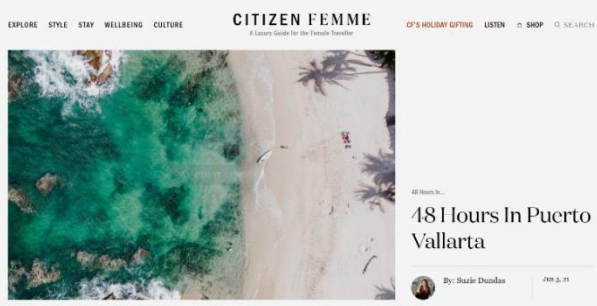
Fodor's Travel

21 Ultimate Things to Do in Puerto Vallarta
Beaches, hikes, restaurants, adventures in the jungle, and more—check out our best bets for one of Mexico's most exciting destinations.

CENTURION
MAGAZINE

THE RETURN OF
PUERTO VALLARTA

The Mexican resort town is flourishing again, thanks to a crop of intriguing openings and novel perspectives. By Bruce Wallin



NATIVE CONTENT PROGRAM

RETAIL PARTNERSHIP

NATIVE NEWSLETTER

Sunset
THE WEEKENDER

Presented by **PUERTO VALLARTA**

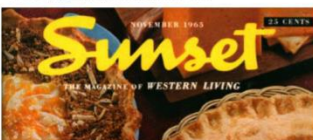
I love a cup of coffee at least as much as the next person—and maybe more. So I was delighted to learn, via a recent Facebook "Tipoff," not just that someone has determined the best coffee shops in the United States, but that two places I have spent most of my adult life in (San Francisco and Oakland) made the top 5. All told, 6 out of the top-20 American cities for coffee drinkers are in the West. And that's welcome news for a region where many people, as a sign in my local coffee shop says, "dream much and sleep little."

And what goes with coffee? Well, if you're me, pretty much everything except shut-eye. But you're pretty good, too. It's never too early to start thinking about November and December festivities. Home & design editor Christine Lenon has rounded up a list of Western bakeries that offer what might be the purest, most evocative expression of holiday love: [cinnamon rolls](#). Order from one of these shops, and even if you can't be there in person, your recipient's spread will instantly become measurably more jolly.

Finally, over the next few weeks we'll be rolling out a lot of gift guides to help you shop for the various people in your life. Intern Taggart Slatoff has gotten a head start by contributing a list of [gifts for this surfer](#). No matter how hang-loose and Zenned-out your wave-rider may seem, they're probably secretly got their eye on something, and chances are it's on this list.

Happy early holiday planning!

—Nicole Clauson, digital producer and newsletter editor



How to See Puerto Vallarta Like You've Never Seen It Before
Whether you're looking for a quick nearby getaway or a week-long immersive experience combining nature and culture, the iconic Mexican beach destination has something for everyone.



Are You Ready for the Holiday Season?
With our help, you will be! Introducing the **Secret 21 Days Survival Guide**, a limited-edition monthly newsletter that will help you through the busy, exciting, frantic months of November and December.

