

## Travel PR Campaigns by Savvy Pros Combine Online and Traditional Media

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Savvy travel public relations campaigns today should now cover both online and traditional media to be most effective. With 75% of the traveling public going to the web first to research their trips whether for leisure or business, its best to engage a media relations specialist conversant in hotel public relations that understands how to secure coverage online as well as in magazines, newspapers, television and radio.

Online and traditional media act in synergy, creating a snowball effect that will drive traffic to your website and get your reservations line ringing.

Any travel public relations campaign today should incorporate the priceless credibility that is gained by securing editorial exposure in such prominent publications as Conde Nast Traveler and the Travel Channel. At the same time there's a new term for an emerging PR discipline called 'Google Relations,' coined by Lorraine Abelow of Abelow PR, whose firm has been conducting PR campaigns for hotels and travel entities for over 25 years old. She advises clients to distribute releases via online wire services, placing your press releases on strategic websites and blogs, and creating an RSS Feed on your website.

A select few PR agencies in the U.S. are capable of moving your hotel, resort or destination up the rankings of Google to the top half of the first page which is accomplished by Search Engine Visibility strategies in concert with traditional PR activities. In this way, the agency can leverage the power of visibility on the web along with mainstream press exposure.

Agencies can grab lots of online media attention with catchy and creative press releases. Abelow PR did that recently when they coined the phrase "Martini Master" for a bartender at the Leela Palace Bangalore in India. The release was on three pages of Google for weeks garnering excellent visibility.

It is necessary to distribute frequent, topical and interesting press releases. With fresh content on press releases you distribute as well as via RSS feeds sprinkled with your keywords, the search engines have a better chance of indexing you.

A wise hotelier realizes the immense value of strategic travel public relations campaigns, and dedicates an adequate budget to the PR agency they choose. That person realizes that in many ways, publicity online and in the media is more valuable than advertising because it carries with it the endorsement of the editors of the magazine or the producer of the TV show.

Viewers know the difference too, and place significant trust in the media. A PR agency such as Abelow PR. It's all about creating a buzz, so harness the power of PR for your hotel, resort or destination by getting the word out consistently and in all the forms of media available today.

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