



## REQUEST FOR COMPETITIVE SOLICITATION

Professional International Public Relations Agency Services for  
Monroe County Tourist Development Council

- TECHNICAL PROPOSAL -

### Bid for

Scope of Services and any Optional Services

- United Kingdom
- Ireland
- Germany
- Austria
- Switzerland
- Italy
- BeNeLux (Belgium, Netherlands, Luxembourg)
- Scandinavia (Denmark, Finland, Norway, Sweden)

### Axis Travel Marketing Ltd

Riverside House, River Lawn Road  
Tonbridge, TN9 1EP  
United Kingdom

Emma Cashmore

emma@axistravelmarketing.com

+44 7834 022 959





Dear Members of the Selection Committee,

On behalf of Axis Travel Marketing in partnership with Get It Across, I am excited to present our proposal in response to your Request for Proposals for international public relations. The Florida Keys are a remarkable destination that captivates European travellers, and we are eager to enhance their visibility in key markets.

At Axis Travel Marketing, we bring extensive experience in destination marketing, trade representation, and strategic communications across Europe. Our partnerships with various U.S. destinations have equipped us with the insights needed to effectively engage European audiences through targeted trade collaborations, compelling storytelling, and data-driven digital strategies.

In crafting this proposal, we focused on showcasing the unique ecological beauty, laid-back vibe, and premier water activities of the Florida Keys. These qualities resonate with current European travel trends, particularly the rising demand for experiential, nature-focused travel. Our plan lays out clear, practical strategies to boost awareness and drive measurable growth.

We would be honoured to partner with the Visit Florida Keys and Monroe County to expand your reach and increase visitation from Europe. Thank you for considering our proposal. We look forward to the opportunity to collaborate.

Warm regards,

A handwritten signature in black ink that reads "Emma Cashmore".

Emma Cashmore  
Managing Director & Owner  
Axis Travel Marketing Ltd

# EXECUTIVE SUMMARY

## Driving Global Tourism Success with Tailored, Award-Winning Marketing Expertise

Axis is a full-service representation agency that has been thriving in the market since June 9th, 2008. We specialise in promoting tourism products, including destinations, hotels, and venues, to the travel trade, consumers, media, and business events across the UK, Ireland, Scandinavia, Italy, and the DACH and BeNeLux region, with support from a partner in Germany.

Our team is dynamic, creative, and meticulous, each member boasting over 20 years of industry experience. This expertise enables us to develop innovative ideas, provide strategic insights, and execute high-impact campaigns that strengthen brand positioning and drive measurable growth.

Over the past 17 years, we have built a strong reputation as a trusted, flexible agency across the travel trade, consumer marketing, MICE, and PR sectors. Our commitment to our clients, combined with our industry know-how and inventive approaches, sets us apart. We customise campaigns to align with each client’s unique needs, avoiding one-size-fits-all solutions.

With hands-on experience across 21 leisure clients, from emerging destinations to luxury travel brands, we develop results-driven promotional strategies that set our clients apart from the competition. Our campaigns are designed to meet objectives such as boosting visitor numbers, repositioning brands, launching new products, and increasing market awareness. We have also faced challenges like overcoming negative perceptions, navigating pandemic uncertainties, and resolving political disputes.

Our work has earned recognition, including awards for the best marketing campaign, best overseas convention bureau, and best regional representation office.

### The Six Key Drivers of Our Value as Your PR and Marketing Partner

<p><b>20</b> years</p> <p>Long working relationship with Visit Florida Keys</p>	<p><b>100</b> years</p> <p>Combined experience in international PR for destinations</p>	 <p>Large network of media and influencers in markets</p>
 <p>Long experience in methodological approach</p>	 <p>Many successful pro-active campaigns</p>	 <p>Integrity that delivers measurable results</p>

## COMPLETION CHECK LIST

# in RFP	Evaluation Criteria of RFP	Included in this Proposal	Location in Proposal (pages)
1	Ability of professional agency personnel	✓	13
1a	Qualifications and relevant international tourism and international tourism public relations experience: <ul style="list-style-type: none"> <li>- The Account Manager and all key staff.</li> <li>- Subconsultants' key staff</li> </ul> Resumes for the Account Manager and all key staff	✓	14 16 - 32
1b	Qualifications and experience in international public relations services for a tourism agency	✓	14
1c	Account-specific organisation chart	✓	15
1d	Ability to tap into additional resources to assist with large-scale projects or replace under-performing staff	✓	33
1e	Qualifications and relevant experiences of proposed subconsultants.	✓	16 - 32
2	Project Approach: Scope of Work Management	✓	34
2a	Methodology and approach to the scope of work, including: <ul style="list-style-type: none"> <li>- International public relations</li> <li>- Strategy development</li> <li>- Media outreach</li> <li>- Press trips</li> <li>- Reporting</li> </ul>	✓	35 - 38
2b	Description of the organisation's services and specific account processes	✓	39 - 41
2c	Description of workflow management, assignment tracking, and project approvals.	✓	42 - 43
2d	Expertise in handling multiple campaigns for stakeholders in the destination	✓	44 - 49
3	Project Approach: Account Management	✓	50

3a	Approach to account management for international public relations plans and activities will be tracked and reported.	✓	51 - 52
3b	Identify how accountability, responsiveness, and alignment with destination goals is ensured.	✓	53
3c	Structure for onboarding, staff continuity, and issue resolution.	✓	54 - 55
4	Project Approach: Media Relations Strategy and Execution	✓	56
4a	Relationship maintenance and building <ul style="list-style-type: none"> <li>- International media</li> <li>- Influencers</li> <li>- Travel trade professionals</li> </ul>	✓	57
4b	Examples of proactively pitching strategies and how these have led to earned media placements for tourism destinations	✓	58 - 67
4c	Regional tailoring of market-specific storytelling and content	✓	68
5	Past Performance: Evidence, Knowledge, and Experience	✓	69
5a	Experience on projects of a similar nature, scope, and duration. Description of satisfactory completion	✓	70
5b	Showcase projects with references and measurable outcomes	✓	72 - 90
5c	Knowledge of the international travel landscape and media environment in each proposed country.	✓	91 - 93
6	Past Performance: Transparency & Integrity	✓	94
6a	Description of how the proposer communicates with clients and values integrity, transparency, and honesty.	✓	95 - 96
	Optional Services	✓	97 - 99

7	Financial Ability to provide Services	These sections are part of the separate Financial Proposal
7a	Financial Statements	
7b	Statement regarding the ability to respond to a government purchase order.	
7c	Invoicing procedures	
7d	Rate card	
8	Conduct Business in Florida & Monroe County	
8a	Authority to transact business in the State of Florida	
8b	Proof of registration with the State of Florida, Division of Corporations	
8c	Office locations	

# TABLE OF CONTENTS

0. Introduction	08
▼	
1. Agency Personnel	12
▼	
2. Scope of Work Management	33
▼	
3. Account Management	49
▼	
4. Media Relations Strategy and Execution	55
▼	
5. Experience	68
▼	
6. Transparency & Integrity	93
▶ Appendices	96



## 0 / INTRODUCTION

Proven Expertise in European Tourism Marketing

- A. About Axis Travel Marketing & Get It Across
- B. Our Services



## **OA ABOUT AXIS TRAVEL & GET IT ACROSS**

Axis Travel Marketing and Get It Across (GIA) form one of Europe's most experienced partnerships in tourism representation and communications. Together, they provide clients with fully integrated solutions in travel trade sales, marketing, public relations, digital services, and meetings & incentives.

### **Axis Travel Marketing**

Established in 2008 and based in the United Kingdom, Axis Travel Marketing is a full-service in-market representation agency that specialises in promoting international destinations and hotel brands across the leisure, consumer, business, finance, experiential, and MICE sectors. Their core departments, travel trade sales and marketing, public relations, and meetings & incentives, operate in the UK, Ireland, Spain, Italy, and Scandinavia.

With over 100 years of combined expertise, the Axis team is known for its energy, creativity, and attention to detail. They take pride in developing innovative, tailored strategies that enhance brand positioning and drive measurable growth. Their work ranges from promoting emerging destinations with no established tourism industries to representing globally recognised luxury brands.

Axis has earned a reputation as a strategic, agile, and deeply involved partner. They maintain a philosophy of being “big enough to matter, small enough to care,” ensuring that every client receives a customised strategy, senior-level involvement, and proactive support. This approach has enabled them to navigate complex challenges, including crisis communications for destinations facing natural disasters, political issues, or health-related disruptions, always adapting quickly to mitigate impacts and protect tourism economies.

### **Get It Across (GIA)**

Founded in 1999 in Cologne, Germany, GIA is a full-service marketing, PR, and social media agency serving Germany, Austria, Switzerland, and selected projects in the Nordics and BeNeLux regions.

Founder Albert Jennings began his tourism marketing career in the mid-1990s and launched GIA with the Colorado Tourism Office as its first client, soon followed by the Arizona Office of Tourism and The Florida Keys & Key West. Over the past 25 years, GIA has expanded its services to include comprehensive PR, digital content, and social media management and is recognised for its professional, results-driven approach.

GIA's nine-person team, supported by two PR consultants, offers deep market knowledge and serves as a one-stop shop for destination branding across German-speaking Europe. Senior Account Manager Marcel Sprenger has represented Visit Florida Keys in these markets since 2008, providing continuity and long-term expertise.

Key Services Include:

- ▶ Travel Trade Marketing: Conducting over 40 annual programs with tour operators, OTAs, agency chains, and cruise partners, as well as live events, webinars, and training sessions that reach more than 1,000 travel agents each year.
- ▶ Public Relations: Organising over 25 annual press trips, maintaining consistent media outreach, and achieving strong performance in earned media.
- ▶ Integrated Campaigns: Executing cross-channel initiatives that connect with all audience touchpoints for sustainable brand visibility and growth.

GIA has managed international public relations for destination clients for over 25 years, including Discover New England, Meet Boston, Visit Florida Keys, Colorado Tourism Office, Visit Denver, Visit Tucson, Washington State Tourism, and Port of Seattle. The agency has a deep understanding of market-specific media dynamics across German-speaking countries. It continuously monitors shifts in consumer behaviour and travel decision-making—essential for long-haul destinations seeking competitive visibility.

## A Partnership Built on Depth, Strategy, and Results

Together, Axis Travel Marketing and GIA offer unparalleled destination marketing and PR capabilities across Europe. They are known for:

- ▶ Strategic, bespoke campaign design tailored to each client's objectives
- ▶ Cross-market expertise spanning trade, consumer, and business audiences
- ▶ Long-standing relationships with media, travel trade, and industry stakeholders
- ▶ Proven resilience and adaptability during crises
- ▶ A reputation for loyalty, professionalism, creativity, and innovative thinking

With a combined experience of 18 years at Axis and 25 years at GIA, they have established themselves as leaders in tourism representation across Europe—large enough to deliver extensive reach while maintaining the personalised service and deep client engagement that their clients deserve. Each client becomes part of their extended family, and this partnership approach is at the core of their continued success.

## OB OUR SERVICES



### Travel Trade Rep

- ▶ Industry liaison (tour operators, travel agents, associations, airlines, media)
- ▶ Product development and placement
- ▶ Destination training and sales conversion incentives
- ▶ Coordination of Fam Trips
- ▶ Coordination and representation at trade shows & workshops
- ▶ Coordination of roadshows and sales missions
- ▶ Analysis of new business targets and opportunities
- ▶ Brochure fulfilment



### Marketing

- ▶ Brand Positioning Campaigns
- ▶ OOH activity
- ▶ Digital advertising
- ▶ Advertising Negotiation and Placement
- ▶ Third Party / Affinity Marketing Promotions
- ▶ Event Coordination and Award Ceremonies
- ▶ Strategy Development
- ▶ Market Research and Analysis
- ▶ Direct Mail Campaigns
- ▶ Joint Marketing Activity
- ▶ Industry and Consumer Promotions



### Public Relations

- ▶ Media Calls
- ▶ Press Releases
- ▶ Copy Writing
- ▶ Press Trip Coordination
- ▶ Media Interview Scheduling
- ▶ Media Events
- ▶ Newsletter Creation and Distribution
- ▶ Social media strategy and fulfilment



### Event Planning

- ▶ Creative Concept Creation
- ▶ Budget Management
- ▶ Venue Sourcing
- ▶ Event Contract Negotiation
- ▶ Database Provision
- ▶ Collateral Creative and Production
- ▶ Full Event Management Services
- ▶ Registration and Guest List Management



### MICE (Business Events)

- ▶ Lead generation
- ▶ Industry liaison (event planners, PCO's, venue finders, congress organisers, associations, airlines, media)
- ▶ Destination training and sales conversion incentives
- ▶ Qualification of buyers for fams and events
- ▶ Coordination of Fam Trips
- ▶ Coordination and representation at trade shows
- ▶ Coordination of roadshows and sales missions
- ▶ Management of event planner and association database
- ▶ Analysis of new business targets and opportunities linked to economic sector strategies



# 1 / AGENCY PERSONNEL

A Team of Leaders in their Field of Expertise

- A. Overview
- B. Qualifications & Experiences
- C. Organisation Chart
- D. Additional Resource Access



## 1A OVERVIEW

Axis Travel Marketing and Get It Across have assembled a senior, highly specialised team to meet all core objectives of this assignment. The program will be led by Senior Directors who oversee both the Sales & Marketing and PR divisions. This leadership ensures strong strategic direction and consistent quality across all deliverables. Supporting them is a dedicated group of specialists, including a PR Manager, an Account Manager, and an Account Executive, who provide targeted expertise in media relations, content development, trade engagement, and day-to-day execution. Administrative support staff will further enhance operational efficiency through effective database management, reporting, scheduling, and coordination.

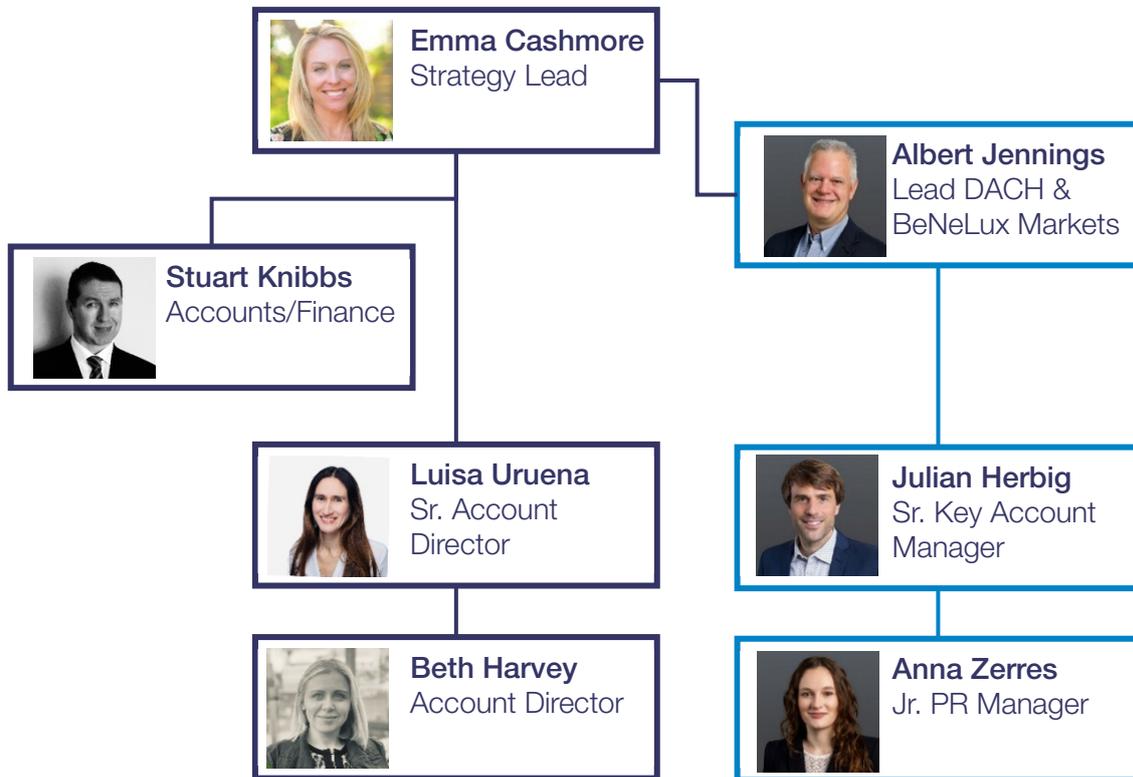
Both agencies are strategically located in Europe, allowing the team to operate close to key media hubs, trade partners, and industry stakeholders. This regional positioning provides immediate access to well-established local networks and enhances the ability to secure meaningful coverage, cultivate partnerships, and maintain a robust presence across the UK and continental European markets.

The team's credentials are strengthened by its extensive experience and market insights across various destinations. Our team bring:

- ▶ **Proven expertise in North America**, supported by work with organisations such as Destination Canada, Ottawa Tourism, and Tourism Nova Scotia.
- ▶ **Successful partnerships with U.S. destination marketing organisations (DMOs)**, including Visit Florida Keys, Colorado Tourism Office, Discover New England, State of Washington Tourism, and Visit Denver.
- ▶ **Deep experience in representing DMOs and convention bureaus**, with capabilities across sales, PR, marketing, and business development programs.
- ▶ **A flexible, client-centric operating model** that adapts to changing priorities and allocates resources efficiently.
- ▶ **Value-added strategic insight** informed by a global client portfolio and active participation in Destinations International.

Together, this combination of senior leadership, specialised personnel, European market presence, and broad destination experience ensures a comprehensive, well-resourced team capable of delivering exceptional performance throughout the assignment.

# 1B ORGANISATION CHART



## 1C RESUMES

The following resumes outline the key team members who will lead and implement the proposed scope of work for Axis Travel Marketing and Get It Across. Each profile highlights the specific expertise, industry experience, and capabilities that directly contribute to the program objectives and ensure effective execution. Together, these backgrounds showcase the extensive strategic, creative, and operational skills we bring to this engagement.

### Highlights

#### Qualification

- ▶ **A highly experienced senior team** with 15–25+ years in international tourism, destination marketing, PR, communications, and MICE, bringing deep sector knowledge across the UK, Europe, and global markets.
- ▶ **Demonstrated expertise** in strategic campaign development, media relations, content partnerships, crisis communications, and multi-market PR execution, consistently achieving high-impact coverage, strong ROI, and award-winning results.
- ▶ **Extensive global industry networks**, multilingual capabilities, and strong cross-cultural communication skills, enabling effective engagement with media, trade partners, government agencies, and tourism stakeholders worldwide.

#### Relevant International Tourism PR Experience

- ▶ **Extensive global destination marketing and PR experience** across Europe, North America, Latin America, Asia, and the Caribbean, supporting national tourism boards, regional DMOs, hotel groups, cruise lines, and international travel brands.
- ▶ **Proven track record** delivering multi-market campaigns—including press trips, rebrands, crisis recovery initiatives, influencer collaborations, and commercial media partnerships—that generate measurable visibility and drive visitation.
- ▶ **Deep expertise** engaging top-tier international media and stakeholders, with long-standing relationships across the UK, German-speaking markets, wider Europe, and global travel networks, enabling targeted narrative development and consistent high-quality coverage.



## **Emma Cashmore**

**Role: Strategy Lead**

### **Qualifications**

- ▶ 20+ years of international tourism, PR, marketing, and MICE experience, with a proven track record of delivering high-impact campaigns for destinations, government agencies, and hotel groups.
- ▶ Highly connected across European and global tourism networks.
- ▶ Extensive destination marketing expertise, including multi-platform brand campaigns, airlift development initiatives, and strategic communications for governments and private clients.
- ▶ Crisis communications and reputation management experience, having led the European Crisis Comms division of PATA to help destinations recover from natural disasters and rebuild brand presence.
- ▶ Award-winning PR leadership, recognised for excellence in brand marketing, convention bureau management, and tourism promotion across multiple destinations including Canada, Colombia, Vienna, and Aosta Valley.
- ▶ Strong leadership and industry influence, including Vice Chair of Evcom Association, actively shaping best practice and lobbying for the meetings and events industry in government.
- ▶ Professional qualifications in digital marketing and tourism management, supplemented by advanced business, leadership, and PR training.

### **Relevant International Tourism PR Experience**

- ▶ Led high-impact public relations and brand communication campaigns for global destinations, including Canada, Colombia, Austria, Italy, and numerous Caribbean markets.



- ▶ Directed international media relations strategies for government tourism boards, securing top-tier coverage across the UK, Europe, and long-haul source markets.
- ▶ Successfully executed three European rebranding initiatives for Business Events Canada, which involved stakeholder engagement, press conferences, brand launches, and ongoing PR amplification.
- ▶ Spearheaded a multinational brand repositioning campaign for Colombia, resulting in one of the tourism industry's most widely recognised destination slogans: "The Only Risk is Wanting to Stay."
- ▶ As the head of the European Crisis Communications Division for PATA, she managed crisis communications and reputation recovery initiatives across the Asia-Pacific region, assisting destinations in restoring confidence post-disaster.
- ▶ Oversaw major international market development campaigns that included strategic airlift announcements and airline partnerships, which increased global connectivity for destinations such as Cancun.
- ▶ Directed pan-European PR and media engagement programs for the Aosta Valley, positioning the region as a leading sustainable and experiential alpine destination.
- ▶ Widely recognised for excellence in destination promotion, having won awards for campaigns executed on behalf of Canada, Vienna, Aosta Valley, and Colombia.
- ▶ Maintains long-standing, high-level relationships with senior editors, travel writers, broadcasters, influencers, and content producers across the UK, Europe, and emerging global markets.
- ▶ Experienced in multi-market PR integration, coordinating unified messaging and content strategies across North America, Europe, and Asia to support tourism growth objectives.
- ▶ Provides strategic counsel to tourism ministers, government tourism agencies, and convention bureaus on international market positioning, brand communications, and media engagement.
- ▶ Leads cross-functional agency teams to deliver multi-channel PR programs, including media hosting, trade partnerships, digital storytelling, and cross-border advocacy.

## Selected Industry Awards

- ▶ Best Overseas Convention Bureau for Business Events Canada
- ▶ Best Overseas Convention Bureau for Vienna CVB (Silver x 2, Bronze x 1, Highly commended x 1)
- ▶ Best Brand Marketing Campaign for Business Events Canada (Bronze)
- ▶ Best Ski Destination for Aosta Valley
- ▶ Travel Agents Choice Awards – Long haul up and coming destination – Colombia
- ▶ Top Emerging Destination by Wanderlust – Colombia
- ▶ Promotional Success by LATA - Colombia
- ▶ Best GSA / Agency office as ProColombia UK Agency
- ▶ Best GSA / Agency office as Dusit International UK & European Agency

## Resume – Emma Cashmore

As the Founder and Director of London's leading boutique tourism and MICE agency, Emma is one of the most connected and influential figures in the UK travel and business events industry. With more than twenty years of practical experience in the tourism, meetings, marketing, and PR sectors, her wealth of industry knowledge and expertise is unparalleled.

Prior to setting up Axis, Emma's career spanned a range of sectors, with employment roles held at HRG, American Express, TUI, MSC Cruises, and several Destination Marketing agencies. However, her passion for destination marketing, and an in-depth understanding of the UK and European tourism industries, has resulted in Emma carving out a niche as the go-to expert for overseas government agencies and privately owned hotel groups seeking to increase their tourism business.

## Key Achievements

- ▶ Managed a plethora of high-profile accounts and delegations from across the globe.
- ▶ Conducted three rebrands of Business Events Canada in European marketplace. Activities included organising focus groups ahead of rebrand, analysis, press conferences, and launch events.
- ▶ Created and implemented a massive multi-platform brand campaign for Colombia, launching their edgy and powerful slogan 'The Only Risk is Wanting to Stay'.
- ▶ Introduced new direct scheduled airlift with British Airways to Cancun, Mexico. A move later, followed by Virgin Atlantic, resulting in a major upturn in airlift and visitation for the destination.
- ▶ Vice Chair for Evcom Association – an association for the meetings and events industry. Heavily involved in lobbying the government to form best practices and have the MICE sector registered with parliament.
- ▶ Spearheaded the European Crisis Comms division of the PATA Travel Association. Division helped destinations rebuild their brand in the tourism market following natural disasters.

## Education

- ▶ Chartered Professional in Digital Marketing (CPDM)
- ▶ Diploma in Tourism Management, Underwritten by the University of Manchester.
- ▶ A Variety of business and leadership, marketing and PR programmes.



## **Luisa Uruena**

**Role: Senior Account Director**

### **Qualifications**

- ▶ 18 years of tourism PR and communications experience, with a strong record of delivering measurable results for international destinations and hotel brands.
- ▶ Extensive global media relationships, securing over £60 million in coverage and top-tier placements in outlets such as the Financial Times, National Geographic Traveller, HELLO!, The Times and The Telegraph.
- ▶ Expert in strategic PR campaign development, content partnerships and influencer programmes, consistently achieving high reach and strong ROI.
- ▶ Skilled in planning and executing high-profile press trips and media itineraries, with 28 trips delivered in the past 12 months alone.
- ▶ Award-winning professional recognised for excellence by ProColombia and instrumental in securing multiple industry awards for clients.

### **Relevant International Tourism PR Experience**

- ▶ Nearly 20 years of delivering international PR campaigns for destinations and hotel brands across Latin America, Canada, Europe, and Asia.
- ▶ Secured extensive global media coverage in top-tier outlets including the Financial Times, The Times, The Telegraph, Daily Mail, National Geographic Traveller, and HELLO!
- ▶ Designed culturally adaptable PR strategies for diverse international markets, working seamlessly with cross-cultural teams and stakeholders.
- ▶ Delivered award-winning campaigns recognised by Wanderlust, Selling Travel, and LATA for excellence in destination promotion.



- ▶ Managed major content partnerships with leading publications such as National Geographic Traveller, The Independent and Active Traveller.
- ▶ Produced high-impact editorial results, including a 10+ page Financial Times Travel feature and an eight-page placement in National Geographic Traveller Food.
- ▶ Led the launch of ProColombia's tourism PR division in the UK, establishing its market presence and media profile.
- ▶ Coordinated high-profile press trips for top UK and European media, securing strong print, digital, and social coverage.
- ▶ Leveraged influencers and content creators for international recovery campaigns achieving multi-million consumer reach.
- ▶ Strengthened global visibility for niche destinations such as Aosta Valley through multi-platform PR and storytelling.

## Resume - Luisa Uruena

Business Management professional with proven track record in public relations, marketing and communications strategy; a high degree of professional integrity and strong interpersonal skills.

With 18 years of experience in public relations, a packed contacts book and exceptional organisational skills, Luisa is an integral part of the Axis Travel Marketing team. During her 17 years at the company, she has built an enviable reputation for her track record of devising successful strategic campaigns and providing the kind of proactive, hands-on PR that consistently delivers results for our clients, having a positive impact on areas such as visitation and brand integrity and delivering a clear return on investment.

Luisa has worked with cross-cultural teams for a diverse set of clients, including destinations and hotel brands from Latin America, Canada, Europe and Asia. Through her unstinting PR efforts, Luisa has worked with other team members on delivering the targeted objectives and helped secure a number of high-profile industry awards for Axis Travel Marketing's clients from prestigious travel media and industry bodies such as Wanderlust magazine, Selling Travel magazine and LATA (Latin America Travel Association).

## Key Achievements

- ▶ Secured in excess of £60 million in media coverage on behalf of Axis clients during her tenure as PR Manager / Director. Secured media coverage with a value in excess of £1.5 million in specialist investment media.
- ▶ Worked on a complex 7-day hiking itinerary for Financial Times Travel Editor, resulting in coverage of one full page in the print paper and an extensive +10 pages online piece.
- ▶ Worked with a pool of influencers including Hand Luggage Only and Paperboy as part of a post-pandemic recovery plan for one of Axis clients. The "Dream Now, Travel Later"

campaigned leveraged media who had previously visited the destination to produce inspirational content without losing a trace of authenticity. Achieved 8.1 million reach.

- ▶ Worked with Head of Channels of HELLO! Magazine to develop the right story angle for Canada's capital, Ottawa, reaching a 40 million audience and generated +£100,000 of media value with an article in this leading lifestyle magazine and household name.
- ▶ Formulated and delivered a content partnership plan to raise awareness of Aosta Valley, the smallest region of Italy, as a world-class skiers destination. The campaign achieved outstanding results with a variety of articles across print, online and social channels, obtaining 103,000 in print readership, a total of 19,640 page views and 833,152 in social media reach.
- ▶ Secured an award-winning food and travel writer for an eight-page placement in National Geographic Traveller Food, developing a bespoke, detailed itinerary that reflected the client's culinary identity in depth. The piece had a reach of 65,000.
- ▶ Sole responsibility for the set-up of new tourism division of ProColombia's office in London for the country's breakthrough in the UK industry.
- ▶ Best Business Advisor Award of the year, by ProColombia, across their 14 offices worldwide.

## Roles & Services in the Past 12 Months

- ▶ Devising strategy and implementing annual plans for all Axis' clients with a media remit.
- ▶ Commercial partnerships with National Geographic Traveller, The Independent, Active Traveller, Snow Magazine and In the Snow Magazine.
- ▶ Media pitching development.
- ▶ Participating in media industry awards via sponsorships and to foster media ties.
- ▶ Arranging 28 press trips with UK media including The Times, The Telegraph, Daily Mail and National Geographic Traveller.

## Education

- ▶ Imperial College Business School, Digital Marketing - 2020
- ▶ Pontificia Universidad Javeriana, Bogotá – Colombia, BA, Business Administration and Management, 1997 – 2001



## **Beth Harvey**

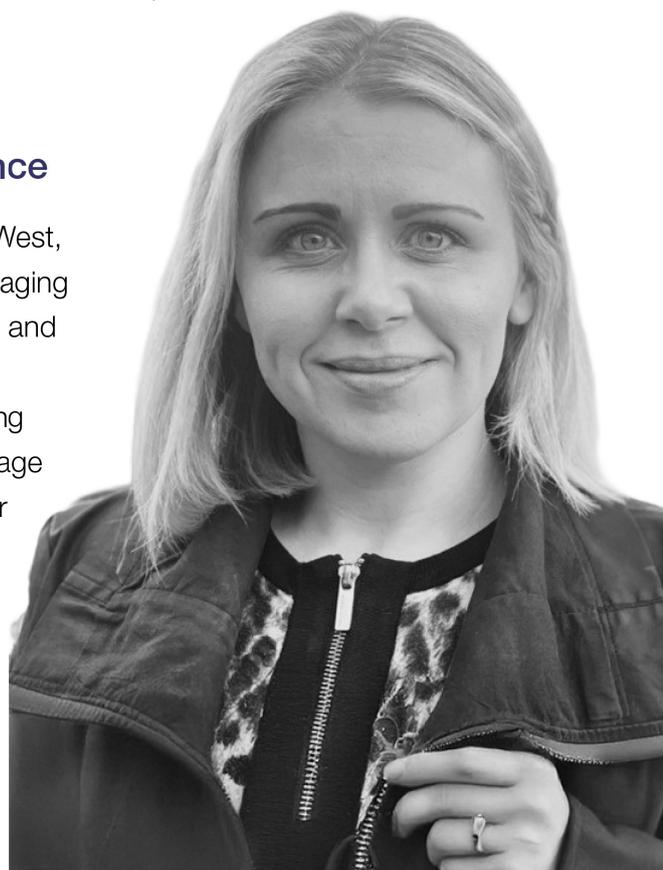
**Role: Senior Account Director**

### **Qualifications**

- ▶ 15+ years of international travel and hospitality PR experience, delivering high-impact campaigns for destinations, cruise lines, tour operators, and lifestyle brands across North America, Africa, Europe, and the Caribbean.
- ▶ Proven success with The Florida Keys, including leading Pan-European campaigns, arranging press trips, and securing multi-page editorial coverage in outlets such as National Geographic Traveller, Wanderlust, The Times, and Sunday Mirror.
- ▶ Award-winning PR professional with a track record of securing standout coverage, high-profile partnerships, and industry recognition for clients and campaigns.
- ▶ Expert in strategic campaign management, media relations, influencer collaboration, press trip planning, and content partnerships, generating substantial reach and ROI for international destinations.
- ▶ Strong leadership and mentorship skills, managing PR teams, guiding junior staff, and fostering collaborative, results-driven environments across fast-paced, multi-market campaigns.

### **Relevant International Tourism PR Experience**

- ▶ Led Pan-European PR for The Florida Keys & Key West, securing extensive multi-market coverage and managing teams across the UK, Ireland, France, Scandinavia, and German-speaking Europe.
- ▶ Delivered major long-form editorial features, including award-winning National Geographic Traveller coverage for Georgia and 14 pages of Wanderlust content for the Florida Keys.



- ▶ Managed crisis communications for the Florida Keys during Hurricane Irma and generated 120+ pieces of coverage early in the Covid-19 pandemic.
- ▶ Directed PR campaigns for 19 North American destinations, producing consistent top-tier exposure across leading UK and international outlets.
- ▶ Secured high-impact media partnerships with Wanderlust and other major travel publications to support destination storytelling.
- ▶ Planned and executed 20+ press trips in the past year alone, generating strong print, digital, and social media results.
- ▶ Delivered front-cover and multi-page features for clients such as The Great American West, elevating destination visibility in competitive markets.

## Resume - Beth Harvey

An enthusiastic, charismatic, and award-winning Senior PR Account Director with more than 15 years of experience across the travel, hospitality, and lifestyle sectors, gained both in-house and agency-side. With an extensive and loyal network of media contacts, Beth has a strong instinct for identifying and shaping standout stories. Creative, diligent, and approachable, she is highly organised and brings a proactive, strategic mindset to every project.

She has led account teams and delivered large-scale PR campaigns and events for eight UK tour operators, 19 North American states, provinces, and destinations, and cruise lines, across a broad portfolio of UK and international hospitality and lifestyle brands, including destinations as diverse as Namibia and the Isle of Wight. Regarded as a trusted and reliable leader, she has a proven track record of success in fast-paced, results-driven environments. She thrives in dynamic, forward-thinking teams and is deeply committed to managing and mentoring junior colleagues, developing the PR professionals of the future, and fostering a collaborative, high-performing work environment.

## Roles & Services in the Past 12 Months

- ▶ Arranging 20+ UK and international press trips for titles including cntraveller.com, The Sun, Sunday Mirror, Family Traveller and Travel Weekly
- ▶ Data research and liaison with NTOs and their representing UK PR agencies, together with tour operators for projects for Post Office Travel Money through CBPR
- ▶ Commercial partnership with Family Traveller
- ▶ Editorial bespoke media pitching for round-ups and news opportunities
- ▶ Regular attendance at media networking events to develop new client opportunities together with participation in webinars organised by associations such as TravMedia to keep abreast of the latest media updates, insight and trends
- ▶ Competition placement, planning and fulfilment
- ▶ Development of paid for campaigns with leading UK travel bloggers

## Education

- ▶ University of Southampton (2008-11): BA Modern History and Politics (2:1) - dissertation rated 1st class honours (grade: 85) – awarded Politics Prize for ‘Best Dissertation of 2011’
- ▶ Brighton College (2005-07): 4 x A Levels (Politics, History, Geography and Psychology - ABBB)



## **Albert Terry Jennings**

**Role:** Senior Account Director

Albert first visited the Florida Keys in the early 1990s as a tourist, and fell in love with the relaxed life-style and feel of the island chain. Professionally he first visited the Florida Keys in 1999 when Get It Across was contracted for travel trade marketing and representation in the German market. Over the past 25+ years he has visited the Florida Keys numerous times to participate in TDC meetings, execute site inspections of new and renovated properties, meet local activity providers, interface with hotel property owners and management companies with regard to wholesale pricing for established receptive tour operators active internationally.

Get It Across was subcontracted by KBC, which in turn was contracted by Newman PR, to undertake PR on behalf of The Florida Keys & Key West in the German-speaking markets in 2016. Following the unprecedented disruption of international and transatlantic travel during the COVID-19 pandemic, PR activities for The Florida Keys were successfully re-launched in 2021, adapting to a significantly changed market environment and media landscape. Through targeted media relations and strategic storytelling, The Florida Keys were put back on the map in German-speaking markets, with PR activities continuing through 2022.

Since 2025 GIA has been re-contracted by Visit Florida Keys to handle PR, Social Media and communication strategy, and our direct communication with Visit Florida Keys PR staff has been most effective and professionally rewarding.

Albert's engagement with Visit Florida Keys PR include:

- ▶ Networking, specifically with PR associations and Visit Florida, airlines
- ▶ Cross-Marketing PR opportunities with the Visit Florida Keys Trade Team at GIA
- ▶ Media Partnerships with print and online-platforms
- ▶ Strategic messaging
- ▶ LGBTQ+ engagement
- ▶ Budgetary Planning and allocation
- ▶ Market Information, traveler profiles, economic analysis



- ▶ ROI criteria evaluation, reporting, result-driven strategy definition

## Qualifications

- ▶ 25+ years of international tourism PR and marketing experience, delivering strategic campaigns for global destination clients.
- ▶ Extensive expertise in strategic planning, research, and ROI analysis, ensuring campaigns achieve measurable results for tourism clients.
- ▶ Proven experience with US tourism promotion in German-speaking markets, including Brand USA campaigns, trade show coordination (ITB, IPW), and social media initiatives.
- ▶ Strong industry leadership and network, demonstrated through three consecutive terms on the board of Visit USA Germany (VUSA) and collaborations with multiple international tourism boards.
- ▶ Multilingual and cross-cultural skills, with deep knowledge of German and US markets, enabling effective international communication, media relations, and market-specific PR campaigns.

## Relevant International Tourism PR Experience

- ▶ Ongoing engagement with the German travel media since 1994
- ▶ Recruitment and oversight of GIA PR Division since 1999
- ▶ Successful involvement of German travel press (consumer and trade) in US state tourism conferences
- ▶ Moderator of panel discussions at conferences and trade shows such as Go West Summit, Discover New England
- ▶ Planning and execution of joint press fam tours with tour operators, shouldering costs and providing a clear call to action for consumer bookings
- ▶ Multi-Channel activations with blockbuster films (Cars and Route 66) for consumer sweepstake promotions
- ▶ Solicitation and recruitment of airline, rental car, accommodation and activity partners for PR famtrip inclusion either f.o.c. or at reduced industry rates
- ▶ Three-Term member of Board of Directors of Visit USA Committee Germany

## Resume – Albert Jennings

A native of Austin, Texas, Albert was an Urban Studies major at the University of Pennsylvania with a concentration in Macro-Economic Planning and a minor in German. He moved to Germany in 1988, and after several years of market research and translation work discovered the travel industry. Albert founded GIA in 1999 based on his strong industry contacts and has steadily grown the company since then. As Managing Director Albert oversees strategic and

budgetary planning for all clients, executes research and ROI projects and strives to establish a healthy work-life balance for his staff.

Outside of the office Albert enjoys biking through the countryside, discovering quaint little towns along the way. In Cologne he frequently spends the evenings on his grand piano with his penchant for late romantic Russian and baroque classical music.

## Education

- ▶ 1984 – 1988 University of Pennsylvania • Philadelphia • Pennsylvania  
B.A. May, 1988. GPA 3.0 / 4.0  
Major: Urban Studies (Macro-Economic Planning)  
Minor: Germanic Languages  
Thesis: German Immigration in 19th Century Philadelphia and Neighborhood Structure  
Projects: Economic Census Tracking, Macro-Economic Modeling
- ▶ 1986 – 1987 Ludwig Maximilians Universität • Munich • Germany. Junior Year Abroad Program
- ▶ 1986 – 1986 University of Vienna • Vienna • Austria. Summer Language Program



## Julian Herbig

**Role:** Senior Key Account Manager

Julian studied History and Politics at the Universities of Cologne, Germany and Seville, Spain and has worked in tourism, PR, and communications for more than 13 years. His professional background spans cultural institutions, food & lifestyle brands, and several years as a tour guide in Portugal and Spain, experiences that shaped his deep understanding of storytelling and destination marketing.

Since joining GIA as Senior PR Manager in summer 2024, Julian has been dedicated to what inspires him most: encouraging people to explore the world. He currently serves as Senior PR Account Manager for Visit Florida Keys, overseeing all PR efforts in the DACH & BeNeLux markets

### Relevant International Tourism PR Experience

- ▶ Extensive experience leading PR for international destinations, including the German-speaking and Benelux markets for The Florida Keys & Key West, securing broad coverage across diverse channels
- ▶ Designed and executed multi-market campaigns for destinations, lifestyle brands, and cultural or entertainment sectors.
- ▶ Skilled in creating culturally adapted storytelling and media strategies tailored to national and international audiences.
- ▶ Built strong, long-term relationships with journalists, influencers, and travel trade professionals to deliver high-impact media placements.
- ▶ Experienced in managing cross-cultural teams and coordinating complex campaigns involving press trips, media events, social media activations, and influencer collaborations. Consistently delivered campaigns on time, within budget, and with measurable results.



## Qualifications

- ▶ Lead PR Manager for Visit Florida Keys with strong familiarity of the brand, destination, and stakeholder landscape
- ▶ Extensive experience in international tourism PR, serving clients across Germany, Austria, and Switzerland (DACH), as well as Belgium, Netherlands and Luxembourg (BeNeLux)
- ▶ Strategic Communication: Develops tailored PR and communication strategies aligned with each client's objectives and market specifics
- ▶ High-impact Storytelling: Crafts compelling narratives that emotionally resonate with audiences and strengthen destination identity
- ▶ Agenda Setting & Media Positioning: Secures visibility through targeted topic placement and relationship-driven pitching
- ▶ Media Relations & Event Execution:
  - ▶ Organizes media events, press briefings, and desk visits
  - ▶ Produces high-quality PR materials (press releases, factsheets, brochures, presentations)
- ▶ Network Development: Actively builds and maintains relationships with key journalists, bloggers, influencers, and tourism partners
- ▶ Focus on Personal Interaction: Values dialogue, exchange, and long-term relationship building with media and industry stakeholders
- ▶ Budget & Performance Management: Oversees budget planning, allocation, KPI tracking, reporting, and ROI documentation

## Resume – Julian Herbig

Julian studied History and Politics at the Universities of Cologne and Seville and has over 13 years of experience in tourism, PR, and communications. He has worked with museums and companies in the food and lifestyle sector and has guided groups through Portugal and Spain, gaining hands-on cultural and destination knowledge.

Since Summer 2024, Julian has been a Senior PR Manager at GIA, leading PR campaigns for international tourism destinations, lifestyle brands, and cultural initiatives. He specializes in cross-cultural communication, media relations, influencer collaborations, press trip coordination, and strategic campaign planning, consistently achieving measurable results across multiple markets and channels.

Outside of work, he enjoys spending time in nature—whether jogging, climbing, or having a picnic with his family—and exploring new culinary experiences, particularly Mediterranean cuisine.

## Roles & Services in the Past 12 Months

- ▶ PR Manager for Visit Florida Keys, put the Keys back on the map of DACH & BeNeLux Markets
- ▶ Provides expert PR consulting on behalf of the clients mentioned in the markets of Germany, Austria and Switzerland
- ▶ Strategic Communication: Develops tailored communication strategies to meet the specific needs of each client
- ▶ Storytelling: Uses narratives to engage target audiences emotionally and strengthen brand identity
- ▶ Agenda Setting: Positions relevant topics in the media to enhance client visibility
- ▶ Responsible for organising and executing:
  - Media Events: Plans and conducts events to introduce clients' brands and messages to the media
  - PR Materials: Designs and produces creative content, such as press releases, brochures, and presentations
  - Systematically expands GIA's network by actively building connections with journalists, bloggers and influencers
- ▶ Places particular importance on:
  - Personal Interaction: Seeks active dialogue and exchange with industry experts & media representatives
  - Long-term Relationships: Focuses on sustainable connections with key industry stakeholders to foster lasting partnerships
- ▶ Budget planning, allocation and budget control, reporting and documenting ROI and targeting KPIs

## Education

- ▶ Oct 2005 – June 2011 University of Cologne  
Degree: Master of Arts in History and Politics
- ▶ Feb 2008 – Sept 2008 Universidad de Sevilla  
Semester Abroad with specialisation in Spanish History
- ▶ Jun 2006 – Sept 2010 Various international internships in Portugal, France, and Slovakia
- ▶ Aug 1995 – Jun 2004 Freiherr-von-Stein-Schule Rösrath (High School)



## **Anna Zerres**

**Role:** Junior PR Manager

As the designated Junior PR Manager for the Visit Florida Keys account, Anna plays an integral role in supporting PR activities across the DACH and BeNeLux markets. Anna studied Linguistics, Cultural Studies and Translation (English, Spanish, French), followed by a degree in Conference Interpreting at the University of Mainz, Germany. She joined GIA in 2024 as a Junior PR Manager, allowing her to pursue her passion for communication, culture, and travel. She supports several international tourism clients, including Visit Florida Keys, Visit Tucson, Meet Boston, Discover New England, and State of Washington Tourism / Port of Seattle.

Her core responsibilities include:

- ▶ Writing press releases and trade newsletters
- ▶ Supporting the organisation and execution of press trips
- ▶ Translating marketing materials (English–German)
- ▶ Preparing and coordinating media events
- ▶ Representing clients at media functions and meetings
- ▶ Reporting and documentation
- ▶ Maintaining and updating CRM systems



## **1D Additional Resource Access**

Axis Travel Marketing and Get It Across have a flexible, scalable operational structure that enables us to quickly deploy additional resources or reassign personnel to meet the TDC's needs. Our senior team model ensures that every client account is led by experienced professionals, supported by a wider range of specialists in PR, marketing, digital, and administration who can be activated as project demands change.

For large initiatives, peak deliverables, or unexpected surges in activity, Axis and GIA can leverage their network of in-house and freelance account directors, media specialists, content creators, event managers, and research analysts to bolster its core team. This approach allows us to increase capacity swiftly without compromising quality or service continuity.

If staff realignment is necessary, such as replacing underperforming personnel or adjusting roles to better meet project requirements, Axis has established internal performance management and escalation protocols. These ensure the timely identification of service gaps and enable the immediate reassignment of qualified team members with relevant expertise. Our extensive talent pool and long-standing partnerships with specialist contractors and international affiliates provide additional flexibility to secure the capabilities needed.

Through this adaptable resourcing structure, we guarantee consistent delivery standards, uninterrupted service, and seamless scalability to support the TDC's strategic objectives.

## **1E Subcontractor Relationship**

Axis Travel Marketing will subcontract to Get It Across (GIA) to handle the German-speaking markets in Germany, Switzerland, and Austria (known as DACH), as well as the Netherlands, Belgium, and Luxembourg (known as BeNeLux). Axis Travel Marketing and GIA have been successfully working as market-specialist partners for the past 15 years.



## **2 / SCOPE OF WORK MANAGEMENT**

A Disciplined Approach That Protects Resources and Enhances Performance

- A. Methodology & Approach
- B. Services & Processes
- C. Workflow
- D. Expertise



## 2A METHODOLOGY & APPROACH

### Why is it essential to have a Strong Methodology and Approach in International Tourism PR?

- ▶ **Ensures consistency and strategic alignment across multiple markets**, preventing fragmented messaging and enabling a coherent global narrative.
- ▶ **Provides a structured framework for proactive outreach**, allowing destinations to stay ahead of media cycles, respond to trends, and maximise visibility.
- ▶ **Strengthens targeting** by defining traveler segments, editorial pillars, and priority markets, ensuring that PR efforts directly support destination objectives.
- ▶ **Facilitates adaptability** by enabling rapid adjustments to market shifts, emerging opportunities, or evolving client priorities without disrupting the overall strategy.
- ▶ **Enhances credibility** through data-driven decision-making, competitor monitoring, and ongoing analysis of media performance and audience behaviour.
- ▶ **Maximises efficiency by standardising** materials, maintaining ready-to-use assets, and ensuring timely, consistent communication with media stakeholders.
- ▶ **Drives measurable results** by aligning story development, content distribution, and outreach cadence with proven PR best practices.

We take a proactive and structured approach to campaign planning. Every annual media plan we deliver is built around a targeted pitching calendar, segmented media outreach, and a flexible framework that allows us to adapt to market trends and client priorities quickly.

Our strategic PR plans are developed around two foundational components: the types of travellers we are targeting and the editorial pillars on which we build the content. Once those components are defined, in close collaboration with the client, we then outline a multi-platform strategy encompassing traditional media and digital touch points for the specific markets. When defining the editorial clusters we analyse the range of product attributes such as natural settings, heritage, conservation.

Our campaigns go beyond traditional PR. We tap into emerging travel narratives, aligning our storytelling with evolving consumer interests — from cultural experiences and sustainability to food tourism and off-the-beaten-path adventures. We leverage local ambassadors, using these voices to build a stronger narrative, sharing their stories and perspectives to provide authentic insights and fostering deeper cultural understanding of the destination.

Press materials are crafted with insight and care, supported by strong visuals and clear angles, achieving high open rates across releases, and newsletters and always ensuring they are compatible with the media consumption on a particular market. A press release calendar is also created and adaptable for any latest news that may arise. Press releases or newsletters are

sent out monthly at a minimum. We also amplify clients' messaging, ensuring timely distribution of their destination-focused press releases and video news releases, working closely with HQ.

As part of our ongoing media relations and story pitching, we conduct ongoing monthly media calls to all types of media within the target list and deliver differentiated and clear story hooks that are responsive to consumer trends and more likely to secure coverage. Suggested monthly outreach benchmarks 6 UK media, 6 in DACH, 3 media covering Scandinavia, BeNeLux and Italy.

Media analysis is intertwined in our routines. We utilise media monitoring tools to assess coverage of our client across print, digital, and social platforms, examining storylines, themes, and tone, whilst benchmarking against competitor destinations to uncover opportunities for standout positioning and narrative differentiation.

We are 'switched on' with a proactive media engagement approach. All press assets are regularly updated to ensure we have ready-to-send files to fulfil media enquiries adequately. Similarly, the range of digital assets is kept organised to ensure the latest video and images are available for timely response handling.

Press trips are a key element of our media strategy and we strive for the successful coordination and support of these programmes, focused on different itinerary themes to increase awareness and promote visitation in line with current consumer trends and key strength pillars. Press trips programmes are handled as a full encompassing project where we devise target lists, design invites, conduct outreach and recruiting, negotiate media placements, and work closely with the client to deliver curated, compelling itineraries that lead to standout coverage. We place special attention to the angles that we go for, making sure these resonate with specific country audiences. We then bring the project to conclusion with the respective follow ups and the tracking of resulting media coverage.

As part of our media planning and press trip programmes, we also work with influencers and content creators. We identify and collaborate with influencers who align with our values to tap into their expanded reach and drive or boost sales conversions. We will source, negotiate and remain involved in ensuring solid content distribution.

Editorial partnerships are also an essential part of our media strategy. These are an effective platform to build brand awareness and reach wider audiences whilst hitting specific KPI's. With the advantage of a more controlled narrative, via these partnerships we can deliver creative, high impact placements, long form immersive content, utilising engaging formats to suit each market.

Our media reach is backed by in-person presence at key media marketplaces. We attend a variety of events to promote our clients, further build on our existing connections, create new ones and communicate our stories to a larger audience. These events include IMM International Media Market Events in Europe, Media Getaway, TravelPresentation in BeNeLux, Visit USA media events and Meet the Media Ireland in the UK. Travel News Market in Scandinavia and BIT Milano, TTG Travel in Rimini, Italy (although travel fairs, a number of writers and media members

attend these events). We also work with stakeholders in each market, Visit USA (Italy) and Discover America (Nordics), to partake in key events.

Reporting is crucial to the execution of the above scope of work, and in our partnership, we are all in on performance monitoring. We understand that presenting key information and gathering data from our activities provides a basis for informed decision-making. We submit a copy of the monthly activity, including the status of ongoing activities, stakeholder interactions, earned media clippings with value, reach, and the ground partners involved.

We understand the critical role of crisis communication as part of a comprehensive media relations service. In business, reputation is everything. But reputation can also be very fragile, and it only takes one mistake to cause damage. This is especially true in the digital world where radical transparency and high customer expectations reign supreme.

At Axis and GIA, we understand this, and we have processes in place to ensure that we are prepared should anything go amiss. On a daily basis, we monitor the social amplification of our clients to ensure that the tone is on brand. We also listen to the social interactions to allow us to respond in a way that aligns both brand and customer expectations if needed. Additionally, we are well-versed in crisis management and are ready to act at any time of day for our clients. When a crisis sadly hits, it will come right out of the blue, and it is the response made that will get you out of the situation quickly. We have experience managing crisis communications plans for many of our clients, and we can draw on our expertise in working with the Florida Keys for the past 14+ years and supporting them through hurricanes.



# INTEGRATED INTERNATIONAL PR METHODOLOGY & APPROACH

## Strategic PR Plan



- ▶ Annual PR and media plan built on the client’s requirements
- ▶ Targeted pitching calendar
- ▶ Flexible framework for multi-platform, market-driven adaptation

## Foundational Strategic Components



- ▶ Definition of traveler segments
- ▶ Editorial pillars based on product attributes and target audiences.

## Story Development & Positioning



- ▶ Alignment with emerging travel narratives
- ▶ Using local ambassadors for authentic insights
- ▶ Monthly press release cycle

## Media Outreach & Relationship building



- ▶ Monthly targeted media calls
- ▶ Story hooks aligned with consumer trends
- ▶ Benchmarked outreach
- ▶ Updating of press & digital asset library for rapid response

## Press Trips & Influencers



- ▶ End-to-end management
- ▶ Tracking tone, themes & competitor activity
- ▶ Monthly reporting on KPIs

## Crisis Communications



- ▶ Daily social and reputation monitoring
- ▶ Clear protocols for rapid response

## 2B SERVICES & PROCESSES

### Why Structured Financial and Operational Processes Are Essential

- ▶ **Ensures accountability and transparency** across all aspects of service delivery and financial management.
- ▶ **Provides structured workflows** and detailed documentation that support accurate tracking of work performed and expenditures incurred.
- ▶ **Maintains full audit readiness** through complete, verifiable, and well-organised supporting materials.
- ▶ **Reduces administrative burden for the client** by standardising reporting, invoicing, and reconciliation processes.
- ▶ **Enhances visibility into budget status**, cost trends, and projections through the end of the fiscal year.
- ▶ **Strengthens decision-making** and promotes operational efficiency through reliable, data-driven reporting.
- ▶ **Supports a trusted and well-governed partnership** built on clarity, accuracy, and proactive communication.

Axis Travel Marketing and Get It Across combine over 40 years of experience in international destination representation, supported by strong operational systems that ensure accountability, transparency, and predictable outcomes for our clients. Together, we offer an integrated and detail-oriented approach to service delivery, workflow management, assignment tracking, and financial administration, specifically designed to meet the standards required by U.S. destinations.

### 1. Comprehensive Service Delivery Framework

We provide end-to-end support throughout the entire lifecycle of each engagement, ensuring continuity, responsiveness, and adherence to contract requirements. Our core services include:

- ▶ Program planning, implementation, monitoring, and performance management.
- ▶ Technical and administrative support aligned with contractual obligations.
- ▶ Dedicated account management for consistent service delivery.
- ▶ Ongoing stakeholder communication and structured progress reporting.

All services are delivered in accordance with documented standard operating procedures, quality assurance protocols, and risk management frameworks.

## 2. Workflow, Assignment Tracking, and Project Approvals

Axis and Get It Across jointly manage workflows through structured processes honed over years of collaboration with Visit Florida Keys. Our teams work seamlessly with all VFK departments, including PR & Communications, Advertising, Trade Marketing, Sales, Research, Accounting, and Legal, to ensure efficient execution and timely project approvals.

Key components include:

- ▶ Centralised workflow intake for new requests, assignments, and deliverables.
- ▶ Defined routing and authorisation procedures to ensure that all projects receive proper approvals before launch.
- ▶ Real-time assignment tracking using internal project management systems, allowing team members to monitor status, timelines, and responsibilities.
- ▶ Transparent communication channels with client stakeholders to clarify expectations, review milestones, and address potential issues early.

This disciplined, coordinated approach ensures that projects progress efficiently while maintaining alignment with destination priorities.

## 3. Account Administration, Controls, and Financial Accuracy

Axis Travel Marketing and Get It Across maintain strict financial controls to ensure transparency, audit readiness, and compliance with contractual obligations. With over 25 years of experience in managing complex international accounting, especially for U.S. tourism organizations, we possess significant expertise and a thorough understanding of the procedures and documentation requirements in the Florida Keys. This strengthens the financial governance and accountability of our partnership.

All account administration through:

- ▶ Central account oversight led by a dedicated Account Director.
- ▶ Documented workflows for intake, resource allocation, authorisation routing, and deliverable tracking.
- ▶ Internal approval protocols for all expenditures, labour charges, and invoicing.
- ▶ Currency conversion proofs.
- ▶ Boarding passes and airfare documentation.
- ▶ State of Florida travel approval forms.
- ▶ Proof of payment, per diem records, and reconciled credit card statements.

Both agencies maintain strict compliance with international audit standards.

## 4. Monthly Billing & Financial Reporting

Axis and Get It Across provide transparent, traceable, and fully auditable monthly billing packages, which include:

- ▶ Detailed monthly invoices with line-item labour, materials, and reimbursable expenses.
- ▶ Timesheets documenting hours worked, labour category, billing rates, and task references.
- ▶ Original itemised receipts for all allowable expenses.
- ▶ A monthly billing recap summarising activity to date, year-to-date totals, and budget projections.
- ▶ Reconciliation against approved budgets, purchase orders, or task authorisations.

Get It Across uses daily updated exchange rates for accurate currency conversion, ensuring consistency between actual expenditures and invoiced amounts. All invoices undergo multi-level internal quality control before submission.

Both agencies also track and report weekly hours on each account as required, with clearly defined hourly rates reconciled against the agreed-upon scopes of work.

## 5. Documentation, Backup Materials & Audit Readiness

Axis and Get It Across maintain complete, secure, and well-organised documentation to support both internal and external audits. This includes:

- ▶ Secure digital repositories for timesheets, receipts, approvals, and deliverables.
- ▶ Version-controlled project files and detailed activity logs.
- ▶ Comprehensive audit trails documenting authorisations and expenditure justifications.
- ▶ Retention schedules aligned with client and regulatory standards.

All financial and operational documentation is available upon request.

## 6. Reporting, Forecasting & Communication

We maintain a proactive communication framework that ensures transparency and consistent alignment with client goals. Regular reporting includes:

- ▶ Status reports summarising accomplishments, upcoming tasks, and risk mitigation strategies.
- ▶ Forecasting reports projecting labour utilisation and future needs.

## 2C WORKFLOW

### Why effective workflow, assignment tracking, and project approval processes are important

- ▶ **Ensures consistent and disciplined project execution** through standardised workflows and clearly defined roles and responsibilities.
- ▶ **Increases transparency** by providing real-time visibility into the status of tasks, resource utilisation, and overall project progress.
- ▶ **Strengthens accountability** by documenting task ownership, tracking performance, and maintaining auditable approval records.
- ▶ **Reduces operational risks** by enabling the timely identification and escalation of delays, resource constraints, or scope deviations.
- ▶ **Enhances compliance** with client requirements, contractual obligations, and internal governance standards.
- ▶ **Improves decision-making** by ensuring that all project approvals are backed by complete documentation and accurate, up-to-date information.
- ▶ **Promotes operational efficiency** by minimising rework, clarifying expectations, and ensuring that all work is authorised and aligned with project goals.

Axis Travel Marketing and Get It Across employ well-structured, documented processes to manage workflows, track assignments, and ensure timely, compliant project approvals. These practices promote operational consistency, maintain accountability, and provide complete visibility into project status at every stage.

We have ongoing working relationships with the Florida Keys and have a well-established workflow. This includes tools used in our current role as an interface for Visit Florida Keys in all markets.

### Workflow Management

We utilise a centralised workflow management system to coordinate all tasks from initial intake to completion. Each request is logged, categorised, and routed in accordance with established operating procedures. Defined process maps guide each execution step, ensuring that work progresses in a controlled and auditable manner. Status indicators and automated alerts support timely escalation, risk identification, and deadline management.

### Assignment Tracking

All assignments are documented within our project management platform, which records task ownership, due dates, resource allocations, and performance metrics. Team members receive clear, role-specific responsibilities and are required to provide regular progress updates.

Supervisors maintain real-time oversight through dashboards that track milestones, deliverables, and resource utilisation, allowing for proactive adjustments to staffing or timelines.

We are currently using **Airtable** for assignment tracking and maintain access to the collaborative workspace used by Visit Florida Keys. In addition, we work with internal project management tools to ensure efficient prioritisation, seamless workflows, and precise documentation.

## Project Approvals

We follow a formal, tiered approval process to validate the project scope, budget, and compliance requirements before work begins and at key decision points throughout the project. Approval workflows include designated reviewers, electronic authorisation, documentation of decision rationale, and version control. Every approval action is recorded, creating a complete audit trail. This structured approach ensures alignment with client expectations, contractual requirements, and organisational governance standards.

Together, these workflow, tracking, and approval processes enable us to deliver consistent, high-quality outcomes while maintaining transparency, accountability, and operational efficiency across all engagements.

## 2D EXPERTISE

Axis Travel Marketing and Get It Across (GIA) bring extensive experience in developing, coordinating, and executing multiple concurrent campaigns for a variety of destination stakeholders. Our partnership has a proven track record of managing complex marketing ecosystems where tourism boards, industry partners, local businesses, event organisers, and community groups collaboratively shape a destination's narrative. This combined expertise allows us to deliver integrated, high-impact programs that maintain brand consistency while addressing the unique needs of each partner.

### Integrated Multi-Stakeholder Campaign Management

Both Axis and GIA specialise in creating campaign structures that ensure seamless communication, aligned messaging, and efficient resource allocation across all involved stakeholders. Our approach includes centralised planning, clearly defined approval pathways, and shared performance dashboards, which enable us to manage multiple initiatives simultaneously without sacrificing quality, speed to market, or strategic cohesion.

Our joint expertise encompasses:

- ▶ Coordinating multi-tiered campaigns for lodging partners, attractions, conservation organisations, tourism councils, and event producers.
- ▶ Developing strategic messaging frameworks that preserve overall destination brand cohesion while allowing for tailored content that meets specific stakeholder priorities.
- ▶ Managing overlapping timelines, budgets, creative deliverables, and media placements across numerous simultaneous campaigns.
- ▶ Applying cross-campaign analytics to optimise performance and ensure that individual initiatives support broader destination goals.
- ▶ Facilitating collaborative planning processes that keep all partners informed, aligned, and engaged throughout every phase of the campaign.
- ▶ Together, Axis Travel Marketing and Get It Across offer unmatched expertise in orchestrating large-scale, multi-stakeholder destination marketing campaigns. Our combined experience ensures that Florida Keys stakeholders receive tailored, high-performance programs which elevate the destination and generate tangible, data-driven results.

## Example #1

### Multi-Channel LGBTQI+ Campaign for the Florida Keys

Our capabilities are exemplified by the comprehensive LGBTQI+ marketing campaign executed for the Florida Keys & Key West in the summer of 2022. Designed to reach both niche and mainstream audiences, this multi-channel initiative included:

- ▶ Social media activations, digital content creation, and targeted advertising in German LGBTQI media.
- ▶ A prize raffle linked to the “Delfie” campaign, where participants submitted selfies with the “Randy” dolphin statue for a chance to win a trip to Key West.
- ▶ Shop window displays in Berlin and consumer-facing flyer distribution.
- ▶ Media partnerships with Queer.de, Blu Media Group, and additional influencers and content creators.

This campaign demonstrated our ability to integrate public relations, digital engagement, influencer participation, and targeted media outreach into a unified strategy, delivering strong storytelling, audience engagement, and measurable promotional value for the destination.



During the month of July (when both the city festival and the Berlin Pridefest took place), the main window of LGBTQI store Bruno's in Berlin received a VFK-themed branding



We organised a VFK booth at the annual LGBTQI festival in Berlin, where Delfin “Randy” was used as the key activation piece.

Advertorial, Banners & Newsletter at German LGBTQ+ platform queer.de

**Gewinne fünf Übernachtungen in Key West, der queeren Hauptstadt Floridas!**  
15. August 2022

- Anzeige -

Bleiben Sommer hast Du die einmalige Gelegenheit, einen Traumurlaub in Key West zu gewinnen. Mach ein „Delfi“, poste es auf Social Media und gib die Chance!

Mit einem wichtigen Gewinnspiel verbindet das Touristikbüro der Florida Keys & Key West mehrere mehrtägigen Aufenthalte in Key West. Du gewinnst glücklicherweise 5 Übernachtungen im Doppelzimmer inklusive Frühstück für Dich und eine Begleitung im Key Orleans House in Key West. Das Key Orleans House lockt mit seinem Charme, einer traumhaften Pool- und Gartenlandschaft inklusive Whirlpool für bis zu 12 Personen. Das stolze „All Male Gay Guesthouse“ Key West liegt direkt an der Duval Street und bietet perfekte Ausgangspunkte für Ausflüge ins pulsierende Szene-Nachtleben der Insel, aber auch Rückzugsmöglichkeiten und viele Optionen für Ausflüge in die Natur, z.B. zum Dolphin Watching auf einer Gay Day Cruise, um dann echte Delfine in ihrer natürlichen Umgebung zu erleben.

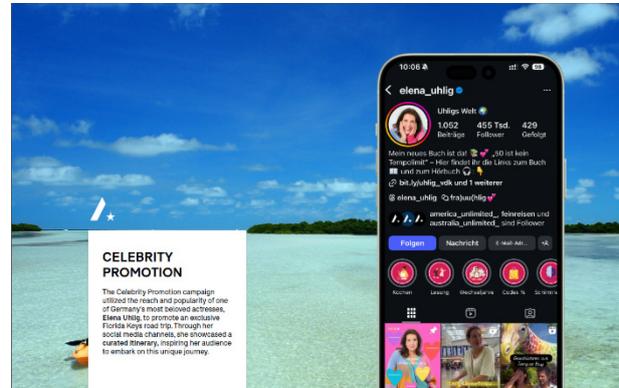
**Kreativität gefragt!**  
Was, was Du tun musst ist ein „Delfi“, also ein Delfin von Dir mit einem Delfin als zum 15. August 2022 auf Facebook, Twitter oder Instagram posten und dazu den Hashtag #KeyWestDelfi verwenden. Das Profil muss dabei öffentlich einsehbar sein. Wer zufällig keinen Delfin in der Wanne zu Hause liegen hat, kann dies auch mit Stofftieren, Fische oder dem hier abgebildeten Regenbogen-Delfin zum Ausdruck tun.

Media Partnership with LGBTQ+ Blue Media Group

## Example #2

### Celebrity Influencer Promotion

In early summer 2025, we partnered with a prominent German celebrity influencer to promote an exclusive road trip experience in the Florida Keys across various digital channels. The goal was to enhance destination visibility, inspire trip planning, and drive qualified traffic to a bookable tour operator offer.



### Strategy & Activities

GIA collaborated with German actress Elena Uhlig to authentically showcase a curated itinerary for the Florida Keys through her highly engaged social media community. The campaign included:

- ▶ A dedicated Instagram Reel highlighting key stops along the route
- ▶ A consumer raffle for a Florida Keys fly-drive holiday
- ▶ Targeted META advertising executed by the tour operator America Unlimited
- ▶ A feature placement in America Unlimited's U.S. travel e-newsletter

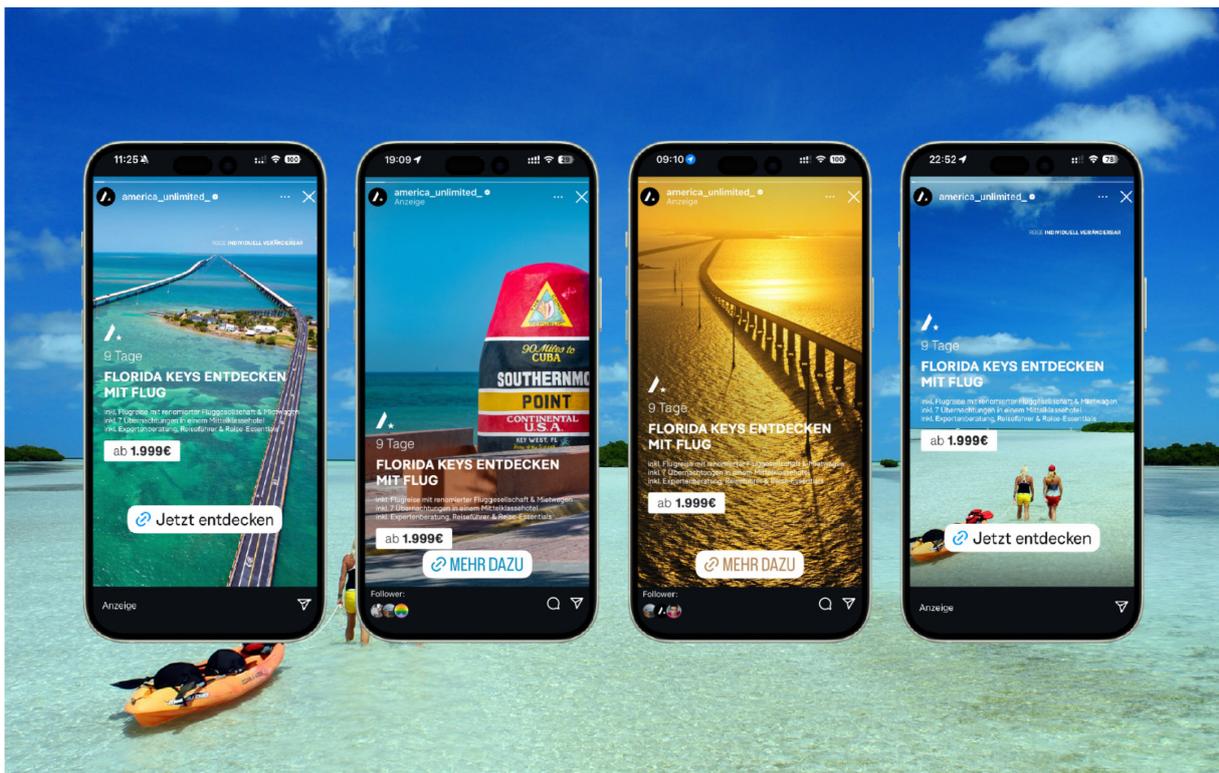
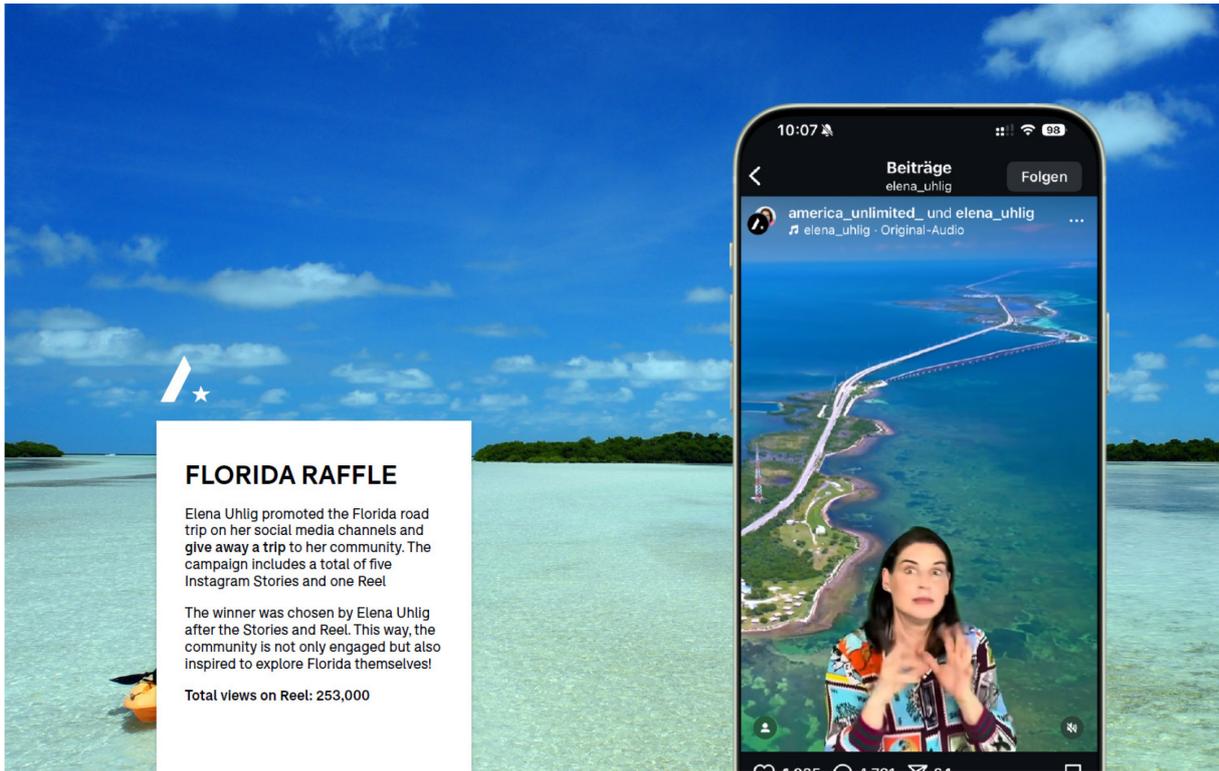
This multi-layered approach combined the appeal of influencer marketing with strong calls to action, converting inspiration into bookings.

### Results

- ▶ Elena Uhlig's campaign generated 253,000 video views and 5,000 comments, indicating exceptionally high audience engagement.
- ▶ The META ads promoting the Florida Keys and Key West offer reached 365,750 impressions, significantly increasing visibility for the itinerary.
- ▶ The e-newsletter inclusion reached over 150,000 U.S.-based travellers, expanding exposure among a highly relevant and intent-driven audience.

### Impact

This integrated strategy, combining influencer marketing with trade partnerships, successfully elevated brand awareness for the Florida Keys in the German market, amplified authentic storytelling, and increased demand for fly-drive holidays. It demonstrated the effectiveness of coordinated multi-channel campaigns.



## Example #3

### Consumer campaign to boost awareness and gather data for Tourism Nova Scotia

We have represented Nova Scotia in the UK and Ireland since 2017. We deliver an integrated travel trade and public relations (PR) program to drive demand, strengthen trade confidence, and support air access. Our long-term contract showcases consistent delivery, commercial impact, and our ability to convert awareness into measurable market growth.



### Marketing Strategy and Activities

Our annual program provides year-round visibility through a well-coordinated mix of trade, media, and consumer activities, which include:

- ▶ Ongoing sales calls and relationship management with tour operators, airlines, travel agents, and media
- ▶ Training for travel agents and call centre staff, supported by an incentivised online training program
- ▶ Five to seven joint marketing campaigns with tour operators
- ▶ Attendance at and organisation of key trade, consumer, and media events
- ▶ Familiarisation trips (fam trips) for product managers and sales agents
- ▶ Press releases, copywriting, and hosted media visits
- ▶ Paid content partnerships and sponsorships of leading travel media awards
- ▶ A major consumer promotion in collaboration with Heart FM, incorporating airline and tour operator partners

### Results

- ▶ Secured CAD 3 million in media coverage
- ▶ Received nominations for the Wanderlust Travel Readers Awards for Most Desirable Region in 2023 and 2024
- ▶ Generated 14,000 consumer entries and 2,500 opted-in contacts through a consumer promotion
- ▶ Hosted eight media representatives in-destination, delivering sustained editorial exposure

### Impact

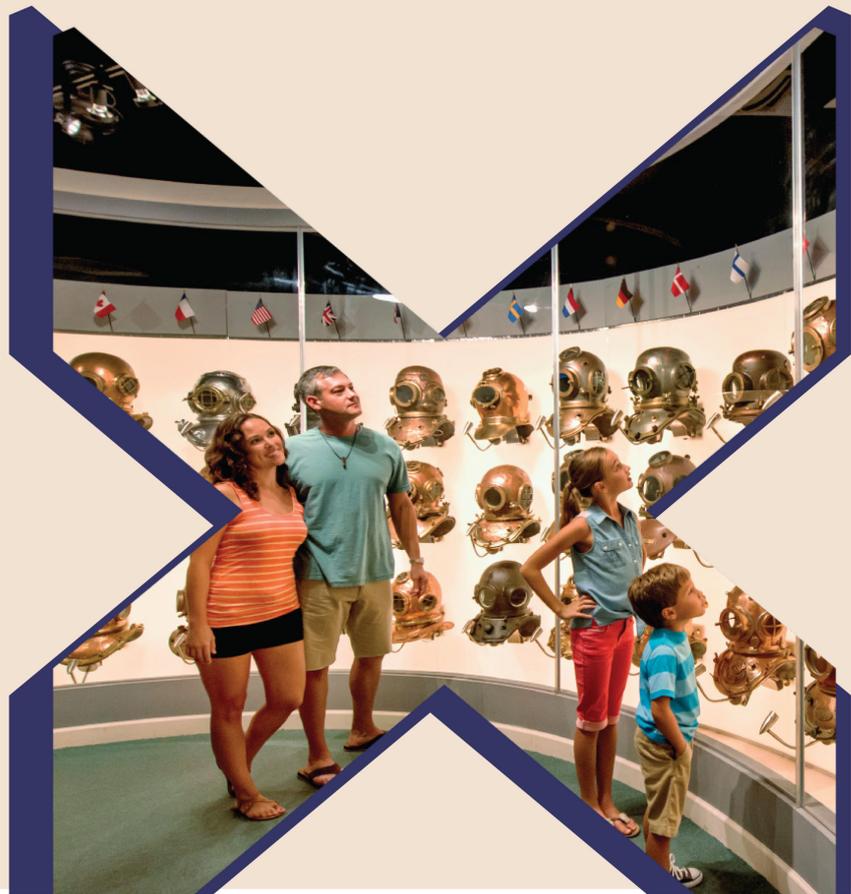
The program has driven sustained market growth, enhanced trade engagement, and strengthened the destination's credibility in the UK and Ireland. Notably, our efforts supported the return of direct flight services from three regional UK airports, demonstrating a clear commercial return and a long-term market impact beyond just media metrics.



## 3 / ACCOUNT MANAGEMENT

Reliable Governance and Responsive Support That Drive Long-Term Success

- A. Account Management
- B. Accountability & Responsiveness
- C. Onboarding



## 3A ACCOUNT MANAGEMENT

Our approach to managing international public relations programs is based on strategic coordination, disciplined oversight, and rigorous performance tracking. We understand that international PR involves integrating multiple markets, considering cultural differences, navigating diverse media landscapes, and meeting various stakeholder expectations. To ensure consistency, accuracy, and measurable outcomes, we use a structured account management model supported by transparent reporting practices.

### Account Management Approach

We assign two dedicated Account Directors to oversee the international PR portfolio and ensure alignment across all markets. Local market specialists and international media partners are coordinated through a centralised communication framework that includes standardised briefing materials, unified messaging guidelines, and consistent campaign calendars. This structure allows us to deliver cohesive global strategies while customising content and outreach to fit the nuances of each target market.

#### Our account management process includes:

- ▶ Development of annual and quarterly PR plans tailored to each international region.
- ▶ Centralized oversight of messaging, media relations, content development, and partner coordination.
- ▶ Routine cross-market alignment meetings to ensure consistency across campaigns and avoid redundancy.
- ▶ Clear points of contact for rapid escalation, sharing market intelligence, and ensuring real-time responsiveness.

### Activity Tracking

We maintain detailed tracking of all international PR activities through a centralized project management and media-monitoring platform. Each activity, including pitches, media inquiries, press trip coordination, content deliverables, and partner engagements, is logged with key metadata, such as date, market, objective, responsible team member, and outcome.

#### Tracking components include:

- ▶ Market-by-market activity logs that document outreach actions and media interactions.
- ▶ Press trip tracking modules covering recruitment, itinerary planning, hosting, and post-trip results.
- ▶ A global editorial calendar reflecting planned announcements, story angles, and media opportunities.

- ▶ KPI dashboards that track reach, engagement, impressions, sentiment, and earned media value.

## Reporting

We provide structured and transparent reporting that allows stakeholders to evaluate progress, outcomes, and ROI across all international markets. Our reporting templates are standardised to facilitate meaningful comparisons across regions while considering each market’s unique media environment.

### Our reporting process includes:

- ▶ Monthly progress reports summarising completed activities, media placements, pending opportunities, and next steps.
- ▶ Quarterly performance reviews with analytics on media coverage, thematic impact, market-specific trends, and benchmarking against objectives.
- ▶ Comprehensive annual recaps that include aggregated KPIs, global media valuation, campaign highlights, and recommendations for future planning.
- ▶ Access to real-time dashboards for clients who require ongoing visibility into international activities.

	Articles generated by SoWT/POS activity	Estimated value of media coverage	Reach	Other Articles on SoWT/POS	Estimated Value of unassisted articles	Reach of unassisted articles	Media events attended	(FAMs) Press Visits	Media Calls /Meetings	Press Releases
Jan 24	2	\$ 9,00	6.313	6	\$ 142.512,00	3.175.612	0	0	2	1
Feb 24	2	\$ 51.588,00	36.156	6	\$ 105.939,28	2.734.549	0	0	4	1
Mar 24	8	\$ 95.043,64	2.860.144	9	\$ 395.705,00	3.012.244	2	1	34	1
Apr 24	3	\$ 15.646,95	152.400	3	\$ 3.945,80	825.851	0	0	3	1
May 24	3	\$ 6.004,81	606.313	5	\$ 56.320,30	21.345.454	0	2	4	1
Jun 24	3	\$ 20.601,00	700.000	23	\$ 10.055,25	3.334.504	0	0	4	1
July 24	1	\$ 4.251,00	52.583	41	\$ 180.534,52	46.630.107	1	0	6	1
New FY										
Aug 24	1	\$ -	9.000	13	\$ 120.513,12	25.577.620	0	2	4	1
Sep 24	12	\$ 183.834,56	2.270.644	15	\$ 621.229,28	11.650.955	1	1	4	1
Okt 24	5	\$ 31.174,00	1.103.600	16	\$ 158.862,30	59.673.240	1	1	10	1
Nov 24	1	\$ -	168.000	11	\$ 116.873,48	1.581.065	0	0	4	1
Dez 24	2	\$ 416,00	394.000	42	\$ 76.459,15	83.662.745	1	0	3	1
<b>Total</b>	<b>43</b>	<b>\$ 408.568,96</b>	<b>8.359.153</b>	<b>190</b>	<b>\$ 1.988.949,48</b>	<b>263.203.946</b>	<b>6</b>	<b>7</b>	<b>82</b>	<b>12</b>
<b>KPI's 2024</b>	<b>20</b>						<b>3</b>	<b>3</b>	<b>40</b>	<b>6</b>

Example of a report

## **3B ACCOUNTABILITY & RESPONSIVENESS**

Axis Travel Marketing has established a structured account management system to ensure that all activities are fully accountable, highly responsive, and strategically aligned with the objectives of the Florida Keys destination throughout the contract duration. Our approach involves clear governance, transparent reporting, and continuous collaboration with destination leadership.

### **Accountability**

We implement defined workflows and approval protocols that document all actions, decisions, and expenditures, ensuring complete traceability and readiness for audits. A dedicated Account Director oversees all programs, verifying that deliverables meet established quality standards and contractual expectations. Performance metrics and key performance indicators (KPIs) are monitored regularly, with progress communicated through monthly summaries and quarterly strategic reviews. All campaign assets, communications, and media activities are logged in a centralized system for full visibility.

### **Responsiveness**

Axis and GIA maintain an accessible account team trained to provide prompt responses to stakeholder inquiries, emerging needs, and market shifts. Clear communication channels and service-level expectations ensure that questions, approvals, and requests are addressed without delay. We conduct regular check-ins to identify new opportunities, address potential issues early, and adapt to real-time market conditions. Our structure allows for the rapid mobilization of resources when timely action is needed, such as responding to media interest or adjusting campaign messaging.

### **Alignment with Destination Goals**

At the beginning of each contract cycle, we review the destination's strategic plans, marketing priorities, and brand guidelines to ensure full alignment. All campaigns, media outreach, and partner initiatives are evaluated against these goals to maintain consistency in messaging, positioning, and desired outcomes. Ongoing coordination with destination leadership ensures that evolving priorities, such as seasonality, environmental messaging, or new product offerings, are reflected in both current and future activities. Quarterly planning sessions support continuous alignment, enabling us to refine strategies and reallocate resources to areas with the highest impact.

Through this integrated approach, Axis Travel Marketing and Get It Across ensure that every initiative is managed with rigor, agility, and strategic intention, upholding accountability, maintaining responsiveness, and advancing the long-term goals of the destination.

## 3C ONBOARDING

We propose a structured and disciplined approach to onboarding, staff continuity, and issue resolution. This approach ensures a seamless transition, consistent service delivery, and ongoing operational reliability throughout the contract term. Currently, Axis and GIA are working with Visit Florida Keys on public relations, providing us with a thorough and up-to-date understanding of the account. Our active engagement has made us familiar with key contacts, established workflows, strategic priorities, and the destination itself. Coupled with over 20 years of relationship history, this firsthand knowledge allows our team to begin work immediately, ensuring minimal ramp-up time and no disruption to ongoing efforts.

Our strategy emphasises clear governance, defined workflows, and proactive communication to support continuity, accountability, and efficient resolution of any issues that may arise.

### Onboarding Approach

The onboarding process is designed to facilitate a smooth, efficient start to the engagement and align all stakeholders on expectations, priorities, and workflows.

Key components include:

#### 1. Kick-off Meeting and Alignment Workshops

A formal kick-off session is held to review destination goals, target audiences, brand guidelines, reporting expectations, and contractual requirements, ensuring alignment from the outset.

#### 2. Documentation Transfer and Systems Setup

All relevant materials, including historical reports, media lists, campaign assets, and performance data, are collected, organised, and integrated into Axis and GIA's project management and reporting systems.

#### 3. Process and Workflow Confirmation

Communication protocols, approval workflows, meeting schedules, and escalation procedures are established to support efficient collaboration, staff continuity, and issue resolution.

#### 4. Roles and Responsibilities Briefing

Each team member is introduced with a clearly defined scope of responsibility, ensuring clarity, accountability, and seamless coordination across all functions.

#### 5. Rapid Knowledge Transfer and Destination Immersion

Building on our ongoing PR engagement with the Florida Keys, Axis and GIA already possess strong institutional knowledge, including key contacts and destination insights. To further enhance this foundation, we recommend an initial familiarisation trip for the account team to gain firsthand experience and develop authentic storytelling. Early engagement with local tourism boards and partners will reinforce relationships, while the PR Manager will participate in

future media familiarisation trips to lead and expand destination expertise. Ongoing learning will be supported through monthly updates and regular partner calls.

## Staff Continuity

We prioritise staff stability to maintain institutional knowledge, reduce operational disruptions, and sustain long-term strategic alignment. Axis and GIA are proud of their high staff retention. Many team members have been with us for over 10 years, providing institutional knowledge and stability.

Our continuity structure includes:

- ▶ **Dedicated Account Team:** A core team, led by an Account Director, remains consistent throughout the contract. This ensures familiarity with destination objectives and stakeholders.
- ▶ **Cross-Training:** Secondary team members are trained on all major workflows to guarantee uninterrupted service in the event of absences or staffing transitions.
- ▶ **Structured Knowledge Management:** Documentation, reports, and project history are maintained in centralised systems, enabling seamless handoffs without any loss of information.
- ▶ **Succession Protocols:** If staffing changes occur, we implement planned transitions with overlapping coverage to protect timelines and deliverables.

## Issue Resolution

At Axis Travel Marketing and Get It Across, we embrace open feedback and maintain a proactive approach to problem-solving. Any challenges that arise are addressed promptly and collaboratively, with clear responsibilities assigned to relevant team members. To ensure timely issue resolution and prevent disruptions, we employ a formalised, tiered escalation process and rapid response protocols. Issues are first addressed by the day-to-day account lead and, if necessary, escalated to the Account Director or senior leadership for higher-level intervention.

We recognise the importance of continuously improving our workflows and collaboration. Regular check-ins, post-project reviews, and periodic evaluations help us identify potential issues early, refine our processes, and incorporate stakeholder feedback. For recurring or high-impact matters, we conduct root-cause analyses to identify underlying causes and implement corrective actions.

Through this structured, proactive issue-resolution framework, we guarantee a seamless onboarding process, stable account management, and strong alignment with destination goals. This approach supports consistent performance and ensures our teams work together to resolve challenges and improve outcomes.



## 4 / MEDIA RELATIONS STRATEGY & EXECUTION

Transforming Insight-Driven Strategy into High-Value Media Impact

- A. Network Strategy
- B. Pitching Strategy
- C. Market-Specific Storytelling



## 4A MEDIA NETWORK & RELATIONSHIP STRATEGY

At Axis Travel Marketing and Get It Across, we believe that media relations are fundamentally a people-oriented business. Although the media landscape is continually evolving, personal connections remain essential for identifying the right journalists and influencers, crafting compelling stories, and inspiring genuine engagement with destinations. Our combined approach leverages extensive reach alongside long-standing, trusted relationships to deliver credible, high-impact editorial coverage across key international markets.



© Joni Israeli

Together, we utilise a powerful media network of more than 1,100 verified active contacts, supported by a robust CRM containing over 2,000 qualified media professionals across the travel, lifestyle, sustainability, luxury, trade, broadcast, print, digital, and influencer sectors. Many of the journalists and media partners we collaborate with are long-term associates, built through years of consistent, reliable engagement. Our relationships span the UK, Ireland, DACH (Germany, Austria, Switzerland), BeNeLux, and broader European markets, and we continuously strengthen these connections through multiple touchpoints.

Relationship-building is driven by proactive, structured engagement. We conduct ongoing monthly media calls, both virtually and in person, targeting defined lists while delivering clear, differentiated story ideas that respond to consumer trends and editorial priorities. Our joint press office operates on an always-on basis, ensuring timely responses to media inquiries and fostering continuous relationship development throughout the year.

We maintain a strong presence at major international and regional industry events, including TravMedia IMM events, IMM Berlin, Visit USA media events, Media Getaway, the British Guild of Travel Writers Awards, and Meet the Media Ireland. Additionally, we regularly organise press dinners and bespoke media gatherings for clients, creating informal environments that encourage deeper engagement and storytelling opportunities. By actively participating in professional associations and industry workshops, we can position destinations within trusted, peer-led media conversations.

We maintain visibility through a multi-channel communications strategy, including regular calls, targeted press releases, LinkedIn engagement, and curated story ideas to ensure ongoing media coverage. With strong connections to national and regional tourist boards, we pinpoint key opportunities for our clients. Trust, reliability, and consistency are central to Get It Across and Axis Travel Marketing, fostering long-term relationships within the international media community.

## **4B PITCHING STRATEGY**

Proactive media outreach is essential for successful destination public relations. It enables tourism organisations to shape narratives, maintain consistent visibility, and secure valuable editorial coverage. Our team has developed and implemented strategic pitching initiatives that anticipate media interests, leverage emerging trends, and align destination stories with the editorial needs of key outlets. By combining data-driven insights with strong media relationships and tailored story development, we have achieved impactful earned media placements that enhance destination profiles, stimulate consumer interest, and support overall marketing goals. The following examples demonstrate how our proactive pitching strategies have resulted in measurable PR success for tourism destinations.

# Example #1

## Culinary Promotion for Meet Boston

Boston sought to strengthen its positioning as a compelling culinary destination within German-speaking markets, securing high-quality editorial coverage that would resonate with food, lifestyle, and travel audiences within a short timeframe.



### Activities

We identified and engaged a German-speaking journalist from Austria, who is currently based in New York and has a strong editorial focus on lifestyle, fine dining, and travel. By leveraging our established relationship and closely coordinating with the destination, we organized a press trip on short notice. This program allowed the journalist to experience Boston’s culinary highlights firsthand and connect with key figures in the city’s food scene.

### Results

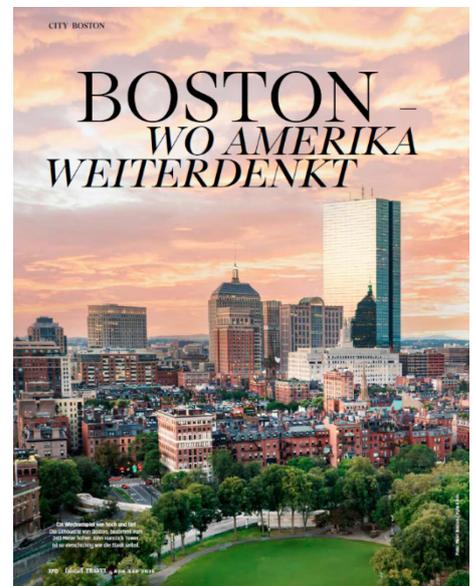
The journalist produced a nine-page feature article about Boston, which was published in Falstaff Travel just four weeks after the trip.

### Impact

**Reach: 150,000 readers**

**PR Value: USD 148,000**

This example illustrates how agile, relationship-driven pitching and rapid-response press coordination can lead to significant earned media coverage and measurable value for destinations.



# Example #2

## Proactive Pitching Leading to National Media Coverage

The Florida Keys aimed to gain significant national media exposure in Germany to strengthen the destination's positioning while effectively communicating its sustainability initiatives and alternative mobility options, moving beyond rental cars.



### Activities

We implemented a proactive pitching strategy targeting top-tier journalists in our media network. We approached a prominent writer from DIE ZEIT with a carefully crafted story angle focused on sustainability, aligning with the publication's editorial priorities.

In collaboration with the Florida Keys team, we organised a tailored press trip that allowed the journalist to experience the destination using the FlixBus connection from Miami to Key West. This approach supported the destination's goal of promoting responsible travel and public transportation as an authentic way to explore the Keys.

### Results

The trip resulted in a full-page feature in DIE ZEIT, positioning the Florida Keys within one of Germany's most prestigious and influential national media outlets. The article highlighted public transportation and sustainability as integral parts of the destination experience.

### Impact

Reach: 2,145,000 readers

PR Value: USD 160,000

This case demonstrates how targeted, relationship-driven pitching combined with strategic story development can generate high-quality earned media in top-tier outlets while directly supporting broader destination communication objectives.



## Example #3

### Positioning Aosta Valley as a Leader in Sustainable Alpine Innovation

The Aosta Valley offers exceptional alpine experiences, cultural richness, and a strong commitment to sustainability. However, it has not gained as much international recognition as larger European mountain destinations. Its unique strengths have not been consistently highlighted in global media, which limits its visibility and differentiation in the competitive alpine tourism market.



## Activities

- ▶ We identified a significant media opportunity in infrastructure transformation, aligning it with the increasing global interest in sustainable travel and environmentally responsible ski tourism.
- ▶ We created a proactive pitch that detailed the sustainable upgrades planned for the 2025 season, outlining the scope, timeline, key milestones, and the broader community and environmental benefits.
- ▶ To provide deeper insights into Aosta Valley's commitment to innovation, we facilitated access for the media to local officials and community stakeholders for interviews.
- ▶ We targeted premium international outlets with strong readerships in travel, adventure, and winter sports, highlighting Aosta Valley as a pioneering destination for sustainable alpine development.



As a result, we secured engagement from The Daily Telegraph, leading to the commissioning of one of its top ski writers to cover the story exclusively.

## Results

The Daily Telegraph featured an article highlighting the resort's innovative sustainability initiatives and its planned transformation in 2025.

- ▶ As one of the UK's most influential publications, The Daily Telegraph's exclusive content attracts over 67 million visitors to its website each month, offering substantial international exposure.

The piece enhanced the destination's reputation as a leader in sustainable alpine development and showcased the effectiveness of strategic, insight-driven pitching in securing impactful earned media coverage.

## Example #4

### From New Air Route to Measurable Demand

This campaign highlights a highly effective, air-led strategy that transformed awareness into demand while greatly enhancing media visibility. By leveraging Air France's new Paris–Ottawa service, the program integrated targeted consumer marketing, premium media partnerships, and travel trade activation to boost bookings and increase room nights, despite the lack of direct airlift from the UK.



### Objective

Consumer awareness to conversion campaign and media enhanced presence.

### Approach & Campaign Overview

Air France launched a new direct flight Paris to Ottawa. With no direct flight from the UK in 2024, we needed to take advantage and push the one stop option with the short connecting transfer on the front end.

We identified a strong and measurable conversion campaign that would also peak awareness and interest into the targeted demographics of Active Adventurers, Sophisticated Explorers, Family Orientated. The campaign incorporated traditional media promotion with Wanderlust magazine, supported by a programmatic page skin takeover with contextual and data targeting, and a paid advertising campaign with META and Google SEO.

To further support the route, we follow a two-pronged approach. On the b2b angle, we worked with two tour operators to actively promote the new “one stop” route in their promotions to their end clients and on the b2c angle we planned and handled a media sales mission showcasing Ottawa, as a vibrant, cosmopolitan and culturally rich destination and conducted media recruiting for an appreciation event to conclude the sales blitz.

Travel trade activations included partnering up with Canadian Sky for a high-impact joint marketing campaign to boost awareness, enquiries, and room night bookings. Targeting professional couples, empty nesters, families, and the 45+ market, the campaign blended powerful digital touchpoints with inspiring new travel product.

## Core Deliverables

- ▶ Impressions
- ▶ Traffic generation
- ▶ Conversions to Fly Me to Ottawa Page
- ▶ Media recruiting for sales mission
- ▶ Earned media
- ▶ Media recruiting for appreciation event
- ▶ Room nights

## Results

### Conversion campaign

- ▶ Total impressions received: 5,545,375.
- ▶ Clicks to Ottawa landing page: 82,383.
- ▶ Conversions to Fly Me to Ottawa Page on the Air France Website: 413.

### Sales mission

- ▶ Secured 8 media meetings with travel and lifestyle magazines, b2b titles and freelance journalists with bylines in all major national broadsheets.
- ▶ Media coverage of \$223,357 from sales mission
- ▶ Secured 63 media guests to attend the showcase event. Media profiles for each of the guests were uploaded ahead of the event to facilitate the networking for Ottawa Tourism delegates.
- ▶ Prepared a detailed wrap-up report outlining immediate and long-term editorial opportunities and action points to track follow ups.

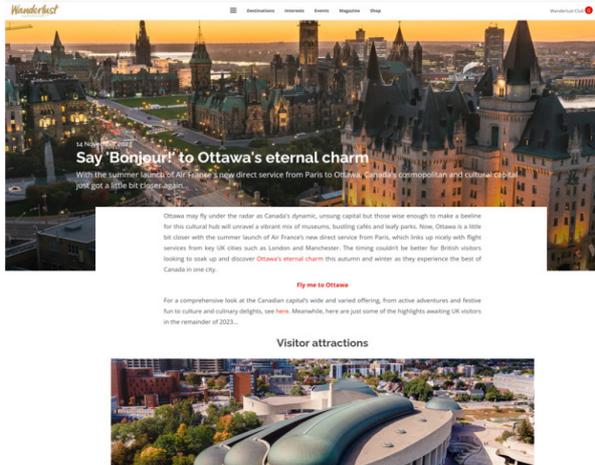
### Media Exposure

- ▶ Overall media coverage obtained for the destination across 2024 was \$400,561 which represented a 930% increase YOY.

### Travel Trade Activation

- ▶ Email features: 27.23% open rate
- ▶ Facebook: 7,789 reach
- ▶ Room nights booked in Ottawa grew by 12% vs last year

## Editorial Partnership | Wanderlust Magazine



Mobile Banner

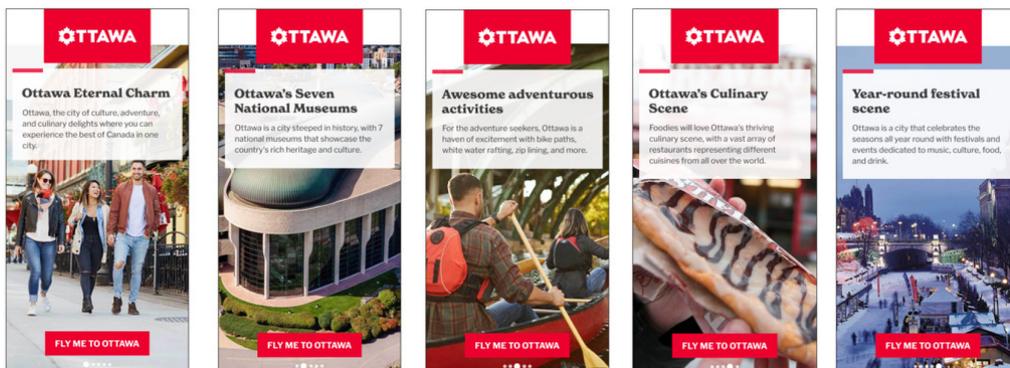


Desktop Banner

### Programmatic Display Advertising

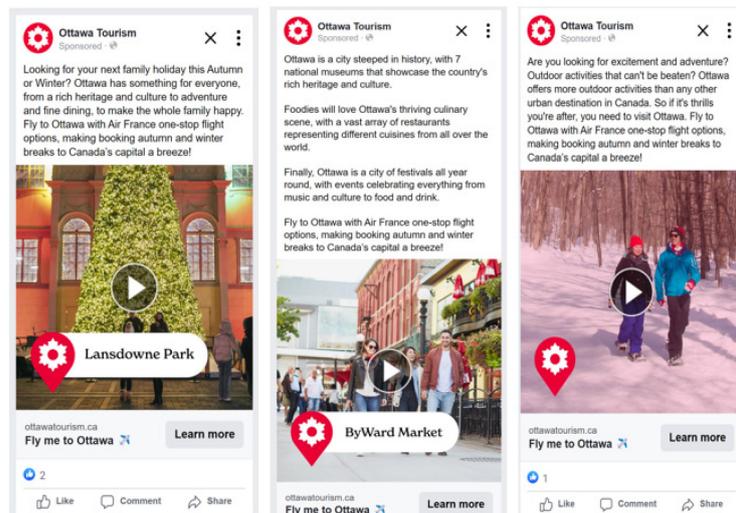
Carousel placements adapted for all device formats, targeted to behavioural interests and contextual placements run across numerous UK websites across a 2-week period.

Call to action directed to the landing page.



### Social Media

Mix of video and static carousels across Facebook and Instagram Supported with Google advertising promoting Air France flight.



Family

Sophisticated Explorer

Active Adventurers

Media coverage

**Ojibwe Spirit Horses**  
By Ada Pavesi

The only breed of horse native to North America, Ojibwe ponies – or Ojibwe Spirit Horses – are named for their connection with Indigenous people before European colonizers forced them to almost extinction. In 1970, they had just 100 ponies left in the world. Today, Ojibwe Spirit Horses are a protected species and while their numbers continue to grow, there are still many challenges to their conservation in Canada and the United States.

“Unfortunately the historical stories of these tiny ponies had been completely forgotten.”

Ottawa’s landmarks such as Parliament Hill can feature in scenic tulip photos © Neil Robertson

We’ve all heard of Keukenhof. However, you may be surprised to discover that the Netherlands aren’t the only place that clients can soak up the vibrancy of these seasonal, Dutch blooms.

Appreciation event

Outdoor Adventure  
Culinary Experiences  
Here to Inspire Memories  
Business Inclusive Events

**HERE TO INSPIRE**

Join Team Ottawa for an evening of entertainment and networking with special guests, Ottawa Tourism President & CEO, Michael Crockett, and Mayor of Ottawa, His Worship Mark Sutcliffe.

Ottawa beckons with iconic landmarks, dynamic business hubs, and cultural richness. Join us as we showcase Ottawa’s unique blend of tradition and modernity, ready to inspire your next memorable venture.

**YOU ARE INVITED**  
April 22, 2024  
12th Knot at Sea Containers, London

Discover the endless opportunities Ottawa has to offer while enjoying great company, exquisite food, entertainment, and a chance to win 2 tickets to Ottawa with Air Canada!

[Click here to register](#)  
SPACE IS LIMITED

If you have questions, please email [msexwick@ottawaturism.ca](mailto:msexwick@ottawaturism.ca)



## Travel trade activation | Canadian Sky

### Email features



**Explore Ottawa, the heart & soul of Canada...**

The charming capital of Ottawa is the perfect city to place at the heart of an eastern Canada tour, within easy reach of Toronto & Montreal.

Cruise its beautiful waterways to see the majestic parliament buildings, explore world-class museums and stroll the boutiques and cafes of vibrant Byward Market.

Explore Ottawa >




**Create memories in Ottawa...**

Ottawa offers a plethora of unique sights and ways to explore. Cruise along the waterways to see the majestic parliament buildings, cycle between the world-class museums and galleries.

In summer you can enjoy white-water rafting just a paddle away from the centre, and in winter you can skate the world's largest ice-rink, the Rideau Canal Skateway.

Discover Ottawa >



### Facebook Posts

Canada's charming capital Ottawa is the perfect city to place at the heart of road trip or escorted tour, or better still – an independent tour by train. Now it's just a short flight thanks to Air Canada's new direct service, with Montreal and Toronto just a few hours away by VIA Rail. Ottawa offers a plethora of unique sights and experiences.

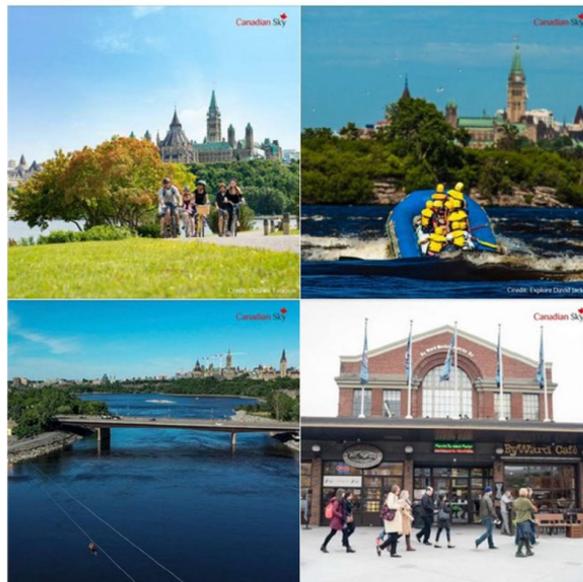
Cruise along the waterways to see the majestic parliament buildings, cycle between the world-class museums and galleries. In summer you can enjoy white-water rafting just a paddle away from the centre, and in winter you can skate the world's largest ice-rink, the Rideau Canal Skateway.

<https://ow.ly/bGe950T7GUB>



Ottawa is a city for all seasons and all people. With Air Canada now offering direct flights, and so much to see and do in Canada's charming capital city, we've made it easier for you to decide what to do by compiling our Top Ten.

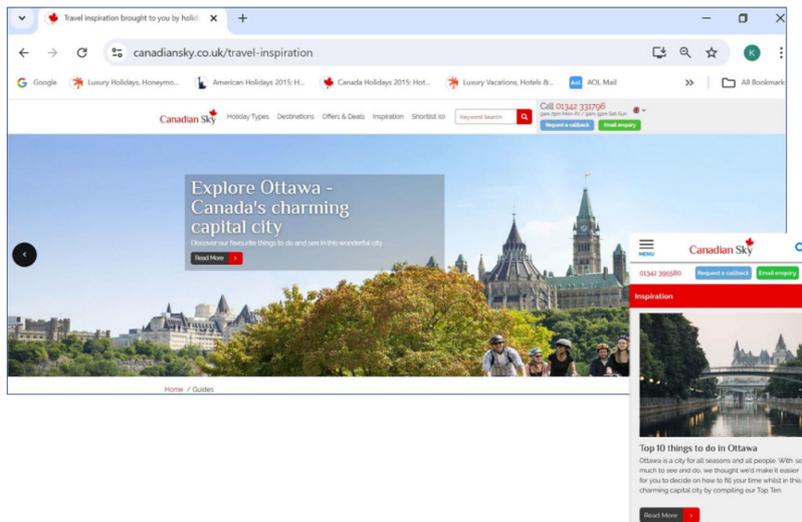
From cruising along the waterways to zip-lining across the river, and from touring the majestic parliament buildings to browsing the stalls & savouring the food of Byward Market. Check it out here: <https://ow.ly/XTr050T7Gie>



### Website Homepage Features – UK & Ireland



### New content article & feature on the Inspiration landing page



### New product development

**Ottawa and Montreal**  
Tours Including Rail | Tailor-Made Tours | Independent Tours

A wonderful twin-centre holiday experiencing two of Canada's most interesting cities - Ottawa and Montreal. Enjoy fabulous cuisine, fascinating history, impressive art and lovely neighbourhoods to stroll, and travel by train between the two.

6 nights From **£1,599 pp** Including Flights

My shortlist | More Details

**Experience Ottawa**  
Independent Tours

The capital of Canada, Ottawa is a fascinating mix of state buildings, galleries & museums with a thriving restaurant scene. A great place for a couple of nights, you could also add on a stay in Toronto or Montreal.

5 nights From **£1,279 pp** Including Flights

My shortlist | More Details

## 4C MARKET-SPECIFIC STORYTELLING

Compelling storytelling begins with a thorough understanding of each target market. Audiences differ significantly across regions in terms of demographics, content and channel preferences, booking behaviour, and editorial expectations. Recognising these differences is crucial for achieving meaningful reach and engagement. Therefore, all content is customised to align with local media landscapes, audience interests, and cultural nuances, with close collaboration from clients who remain involved and informed throughout the content development process.

Scandinavian audiences are typically digitally savvy, experience-driven, and highly motivated by access to the outdoors and sustainability. In the UK, audiences place a strong emphasis on authoritative and aspirational journalism and have a clear appetite for curated luxury, expert-led storytelling, and practical planning content. Italian audiences respond best to vibrant, lifestyle-oriented narratives that highlight local culture, food, regional authenticity, and slower-paced travel experiences.

In the DACH and BeNeLux markets, storytelling focuses on themes including sustainability, adventure, culinary experiences, and road trips. Content formats vary, ranging from long-form feature articles to digital-first and social media narratives. In all markets, the appropriate tone, imagery, and distribution tactics are employed to ensure relevance and impact.

Press materials are crafted with market-specific headlines and hooks that reflect local editorial priorities. In Scandinavia, content emphasises nature-based experiences, family-friendly outdoor escapes, and strong sustainability credentials. In the UK, stories highlight exclusivity, expertise, and data-driven angles, including awards, expert commentary, and planning-focused content such as road trips, the best hotels, and seasonal alternatives. In Italy, storytelling emphasises food culture, local figures such as chefs and hosts, strong lifestyle imagery, and seasonal events, including festivals and regional activities.

Key Performance Indicators (KPIs) and messaging priorities are defined collaboratively with clients. They are continuously refined based on media feedback and emerging opportunities to keep campaigns culturally relevant and strategically aligned. For instance, when creating a press release about holiday events in the Florida Keys, the focus was placed on culturally distinctive and visually appealing moments such as the Red High Heel Drop, the Conch Shell Drop, and the boat parade, rather than merely listing every activity. This selective, market-aware approach maximised editorial interest and engagement.

By combining deep market expertise with tailored content strategies, Axis Travel Marketing and Get It Across ensure that every story captures attention, resonates with audiences, and delivers meaningful visibility across international markets.



## 5 / EXPERIENCE

Leveraging Hard-Earned Insights to Maximise Your Competitive Advantage

- A. Experience
- B. Showcase Projects
- C. Media and Travel Landscape



## 5A EXPERIENCE

We maintain an exceptionally high client retention rate, which reflects long-term satisfaction and trust in our ability to deliver consistent, high-impact results. Notably, we have served as the trade account agency for Visit Florida Keys since 1999 (GIA) and 2012 (Axis), continuously managing their trade marketing initiatives across the UK, Scandinavia, Italy, DACH and BeNeLux markets. Since both companies were established, we have served as the PR contractor for a variety of clients, including Colorado Tourism Office, Discover New England, Tourism Nova Scotia, Ottawa Tourism, Aosta Valley, Washington State, Boston, Meet Boston, Visit Tucson, and Visit Oklahoma City.

Over the past five years, our team has successfully delivered a wide range of international tourism PR and destination marketing projects that align with the scale, scope, and duration required in this RFP. These projects have included multi-market campaigns for clients from Europe, North America, and Asia, integrating media relations, travel trade activities, influencer collaborations, press trips, content creation, social media activations, and long-term strategic planning. Each program was completed on time, within budget, and to our clients' full satisfaction.

Our approach combines structured, proactive planning with highly personalised execution. Campaigns are guided by comprehensive annual strategies and media plans built around targeted pitching calendars, segmented outreach, and the flexibility to adapt quickly to changing market trends and emerging opportunities. We operate an always-on press office, supported by a network of over 1,100 verified media contacts spanning national and regional outlets, broadcasters, trade media, influencers, and niche publications. Importantly, we leverage not only access but also the trusted relationships we have built over time to secure credible, high-quality editorial coverage.

In 2024 alone, our campaigns generated more than USD 4 million in media value, with over half directly attributable to proactive pitching and press releases. Our curated press trips consistently result in high-impact coverage, including notable placements such as an eight-page feature in National Geographic Traveller Food. Our press materials are strategically developed to align with evolving travel narratives—encompassing themes such as culture, sustainability, culinary experiences, and off-the-beaten-path adventures—and they achieve strong engagement, with average open rates of 28% for press releases and 38% for newsletters.

We maintain a strong presence at key industry and media events, including TravMedia IMM, ITB, WTM, Visit USA events, Meet the Media Getaway, the British Guild of Travel Writers Awards, and Meet the Media Ireland, ensuring continuous relationship-building and market visibility. Throughout each campaign, we evaluate not only reach and media value but also the quality, sentiment, and strategic alignment of coverage, ensuring our activities meaningfully contribute to destination awareness, credibility, and conversion rates.

Our success is underpinned by disciplined operational delivery and close collaboration with our clients and partners. We routinely coordinate multiple stakeholders, destination marketing organisations, tour operators, airlines, and media partners, while maintaining clear workflows, transparent communication, and robust budget oversight. Ongoing project management, real-time tracking, reporting, and KPI evaluation ensure accountability, efficiency, and continuity throughout the project lifecycle, with strategies evolving year after year to build on past successes and increase economic impact and visitor numbers.

Key factors behind our consistently strong delivery include:

- ▶ Structured project management and clear workflows
- ▶ Close collaboration with clients and partners
- ▶ Real-time tracking and reporting of activities and KPIs
- ▶ Rapid responsiveness to emerging opportunities or necessary adjustments

Our track record demonstrates relevant experience, proven reliability, operational discipline, and a commitment to exceeding client expectations. We bring a powerful blend of strategic thinking, creativity, and agility to every project, delivering meaningful media results and long-term visibility for destination brands.

## 5B SHOWCASE PROJECTS

Over the past five years, Axis Travel Marketing and Get It Across have successfully collaborated on a diverse range of destination marketing, public relations, and media engagement projects. These projects meet the various requirements outlined in this proposal and have been conducted across multiple international markets. Our approach consistently incorporates strategic planning, media relations, stakeholder coordination, content creation, and performance reporting.

Each project was completed to the full satisfaction of our clients, delivered on time, and managed within approved budgets. Our track record demonstrates disciplined project management, transparent financial oversight, and the ability to efficiently scale activities, whether they involve short-term, high-impact campaigns or complex, multi-partner initiatives.

The following showcases three representative projects that highlight our capabilities to:

- ▶ Quickly restore or enhance a destination's media presence in multiple markets
- ▶ Deliver integrated, multi-channel campaigns that combine public relations, trade, and content partnerships
- ▶ Coordinate complex stakeholder environments, involving airlines, tour operators, brands, and various destination partners
- ▶ Achieve measurable outcomes in terms of reach, media value, engagement, and long-term strategic impact

Each showcase includes clearly defined objectives, an overview of our approach and execution, and quantifiable results. Together, they illustrate our proven ability to deliver high-quality work on projects of a similar nature while maintaining flexibility, accountability, and a strong focus on measurable performance.

# Showcase #1

## From Zero to Headlines: How Strategic PR Restored a Destination's Media Presence

Re-establish the Florida Keys & Key West in the European markets and create broad consumer awareness across lifestyle, travel, luxury, and niche segments — all within 5.5 months



### Approach and Campaign Overview

Axis and GIA executed a compressed, high-impact PR campaign covering print, digital, podcast, and social media, with tailored storylines for various audiences (luxury, activities/experiences, diving, LGBTQ+, general travel). Outreach targeted all markets across UK, Ireland, Scandinavia, Italy, DACH Region and BeNeLux and activated a diverse media mix including lifestyle outlets, luxury titles, diving publications, daily newspapers, online travel platforms, content creators, and podcasters.



### Core Deliverables & Media Outcomes

- ▶ Six B2C Editorial Campaigns (Print + Digital)
  - Wanderlust Magazine (UK, Ireland): 591,795 reach
  - Vagabond (Scandinavia Markets): 121,000 reach
  - Dove (Italy): 102,000 reach
  - Connoisseur Circle (luxury): 800,000 reach
  - Reisereporter (digital, with Redaktionsnetzwerk Deutschland): 2,700,000 reach
  - Display Magazine (Swiss LGBTQ+): 40,000 reach
- ▶ Silent World Yearbook – Advertorial in leading German diving publication: 70,000 reach
- ▶ Podcast Promotion – One travel-focused commercial: 67,000 reach



- ▶ Influencer Cooperation – Dutch content creator for BeNeLux market: 120,000 reach
- ▶ Press Trip Facilitation
- ▶ Media Meetings: WTM London: 15 media met in person, Travel presentations in Belgium & Netherlands, Visit USA Media Event in Hamburg, VDRJ annual conference: 40 travel writers met in person
- ▶ Social Media Reactivation – German-speaking Facebook page: re-start after several months without activity, consistent content, +2,500 new followers, significant growth in engagement and reach (+20,000 %!)

### Key results

- ▶ Broad media presence across lifestyle, travel, luxury, diving, and LGBTQ+ segments
- ▶ Coverage across all markets – UK, Ireland, Scandinavia, Italy, DACH and BeNeLux markets
- ▶ Reactivated social channel with measurable audience growth and engagement
- ▶ Direct engagement with media through 60 in-person meetings
- ▶ Media Value of estimated USD 755,770
- ▶ Earned Media Reach (20+pieces): 20.4 million

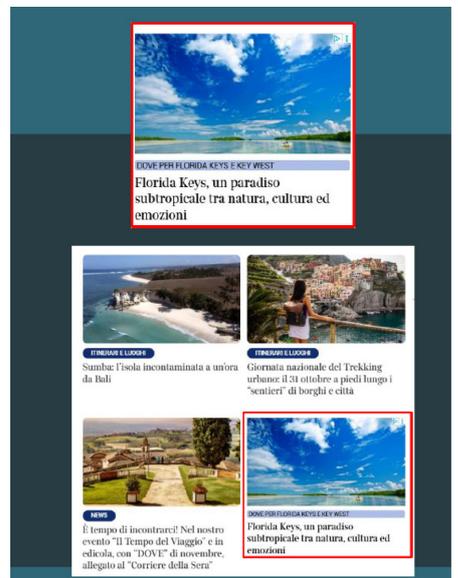
### Overperformance Beyond Agreed Scope

Although the project was scoped as a short-term PR relaunch, Axis and GIA significantly exceeded expectations by delivering multiple editorial placements, a podcast commercial, influencer cooperation, social media reactivation, and extensive media engagement. Metrics such as a total reach of 4.7 million, earned media reach of 20.4 million, +2,500 new social followers, and direct contact with 60 travel journalists demonstrate the exceptional added value and rapid re-entry of the Florida Keys into the European markets.

At the same time, we laid a strategic foundation for 2026 press trips from our conversations and media meetings, ensuring a strong pipeline for future stories and long-term visibility.

### Reference

We are not permitted to communicate with Visit Florida Keys under the RFP restrictions to request a reference.



# Showcase #2

## Colorado Cross-Marketing & PR Campaign (360°) in 2024

Position Colorado as a leading and diverse biking destination in the German market, driving awareness, inspiration, and bookings for cycling-focused travel.



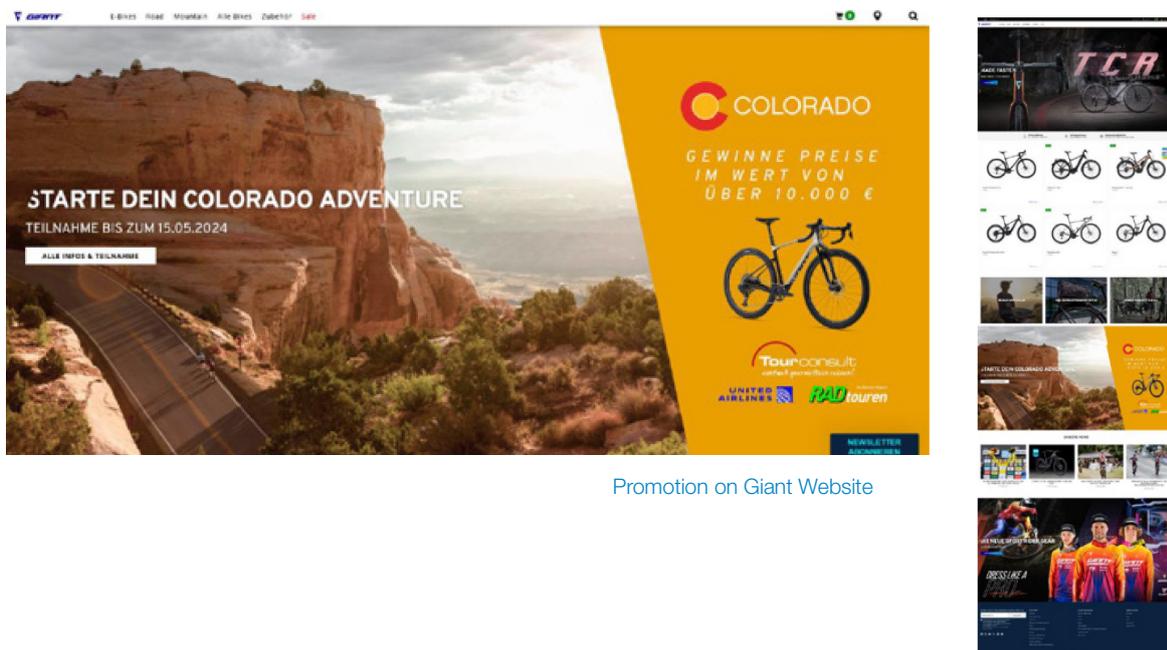
### Approach & Campaign Overview:

This integrated 360° campaign was developed in partnership with special-interest biking media, the bicycle brand GIANT, tour operator TourConsult, United Airlines, and the CVBs of Denver, Fort Collins, Alamosa/Pagosa Springs, Durango, and Telluride.

The campaign combined inspirational storytelling for media, trade activation, and consumer-facing promotion to strengthen Colorado's positioning as a premier biking destination.

### Core Deliverables

- ▶ Extensive advertorial and editorial coverage in leading German biking media.
- ▶ Development of a new MTB-themed fly-drive itinerary and dedicated travel packages.
- ▶ Collaborative promotional storytelling with GIANT and destination partners.
- ▶ Point-of-sale exposure in 650 German bike shops, increasing consumer visibility at scale.



Promotion on Giant Website

## Press Activities & Media Output

### Press Trip

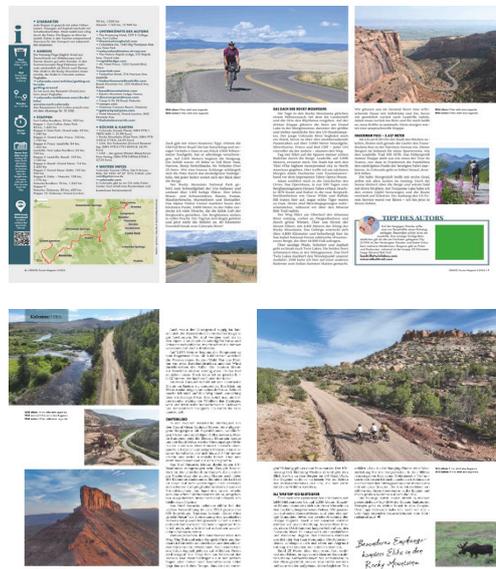
A high-profile outdoor journalist completed a **10-day bikepacking trip** through Colorado, enabling first-hand storytelling and authentic destination coverage.

### Resulting Coverage

- ▶ **GRAVELtouren Magazine** – 8-page feature (July 2024)
- ▶ **Bike & Travel Magazine** – 6-page feature (December 2024)
- ▶ **Total reach: 510,000**
- ▶ **PR Value: USD 90,000**

### Extended Impact

The journalist also featured Colorado bikepacking routes in his book “Offroad Bike Packing” (published April 2025), adding long-term visibility.



### Additional Editorial Output

RadTouren Magazine – Prize Raffle

Media Partnership: Included advertorial promoting Colorado biking and a prize raffle to engage readers directly.

- ▶ **Total Reach: 80,000**
- ▶ **Campaign duration: February 2024**
- ▶ **PR Value: USD 6,000**



**MountainBIKE – Media Partnership**

- ▶ One-page advertorial titled “Golden Times” promoting mountain biking in Colorado, highlighting Denver, Alamosa, Pagosa Springs, Durango, Telluride, and Fort Collins.
- ▶ Integrated call-to-action featuring tour operator **TourConsult**.
- ▶ **Total reach:** 336,00
- ▶ **Campaign duration:** April–May 2024
- ▶ **PR Value:** USD 10,000



**Bike & Travel – Media Partnership**

- ▶ Multiple advertorials promoting biking in Colorado, including Denver, Alamosa, Pagosa Springs, and Fort Collins.
- ▶ Additional Colorado destinations featured in an August 2024 editorial.
- ▶ **Total reach:** 630,000
- ▶ **Campaign duration:** June–July 2024
- ▶ **PR Value:** USD 11,000



**Summary & Key Results**

This 360° cross-marketing and PR campaign successfully positioned Colorado as a top-tier biking destination in the German market through targeted media partnerships, authentic storytelling, and coordinated trade collaboration.

- ▶ **Key results:**
- ▶ **Total reach:** 4,850,000 contacts
- ▶ **Landing page impressions:** 412,000
- ▶ **Prize raffle participants:** 41,200
- ▶ **Media readership:** 1,556,000
- ▶ **PR Value USD 117,000**



The campaign significantly elevated Colorado’s profile as a premier mountain biking destination, generated measurable consumer engagement, and created trade-ready cycling products to support long-term sales and sustained market growth.

**Reference**

**Colorado Tourism Office** a division of the Governor's Office of Economic Development and International Trade

**Andrea Blankenship**, Deputy Director, International Programs  
 Andrea.Blankenship@state.co.us

## Showcase #3

An integrated content campaign delivering reach, relevance, and brand value.

To promote the summer mountain experience product while increasing winter ski season participation and enhancing awareness of the region overall, we created a campaign for Aosta Valley Tourism..



**Valle d'Aosta**  
**Vallée d'Aoste**

### Approach & Campaign Overview

An immersive, multi-platform campaign delivered year-round, showcasing Aosta's standout summer and winter experiences through original content. We created a suite of stunning and versatile assets for immediate campaign use and long-term brand value, collaborating closely with a select network of passionate and knowledgeable media partners. Each partner was chosen to reflect Aosta Valley's brand DNA, allowing us to achieve exceptional reach across both print and digital channels, maximizing impact and engagement.

This integrated campaign combined inspirational storytelling, user-generated content, trade activation, press trip hosting, and consumer-driven promotion, reinforcing Aosta Valley's position as a premier all-season outdoor destination.

### Core Deliverables

- ▶ High-impact online advertorial
- ▶ Print advert insert
- ▶ Resort guides
- ▶ Display ads
- ▶ Social media promotion
- ▶ Amplification of content through newsletters, inserts, and banners

## Content Partnership | Snomad

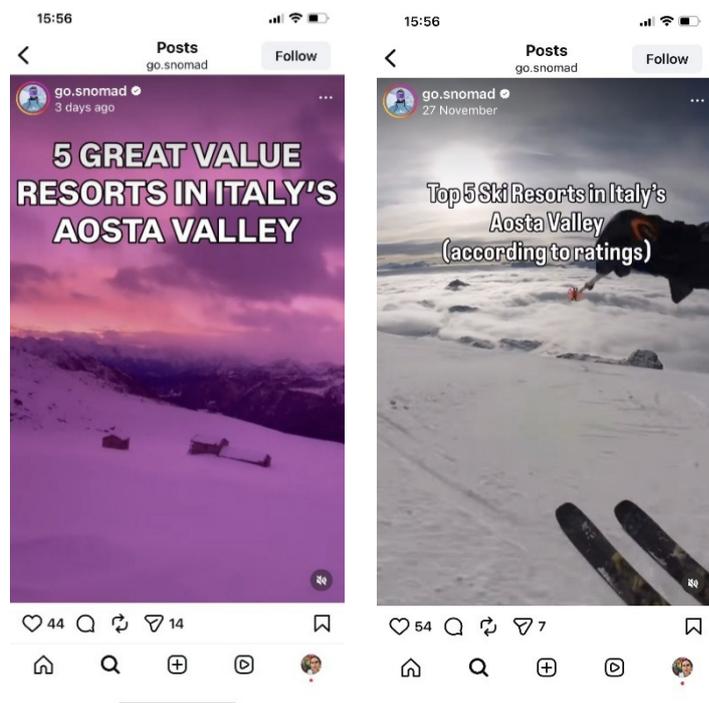
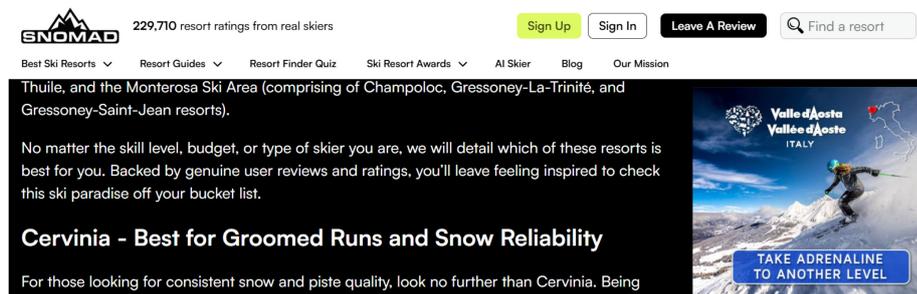
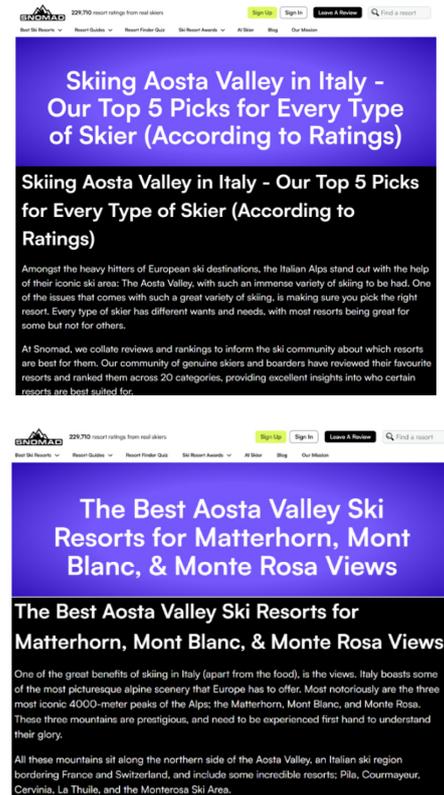
Snomad is the ultimate ski resort comparison and review platform, home to the largest and most comprehensive user-generated dataset on ski resorts worldwide.

### Activities:

- ▶ Enhanced Resort Guides (5 total) with calls-to-action, images, ratings, and review pinning
- ▶ User-generated content: 2 bespoke Instagram reels
- ▶ Sponsored articles: 2
- ▶ Hero and square ad banners

### Key Results Include:

- ▶ Reach: 30,000
- ▶ Over 1 million video plays

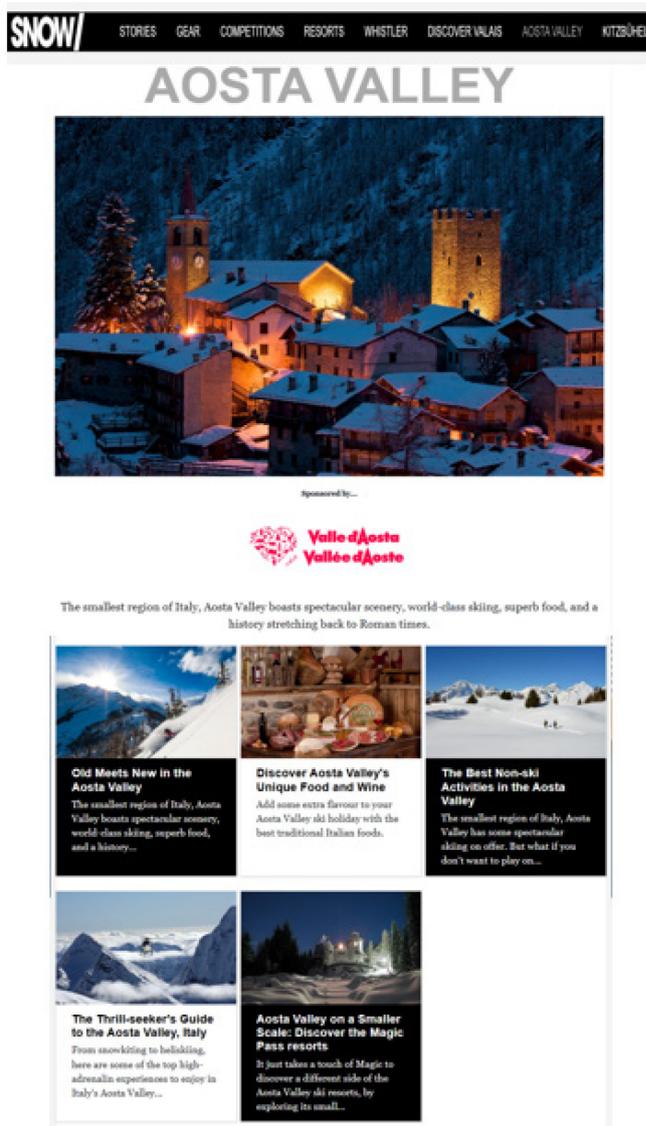


## Content Partnership | Double A Media

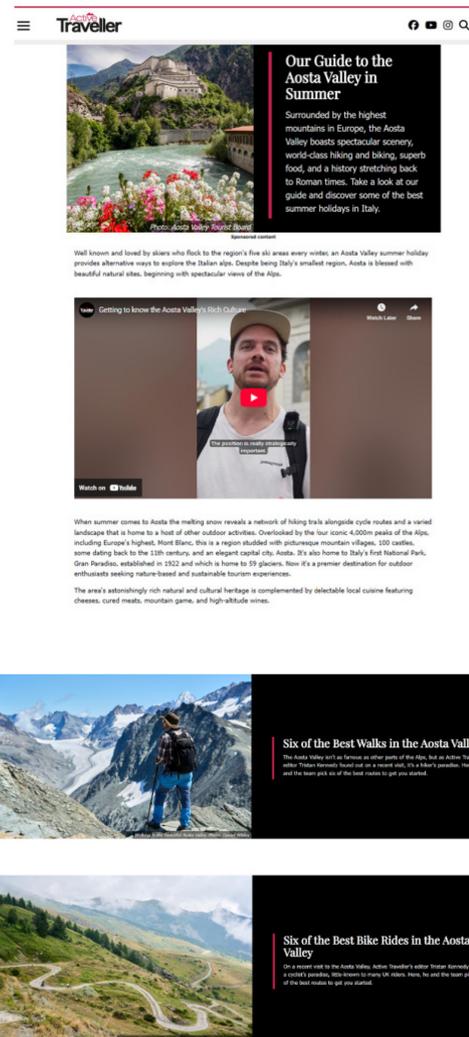
Leading publishing company specializing in outdoors, adventure travel, and winter sports content across multiple digital brands as well as print media outlets.

### Activity

- ▶ Native articles x 8: summer & winter product
- ▶ Video content x 3: YouTube, social media
- ▶ Newsletter promo



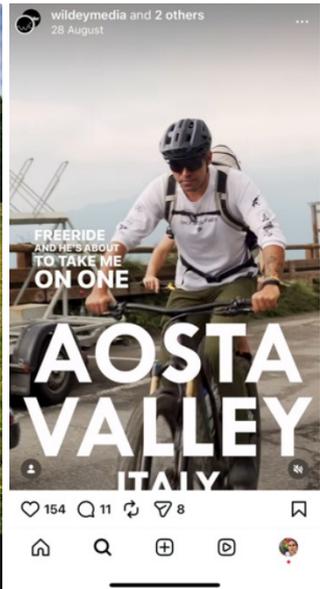
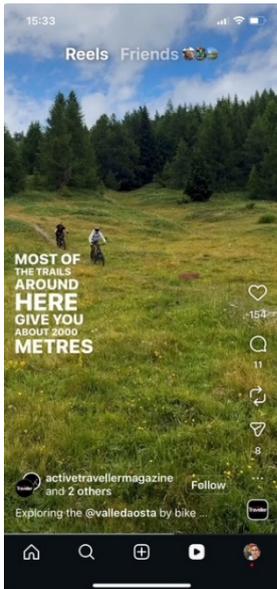
Content hub for winter offering in Snow Magazine



Summer guides showcasing the outdoor opportunities:



Call to action with tour operator partner run across all articles.



Social media showcasing outdoor offerings, culture and gastronomy.

## Content Partnership | Wanderlust

No.1 highest circulation travel title in the UK (236,718). Beyond its renowned, multi-award-winning print magazine, Wanderlust reaches an ever-growing, UK & global audience via its rapidly expanding website and social media channels.

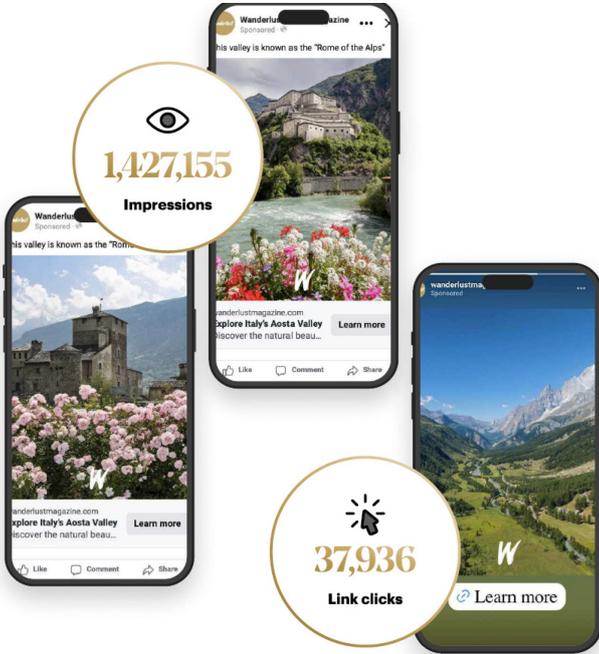
### Activity

- ▶ Full page advert x 1
- ▶ Online article x 1
- ▶ Paid social promotion
- ▶ Newsletter inserts x 3

### Key results include:

- ▶ Online article had 12,885 page views and 9,425 unique visitors. It delivered a variance of +258% against the booked target of 5,000 views.
- ▶ The advert delivered a reach of 383,760.
- ▶ The online article was promoted via a paid promotional campaign across Wanderlust's Instagram and Facebook channels. These delivered 1,427,155 impressions and 37,936 link clicks.
- ▶ Newsletter banners generated a combined total of 777 clicks and 223,220 impressions (Opens)





## Paid Social Activation

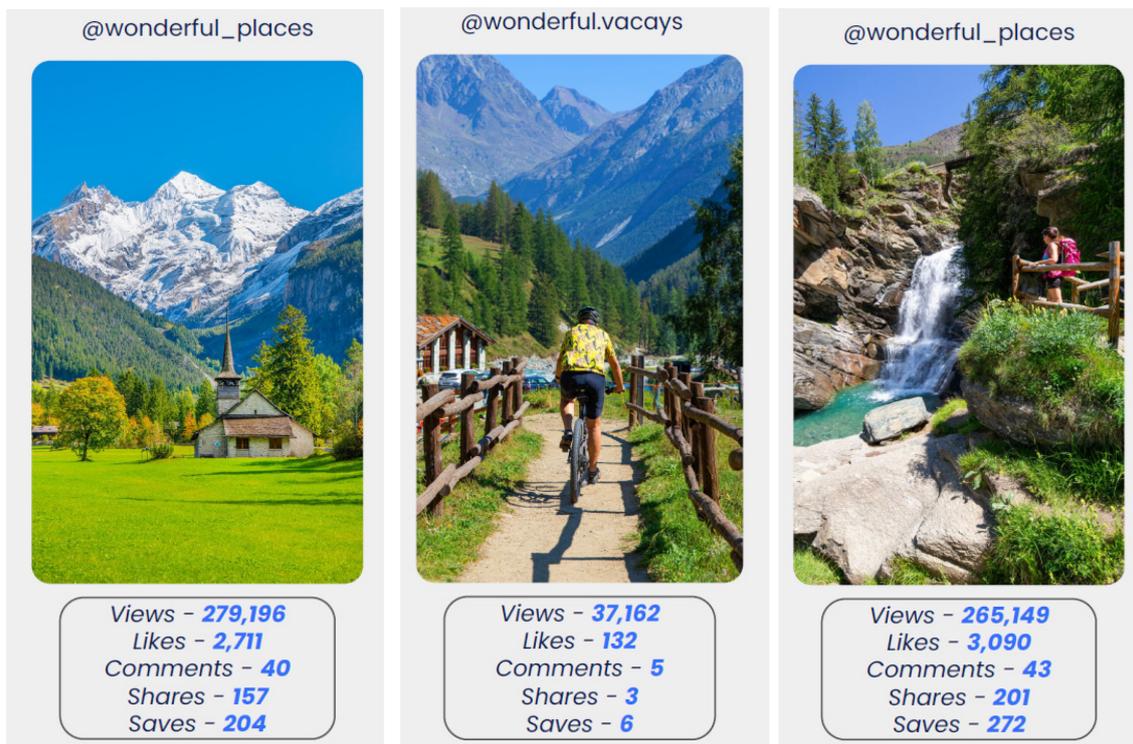
With 65% of consumers using social media as a source of inspiration in the path to booking, using user generated content was an essential component of our campaign. We worked with a leading travel specialist social media marketing supplier to incorporate authentic travel content from Aosta Valley which will engage and drive growth.

### Activities

- ▶ 10 UGC Videos across Facebook & Instagram to targeted demographics
- ▶ Call to action to tour operator website to drive bookings

### Key results include:

- ▶ Total Engagement: 8,310
- ▶ Total Views: 842, 486
- ▶ Conversion enquiries: 70



## Travel Trade Activation | Ski Solutions

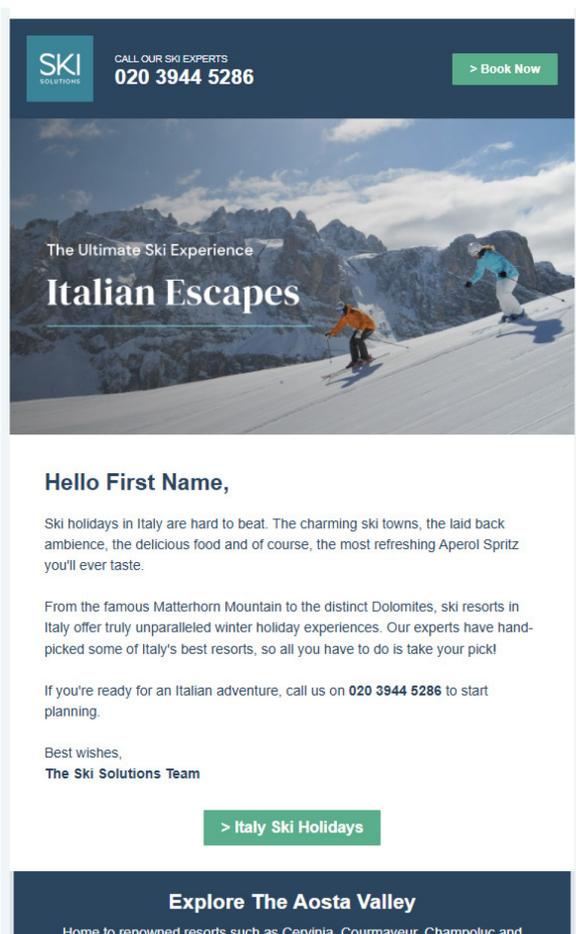
Ski Solutions is Britain’s original tailor-made ski tour operator and largest specialist ski travel agency.

### Activities

- ▶ Solus Newsletter
- ▶ Newsletter inclusion

### Key results include

- ▶ Emails delivered 131,664
- ▶ Open rate: 39.8%
- ▶ Conversion Enquiries: 29



**SKI SOLUTIONS** CALL OUR SKI EXPERTS **020 3944 5286** [> Book Now](#)

The Ultimate Ski Experience  
**Italian Escapes**

**Hello First Name,**

Ski holidays in Italy are hard to beat. The charming ski towns, the laid back ambience, the delicious food and of course, the most refreshing Aperol Spritz you'll ever taste.

From the famous Matterhorn Mountain to the distinct Dolomites, ski resorts in Italy offer truly unparalleled winter holiday experiences. Our experts have hand-picked some of Italy's best resorts, so all you have to do is take your pick!

If you're ready for an Italian adventure, call us on **020 3944 5286** to start planning.

Best wishes,  
**The Ski Solutions Team**

[> Italy Ski Holidays](#)

**Explore The Aosta Valley**  
Home to renowned resorts such as Cervinia, Courmayeur, Champoluc and

**Explore The Aosta Valley**  
Home to renowned resorts such as Cervinia, Courmayeur, Champoluc and Gressoney, to hidden gems Pila and La Thuile, the Aosta Valley offers something for everybody. Between the undeniable Italian charm, unrivalled cuisine and magnificent ski areas, a winter break in the Aosta Valley is always one to remember.



**Courmayeur**  
Explore the beautiful ski town of Courmayeur, located at the foot of the famous Mont Blanc. The ski area boasts more than 40km of well-kept slopes and varied terrain. Courtesy of its impressive altitude range of 1,710m to 2,755m at the highest skiable point, Courmayeur sees reliable snowfall, giving the resort a magical feel throughout. Courmayeur is just 90 minutes from Geneva airport, making it a popular spot for a short break. Spend less time travelling and more time on the slopes!

[> Take Me There](#)



**Cervinia**  
Home to the impressive Matterhorn Mountain, Cervinia is a magnificent ski resort. Perched at 2,050m high, the resort boasts reliable snowfall and glacier skiing.

[> Take Me There](#)

**Champoluc**  
A relatively undiscovered gem in the Italian Alps, boasting blissfully peaceful slopes and short lift queues. Enjoy quintessential Italian charm with hearty food and lively bars.

[> Take Me There](#)

[> Explore Aosta](#)

## Press Trip & Media Output

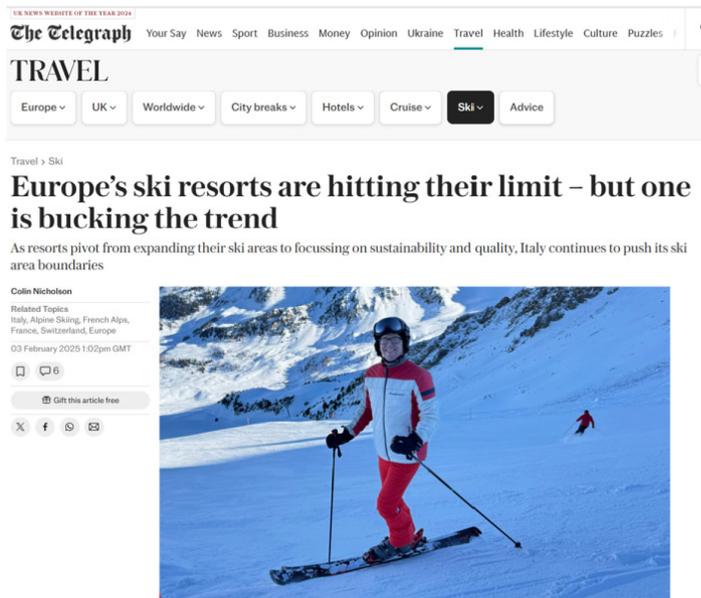
Press Trip Programme with a target of 10 x media across a period of one year, where we over-delivered with a total of 13 media experiencing Aosta’s summer and winter offering. The programme included a series of bespoke individual trips targeting tier-1 national broadsheets and one group.

### Results

- ▶ Media value in earned media: \$443,631.82
- ▶ Reach: 34.7 million



**Complete Guide to PILA Ski Area and Aosta**  
 InTheSnow 10.1K subscribers  
 2.1K views 2 months ago



TRAVEL

### Tired of crowded slopes? Try these European ski resorts instead

Whether you’re chasing quieter pistes or more wallet-friendly resorts, these seven European ski destinations are worthy of your attention this season.

#### 4. Pila, Italy

There’s really only one resort in the Alps expanding its pistes this season: Pila, a car-free resort located in northwest Italy’s Aosta Valley. With snowsure slopes, a high treeline at 7,540ft and four of the 12 lifts being gondolas, it’s perfect in bad weather. The mostly red slopes are, in typical Italian fashion, well groomed. Pila itself is a purpose-built resort, so, for a taste of history, visit the Roman town of Aosta, the capital of this traditionally French-speaking region, which is an 18-minute gondola ride down the mountain — a nice option for non-skiers.



# Showcase #4

Swiss Media Fam

Shine a spotlight on Edelweiss Air’s new nonstop flight from Zurich to Seattle, emphasize strong connectivity from Switzerland, and showcase the versatility and natural beauty of Washington State.



**STATE OF WASHINGTON TOURISM**

## Approach & Campaign Overview

In collaboration with Edelweiss Air’s PR agency, GIA organized a curated group press trip for leading Swiss media outlets. The goal was to generate national coverage supporting the new flight connection while positioning Washington State as a diverse, must-visit destination.

The itinerary combined urban discovery and outdoor adventure: after three immersive days in Seattle hosted by Visit Seattle, the group continued to explore Washington State from May 1 to May 4, 2025—capturing the state’s unique mix of nature, culture, culinary experiences, and scenic road trips.

## Participating Media Outlets

- ▶ **Vorarlberger Nachrichten** – Leading daily newspaper in Vorarlberg, Austria; strong relevance due to Zurich flight access. Readership: 161,000
- ▶ **Coopération** – French-speaking edition of Switzerland’s highest-circulation weekly magazine, distributed via Coop to every household. Readership: 682,000
- ▶ **20 Minuten** – Switzerland’s largest digital news platform and highest-reach daily newspaper; no online paywall. UVM: 3,200,000
- ▶ **Glückspost** – Popular weekly magazine with lifestyle and travel features. Readership: 240,000
- ▶ **Tele** – Switzerland’s largest TV magazine with extensive weekly lifestyle and travel coverage. Readership: 184,000
- ▶ **24 Heures** – Leading daily newspaper in French-speaking Switzerland. Readership: 140,000 | 120,900 daily visits

Samstag/Sonntag, 17./18. Mai 2025  
Vorarlberger Nachrichten



Treibholz und hohe Wellen: Die Strände im Norden Amerikas sind wild. BEATE HORNBERG

### Einer der schönsten Strände der Welt

**STRAND** Wer den Ruby Beach im Olympic Nationalpark besucht, versteht schnell, warum dieser Ort so oft in Filmen vorkommt. Zudem wurde er 2025 von Lonely Planet als einziger Strand der USA in die Liste der besten Strände der Welt aufgenommen. Der Sand ist dunkel, das Licht diffus, das Meer rau – und genau deshalb so eindrucksvoll.



Hier verbrachte Nirvana-Frontman Kurt Cobain seine Kindheit. BEATE HORNBERG

### Aberdeen: Auf Kurt Cobains Spuren

**GRUNGE** Es sind wohl alleine die Fans von Kurt Cobain, denen das tröstlose Städtchen Aberdeen, zwei Stunden entfernt von Seattle, etwas sagt. Hier kann man sich auf die Spuren des Nirvana-Frontmans begeben, das Haus besuchen, in dem er aufgewachsen ist, und das neue, interaktive Museum besuchen, das sich seinem Leben widmet.



Der Land of the Legends Trail erzählt vom spirituellen Erbe des Regenwaldes. LUDWIG WOLFF, BEDELI

### Im Reich der Regenwaldriesen

**REGENWALD** Zwischen moosbedeckten Ästen, riesigen Farne und uralten Blüten wirkt der Olympic National Park wie eine eigene Welt. In kaum einem anderen

Schutzgebiet der USA zeigt sich die Vielfalt der Natur so eindrucksvoll: vom rauen Pazifikstrand über alpine Berggipfel bis zum dichten Regenwald. Der Hoh Regenwald, einer der feuchtesten Orte Nordamerikas, ist das grüne Herz dieses UNESCO-Biosphärenreservats.

#### SEATTLE

**ANREISE** Edelweiss fliegt ab Juni bis September neu zweimal wöchentlich nonstop nach Seattle. Buchbar auf [flyedelweiss.com](http://flyedelweiss.com)  
**INFOS** [visitseattle.de](http://visitseattle.de) bietet jede Menge Tipps und Infos

**UNTERKUNFT** Nachhaltig konzipiert, gut gelegen und komplett neu ist das 1 Hotel Seattle. [www.1hotels.com](http://www.1hotels.com)

**ESSEN** Atrium Kitchen, Pike Place Market  
**ABERDEEN** „The Music Project“ bietet Einblick in das Leben von Kurt Cobain [www.themusicproject.org](http://www.themusicproject.org)

#### Land of Legends Trail

Ein besonders schöner Weg führt über den Land of the Legends Trail in der Nähe von Forks. Der rund 1,2 Kilometer kurze Rundweg schlängelt sich durch alten Sitka-Fichtenwald und erzählt an mehreren Stationen die Geschichten der indigenen Völker der Region – mit geschnitzten Tafeln, Symbolen und Erzählungen aus der Mythologie der Quilute.

- **Schweiz am Wochenende + CH Media network** – One of Switzerland's largest weekend newspapers, supported by a broad network of regional titles under CH Media. Readership: 1,207,000 | UVM: 3,304,000

Date	Publication/Media	Headline/Title	Media Type	Author	Circulation when Print	Readership/ Visits to Site	PR-Value in EUR
May 17, 2025	Vorarlberger Nachrichten	A tour of Seattle	print	Beate Rhomberg	52,642	161,000	32,025
May 19, 2025	VN.at (Vorarlberger Nachrichten)	Grunge, glass and metropolis flair: Seattle and Washington State	online	Beate Rhomberg		1,230,000	10,365
May 19, 2025	VOL.at	Grunge, glass and metropolis flair: Seattle and Washington State	online	Beate Rhomberg		1,230,000	10,365
May 24, 2025	20 Minuten	If you like Switzerland, you're going to love	online	Fabrizio Bonazza		3,200,000	92,286
May 27, 2025	20 Minuten	If you like Switzerland, you're going to love	print	Fabrizio Bonazza	298,400	869,000	40,826
May 27, 2025	Travelnews	Seattle: Emerald Green Pearl of the Northwest	online	Ferris Bühler		184,061	4,496
May 28, 2025	TELE	Between cult and commerce	print	Sonja Hüsler	65,400	184,000	23,344
June 12, 2025	Coopération	The smaragd pearl in the Pacific North West	print	Jasmina Slacanin	602,000	682,000	80,815
June 19, 2025	Glückspost	Between cult and commerce	print	Sonja Hüsler	81,000	240,000	28,166
June 22, 2025	20 Minuten online	On this roadtrip, nature is more impressive than in Switzerland	online	Fabrizio Bonazza		3,200,000	92,410
June 26, 2025	Zofinger Tagblatt and 13 other ch media online media	Prawns, coffee and Kurt Cobain	online	Ramona Koller		3,304,000	56,662
June 28, 2025	Schweiz am Wochenende and 10 other ch media print	Prawns, coffee and Kurt Cobain	print	Ramona Koller	520,000	1,207,000	1,275,443
July 10, 2025	TELE	Like from another era	print	Sonja Hüsler	65,440	184,000	23,408
July 24, 2025	Glückspost	Like from another era	print	Sonja Hüsler	81,000	204,000	28,244
August 15, 2025	Schweizer Illustrierte	Culture and coastal charm	print	Sonja Hüsler	76,294	308,000	46,487
August 24, 2025	Le Matin Dimanche	Seattle, the green bridgehead of another America	print	Gérald Cordonier	52,800	262,000	81,727
August 24, 2025	Tribune de Genève	Seattle, the green bridgehead of another America	online	Gérald Cordonier		954,000	4,482
August 24, 2025	24 heures	Seattle, the green bridgehead of another America	online	Gérald Cordonier		1,040,000	4,482
<b>Total</b>					<b>1,894,976</b>	<b>18,643,061</b>	<b>1,936,033.00 €</b>

## Key Results

- ▶ 41 pieces of media coverage (20 print, 21 online)
- ▶ **Total reach:** 18,643,061
- ▶ **Total print circulation:** 1,894,976
- ▶ **Total media value:** \$2,244,356



© Loren Bedell



© Loren Bedell



© Loren Bedell

## Reference

### State of Washington Tourism

**Mike Moe**, Director of Tourism Development and Strategic Partnership  
mike@stateofwatourism.com

## 5C MEDIA AND TRAVEL LANDSCAPE

### UK & Ireland Media Landscape

The UK and Ireland represent the largest source market for Florida, making them strategically critical for driving visitor growth to the Florida Keys. This includes incremental visitation from within Florida through cruise-and-stay and short-break extensions from Miami.

The UK media landscape is characterised by a mix of powerful public service broadcasters and commercially funded outlets. Print titles such as \*The Times\* and \*The Daily Mail\* retain strong influence, although consumption has increasingly shifted to digital platforms. A noticeable trend is the movement away from high-volume, weekly production towards more curated, "artisan" publishing models, including premium print editions, coffee-table formats, and e-zines.

Broadcast media remains highly influential, with the BBC serving as the central institution across television, radio, and digital. It is complemented by ITV, Channel 4, and Sky. Streaming services continue to gain audience share, while social platforms, particularly YouTube, Instagram, TikTok, and X, play a major role in shaping behaviour among younger audiences. Podcasts have evolved into a core part of the content ecosystem, offering brands long-form storytelling opportunities that extend beyond single episodes.

Strong, established relationships with tier-one publications such as \*The Times\*, \*The Daily Telegraph\*, \*National Geographic Traveller\*, \*Wanderlust\*, \*JRN\*, and leading B2B trade publications are essential for securing credible, high-impact coverage in this competitive market.

### DACH & BeNeLux Media Landscape

The DACH region—Germany, Austria, and Switzerland—represents one of Europe's most influential and travel-savvy media markets, with a combined population of approximately 100 million. Audiences engage with travel content across a broad mix of digital platforms, social media, blogs, podcasts, streaming services, and online news portals. At the same time, traditional media continues to play a key role in shaping opinion and travel decisions, particularly among core target groups such as Generation X.

In Germany, leading national titles such as Die Zeit, Frankfurter Allgemeine Zeitung, and Die Welt (print and digital), as well as digital travel platforms like Travelbook and Reisereporter.de, remain highly influential. In Austria, Der Standard stands out as a key quality newspaper with strong print and digital reach. In Switzerland, respected outlets such as Neue Zürcher Zeitung continue to set editorial standards. Public broadcasters ARD and ZDF provide trusted reach through television, radio, podcasts, and digital formats across the DACH region.

Alongside these established outlets, content creators and influencers have become an important complementary channel, particularly for inspiration-driven travel content, niche experiences, and younger audiences. Their strength lies in authentic storytelling, visual formats, and direct audience interaction. For destinations, they are most effective when strategically selected and integrated into broader PR and media strategies, rather than used in isolation.

The Benelux media landscape follows a similarly hybrid model. National and regional news outlets coexist with lifestyle and travel media within a strong digital-first ecosystem. In the Netherlands and Belgium, audiences are highly active on social platforms, and content creators play a central role alongside traditional editorial media.

As a result, successful PR in DACH and Benelux requires integrated, multi-channel strategies that combine high-quality editorial coverage, broadcast exposure, digital storytelling, and selectively deployed influencer collaborations.

## Scandinavian Media Landscape

Scandinavia is a strategically important market for driving longer stays and increased room nights. The Nordic media environment is highly digital, subscription-led, and trust-based, characterised by robust editorial standards and a commitment to media freedom.

Major newspapers such as \*Dagens Nyheter\*, \*Politiken\*, and \*Aftenposten\* have successfully transitioned to digital subscription models, while public service broadcasters, NRK, SVT, and DR, remain central to national media consumption, backed by strong funding structures and high audience trust. Social media penetration is significant, and consumers show strong engagement with streaming services, podcasts, and data-driven journalism innovations.

PR activity in this region is most effective when closely aligned with travel trade initiatives. Integrated campaigns that combine consumer PR with partnerships with tour operators—such as native content with trackable calls to action—ensure measurable impact and stronger conversions. Target media include leading consumer travel titles like \*Vagabond\*, \*ReiseLyst\*, \*RES\*, and \*Allt om Resor\*, alongside key B2B outlets.

## Italian Media Landscape

Italy's media landscape combines influential legacy broadcasters with a fragmented print and digital publishing sector. RAI remains the dominant public broadcaster with extensive reach, while Mediaset leads the commercial broadcast space, and La7 attracts politically and culturally engaged audiences.

Although newspaper readership has declined, leading titles such as \*Corriere della Sera\*, \*La Repubblica\*, and \*Il Sole 24 Ore\* continue to remain relevant through digital subscription models. Social media, particularly Facebook, Instagram, and TikTok, plays a significant role in shaping news and lifestyle consumption.

Effective PR strategies in Italy extend beyond core travel media to include women's interest, lifestyle, and sports publications such as \*DOVE\*, \*IO Donna\*, \*F\*, and \*Gazzetta dello Sport\*. This approach enables access to audiences interested in culture, gastronomy, and active or outdoor travel experiences.



## **6 / TRANSPARENCY & INTEGRITY**

Clear Visibility, Honest Insights, and Reliable Guidance



## **6 COMMITMENT TO COMMUNICATION, INTEGRITY, TRANSPARENCY, AND HONESTY**

### **Axis Travel Marketing and Get It Across: A Partnership Built on Trust and Passion for Travel**

Axis Travel Marketing and Get It Across share a common culture rooted in trust, respect, and a genuine passion for travel. With a strong foundation of travel expertise and first-hand destination knowledge, both teams are able to forge authentic and credible connections with the places we represent and the audiences we engage. We approach people and cultures with openness, professionalism, and genuine curiosity—values that guide our internal collaboration and client partnerships.

Together, we act as trusted partners and advisors, consistently advocating for our clients' interests with loyalty, integrity, and strategic focus. By operating as an extension of our clients' teams, we combine Axis's strengths in strategic planning, media relations, and reporting with Get It Across's established market expertise and destination advocacy in key European markets. This integrated approach ensures that destinations are represented consistently, professionally, and effectively across all channels.

Our client relationships are based on mutual respect, transparency, and accountability. We prioritize direct, timely, and structured communication through clearly defined points of contact, dedicated account leads in each market, and regular touchpoints such as weekly status updates, scheduled performance reviews, and ongoing access to senior team members. All project activities—including media outreach, campaign milestones, budgets, and reporting metrics—are documented in shared, centralized systems, ensuring full visibility and alignment for clients at all times.

Transparency and integrity are the foundations of our collaborative delivery. We provide clear, comprehensive reporting and full access to supporting data, including media lists, pitching logs, performance metrics, KPIs, and financial summaries. All expenditures and billable activities are itemized, justified, and supported by appropriate documentation. This disciplined approach ensures audit readiness, reinforces trust, and facilitates informed, collaborative decision-making throughout the project lifecycle.

Honesty defines both our communication style and our long-term partnerships. We offer realistic assessments, data-driven recommendations, and candid advice, even when this requires adjustments to plans or priorities. Successes are shared openly, and challenges are addressed proactively and constructively. These principles are reflected in the stability and longevity of both teams, demonstrating a healthy, transparent, and respectful working culture.

As partners, Axis Travel Marketing and Get It Across provide more than just operational delivery. We are approachable, professional, and highly committed, blending strategic rigor with personality and responsiveness. Our shared passion for travel drives us to deliver meaningful, measurable results for our clients.

### Partnering for Success: The Florida Keys Case

A clear example of the strength of our collaborative approach is our work with Visit Florida Keys in 2025. Axis Travel Marketing and Get It Across worked closely with the Florida Keys team in the first half of the year to develop a focused, short-term PR plan that allowed for flexibility in responding to evolving destination priorities and market conditions.

From the outset, we prioritised close alignment with stakeholders, including in-person discussions at IPW in Chicago to exchange insights, define objectives, and establish clear expectations. This early collaboration facilitated a smooth and effective transition into contract implementation starting in July 2025.

Within a short timeframe, the partnership enhanced visibility and strategically repositioned the Florida Keys across all markets. Media activity was managed proactively and transparently against clearly defined KPIs, supported by real-time tracking, detailed reporting, and open access to performance data. As a result, we exceeded agreed targets and established strong momentum quickly.

Throughout the engagement, Axis Travel Marketing and Get It Across demonstrated accessibility, reliability, and agility, delivering high-quality results—even on short notice—while maintaining clear communication and full accountability. At the core of this success was our shared enthusiasm for the Florida Keys as a destination, complemented by disciplined project management, strategic advisory support, and deep market knowledge.

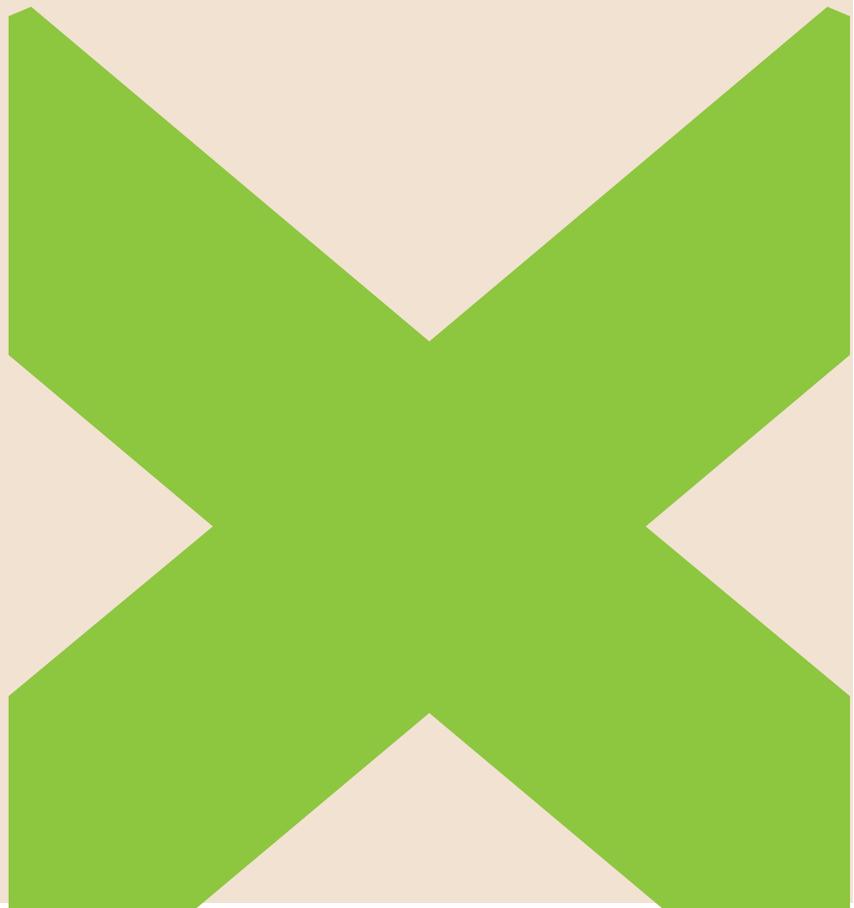
This integrated, partnership-led approach achieved meaningful, measurable outcomes and reinforced a strong, collaborative relationship with our client.





## **APPENDICES**

### **A.** Optional Services



## **A OPTIONAL SERVICES**

Axis and GIA would like to put forward the following optional services:

### **Native Language Social Media Channel Management – German Page**

GIA has worked on expanding the footprint of the German Facebook page Florida Keys & Key West (DE) to become an interactive communication medium with currently 27,556 members. This Facebook channel enjoys strong interaction among members with positive posts frequently added. GIA wishes to maintain this important communication channel to continue to post engaging German content and monitor responses.

### **Influencer Outreach and Promotion**

Axis and GIA plan to continuing engaging legitimate influencers on behalf of VFK. Any third party costs that arise will be billed back. It is our intention to engage influencers when and where contextually relevant and with a proven distribution network.

### **Website translation and localisation**

Axis and GIA have already provided substantial input to VFK for the improvement of its new KI self-training website. We strive to work more closely with the website designers in order to solidify the German-language content specifically and use of language on the website. All other languages should also be checked. This would be necessary through a confirmed third-party language specialist and billed back 1:1 to Visit Florida Keys.

### **Paid Digital Media, Social Media and native advertising in market**

Axis and GIA will provide all language support here where needed, whereby all creative work must be provided externally. Costs for third-party vendors will be billed back to VFK. This is above and beyond paid advertorial content that we will monitor and create within the scope of services.

### **Development of Content / Assets**

Costs for third-party vendors will be billed back to VFK. This is above and beyond paid advertorial content that we will monitor and create within the scope of services.

### **Support for Media Missions, Trade Shows**

An annual media mission will be included in the scope of services for VFK. This will be a 4 day program of editorial meetings and functions. A clear budget will be identified for the hard costs of said mission. Arrangement of press appointments during tradeshow and media shows (WTM, ITB, IMM etc) will also be included in the scope of services. An additional third media event or show per business year will be clearly discussed and budgeted with a commensurate agency fee based on hours at the agreed to agency rate.

## Email Marketing and List Building

Due to constraints imposed by UK and European data protection legislation, we will not collect consumer email addresses. Any consumer email marketing that is included into the PR plan must be executed by a third-party which shoulders all GDPR requirements.

## Trade Representation and Support

Axis and GIA have been the agency of record on behalf of Visit Florida Keys in the UK, Ireland, Scandinavia, Italian, German-speaking and BeNeLux markets since 1999 (GIA) and 2012 (Axis) for all trade representation and support. By handling both trade and PR in the same agency, we can guarantee synergy and cross-channel distribution and engagement, particularly by utilizing third-party tour operator databases for newsletter distribution.

## MICE

Axis is one of the UK's leading MICE representation agencies for the UK and Europe, with an extensive network of contacts and a strong track record of results. GIA also brings over 25 years of experience in MICE promotion. Together, we will develop a comprehensive MICE strategy to target pan-European markets, ideally incorporating participation in a major MICE trade show such as IMEX Frankfurt or IBTM Barcelona, both of which attract high-quality buyers from across Europe.

If requested by VFK, Axis and GIA will prepare costings for booth space and provide a detailed trade show budget, including appointment acquisition and post-show follow-up.

To support trade show participation, we will also implement a lead-generation strategy consisting of regular MICE outreach calls and targeted newsletter distribution to our qualified database.

## Sales Representation

Axis and GIA have been the agency of record on behalf of Visit Florida Keys in the UK, Ireland, Scandinavia, Italian, German-speaking and BeNeLux markets since 1999 (GIA) and 2012 (Axis) for all sales activities and support. We manage a separate trade, representation and sales budget to maintain the high level of market penetration and engagement that it continues to deliver to Visit Florida Keys. Messaging can be amplified through PR. Axis and GIA will dovetail their marketing and PR plans in order to reinforce messaging along travel trade and sales channels.



**Axis Travel Marketing Ltd**  
Riverside House, River Lawn Road  
Tonbridge, TN9 1EP  
United Kingdom

**[axistravelmarketing.com](http://axistravelmarketing.com)**