



Agnes Huff Communications Group pilots Qantas Airways' campaign to bring the anticipated Airbus A380 aircraft to Los Angeles on its maiden flight to the U.S. Pictured from left to right are Airbus Chairman Allan McArtor, Qantas Airways Senior Executive Vice President Wally R. Mariani and Los Angeles Mayor Antonio Villaraigosa as they greet the aircraft shortly after touching down at LAX.

AGNES HUFF COMMS. GROUP

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Los Angeles, CA 90045
310/641-2525

Agnes Huff, PhD, President/CEO
Harry Chittick, VP
Anna Jerden, Account Director

Located in Los Angeles, Agnes Huff Communications Group is a

full-service public relations, marketing and crisis management firm established in 1995. With more than 20 years of experience serving a wide range of government agencies, local, national and international clients in most major industries, AHCG has established expertise in special events, strategic public relations counseling, media relations, marketing, product launches, promotions and community outreach.



BCA sells its agency services a la carte, allowing it to work in AOR and non-AOR roles. Staffers Evelyn Galli and Sarah Woodruff oversaw South African Airways' participation at *National Geographic's* Experience Africa event in Grand Central Terminal.

The agency's specialty travel practice offers highly personalized account service and Smarter^{PHD} Marketing Solutions[®] for internationally recognized clients such as Qantas Airways, Qatar Airways and World Airways. With a commitment to partnership with clients, passion for measurable results and creative communications solutions, AHCG helps clients achieve and exceed their business goals, while maximizing brand awareness and share of voice in their respective industries and marketplace. The agency is a founding member of the PR Agency Network, with affiliate offices in Boston, Chicago, Dallas, Los Angeles, Miami, New York, and Washington, D.C.

Travel industry client experience includes airBC, Bahamasair, British Airways, FedEx, Los Angeles World Airports, Loew's Santa Monica Beach Hotel, Mojave Airport, Singapore Airlines, Turkish Airlines, Qantas Airways, Qatar Airways and World Airways, among others.

ALLISON & PARTNERS

450 Sansome St., #200
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Since 2001, Allison & Partners' travel and tourism division has been the cornerstone of its burgeoning consumer practice. The firm has conducted activities for a wide range of well-known brands including Southwest Airlines, SideStep, Kimpton Hotel Group, Joie de Vivre and Travelodge.

Allison & Partners' current travel and tourism client roster includes Best Western International (world's largest hotel chain), ARAMARK Harrison Lodging (collection of conference centers, hotels, national parks and resorts nationwide), the Michelin Guide (exclusive hotel and restaurant guides) and Affinity Group, Inc. (serving the needs of the recreational vehicle market).

Among the firm's most

notable recent achievements: Multi-faceted PR campaign to take Best Western through its milestone 60th Anniversary; 18-month-long media relations campaign to celebrate Mesa Verde National Park's Centennial; Successful West Coast launch of the Michelin Guides in the San Francisco Bay Area, Los Angeles and Las Vegas.

BCA

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James Cronin, President
Lyla Naseem, PR Director

BCA is a marketing communications firm that offers creative solutions to results-oriented travel industry clients. Whether the solution involves public relations, advertising, or interactive — or an integrated mix of all three — BCA brings over 20 years of expertise in the promotion of travel products and destinations. The agency has an extensive network of contacts and sources among media outlets (consumer and trade), events and industry groups. Over the years, BCA has worked for hotels, resorts, spas, tour operators, airlines, luxury trains, and more in Europe, the Caribbean, Africa, and the United States.

BENNETT & COMPANY

230 N. Westmonte Drive, Ste. 1000
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Laura Phillips Bennett, President

Bennett & Company is celebrating the agency's 25th anniversary with expanded services and an enhanced commitment to our craft and our community. They say that once you're in the hospitality business, you'll never leave. You become permanently attached to the people, the pace and the work. After decades of hotel and restaurant openings, new

Profiles of Travel & Tourism PR Firms

corporate take-off's (literally because it was an airline!) and attractions attracting attention - we're hooked.

There's an enthusiasm and a love of the industry that shows in our work. Known for creative thinking, the agency is an award winner for its concepts, integrated marketing plans and compelling media materials.

BURDITCH MARKETING COMMS.

118 1/2 South La Brea Avenue
Los Angeles, CA 90036
323/932-6262
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Burditch Marketing Communications - A Los Angeles based public relations and marketing agency with global reach, fully integrating the disciplines of media relations, entertainment industry relations, media and consumer promotions, direct mail, executive tours, events and strategic alliance development. Specializing in targeting the upscale demographic for luxury consumer products/services, hospitality, design, travel and tourism.

Fall 2006 News: BMC honored with League of American Communication Professionals 2006 Spotlight Award for Print/Brochure Category.

Silver Award for Stags Leap District Winegrowers Association Visitor's Guide.

CHARLES RYAN ASSOCIATES

300 Summers Street, BBT Sq., #100
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Charles Ryan, Chairman & CEO

The perfect combination of strategic marketing and creative savvy solutions has won Charles Ryan Associates ten prestigious Travel Industry Association Mercury Awards over the past eight years. West Virginia Division of Tourism, Virginia Tourism Corporation, Nevada Commission on Tourism, upscale resorts, golf destinations and many others have relied on CRA to enhance their marketing efforts with innovative media kits, cutting-edge interactive solutions, increased conversion rates and lowered costs per lead.

Our full-service capabilities allow us to break away from the mainstream by developing programs/avenues that get clients noticed. For more information on CRA's Tourism Practice Group, visit www.charlesryan.com.

CKPR

225 N. Michigan Ave.
Chicago, IL 60601
312/540-9600

Peter Krivkovich, President & CEO
Joel Curran, Managing Director

CKPR has a long history of developing break-through public relations programs for some of the world's leading travel destinations and the companies that not only get you there, but make your stay more enjoyable. CKPR has developed programs for the likes of Walt Disney World; Universal Studios; Air Tran Airways; MGM Grand; and Hyatt, including Hyatt Place and Summerfield Suites.

CKPR is the third largest independent agency in the nation and has developed a reputation as the agency destinations and companies turn to for non-traditional brand building. Unlike traditional practice groups, CKPR leverages its proprietary brand planning "Strategy Amplified" approach to deliver measurable results that drive awareness, sales and brand reputation. The agency is a charter member of the Council of PR Firms and ICOM, an affiliation of independent communications firms across the world.

CKPR was named *The Holmes Report's* 2007 "Consumer Agency of The Year," is ranked among the Top 15 PR Firms by *PR Week*, and is one of *PR Week's* 2007 "Agencies to Watch." For more information on CKPR, visit www.ckpr.biz.

CLIFFORD PR

286 Fifth Avenue, 11th floor
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Mike Clifford, CEO & President

Founded in 1997, Clifford Public Relations is an innovative, full-service public relations firm. Since its inception, the agency has handled every aspect of the launching, growing and sustaining of numerous businesses and organizations that represent a wide gamut of interests. With



With a name like Village of Imagine, located in the epicenter of Orlando's tourism corridor, a ho-hum grip and grin news conference would not do. Bennett & Company hosted a ground turning event with more than 250 media and VIPs with shovels of colored, glittering sand to mark the occasion. This unique approach to the old standard "golden shovel" caught the eye and the cameras as the sand glittered in the Florida sun. Unique development concept, prime real estate local, unmatched public relations.

offices in New York and Los Angeles, a diverse team of 20+ skilled professionals and a demonstrated ability to generate exceptional results for our clients, Clifford PR has won the respect of such distinguished clients as Jaguar, Ligne Roset, CB2 and *Metropolitan Home Magazine*, among many others. Our current Travel & Tourism clients include Visit London - The official visitor organization for London, Enclave Rising, The French Embassy Trade Office and La Playa Encantada. Whether it's because of our track record of creating media relations programs that get results, our ability to provide knowledgeable counsel, or our unwavering dedication to the success and profitability of every campaign, our clients find us to be proactive, thoughtful, and highly effective partners. Beyond that, we have created a culture of creativity, meritocracy, and respect that inspires employees and clients alike.

CM COMMUNICATIONS

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617/536-3400

Lori Moretti, President
Michael Caglianone, CFO
Sarah Leaf-Herrmann, VP,
Marketing & Public Relations
Glenn McGibbon, VP,
Advertising & Production

Now celebrating its 20th anniversary, CM Comms. is New England's

leading full-service marketing communications agency specializing in the travel, hospitality and entertainment industries. As senior marketing strategist, agency principal Lori Moretti provides creative vision, strategic direction and hands-on personal service to clients. With in-house capabilities in branding, public relations, graphic design, advertising, direct mail, website development and digital marketing, CM Communications designs and implements results-oriented integrated marketing programs for clients nationwide and abroad. By centralizing marketing efforts under one roof, CM Communications delivers powerful, cost-effective marketing solutions that ensure brand integrity and campaign continuity while targeting domestic and international audiences. CM Communications boasts an impressive and growing client roster which includes The Wauwinet, Nantucket's only Relais & Chateaux property; The Balsams, a grand resort hotel in New Hampshire's White Mountains; Matthews Hospitality Group, a collection of ultra-elite properties including The Palm House, a condo hotel on Palm Beach Island, Fla. and Point Breeze, a new residential condominium enclave with spa and dining on Nantucket Island, Mass.; Hotel Commonwealth, an independent luxury property in Boston's Kenmore Square; The Liberty Hotel, opening in prestigious Beacon Hill, Mass. in late summer 2007; and The Armenia Marriott Hotel in Yerevan,

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CM Communications

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Armenia. CM Communications is the recipient of numerous awards including the Adrian Award from the Hospitality Sales & Marketing Association International, and the Bell Ringer Award from the New England Publicity Club.

DCI

215 Park Avenue South, 10th Fl.
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Andrew Levine, *President*
Peggy Bendel, *Senior Vice President*
Karyl Leigh Barnes, *Vice President*

Development Counsellors International (DCI) is the leader in marketing places, representing more than 350 countries, states, regions, cities, CVBs and private sector clients since 1960.

This year's move to larger offices near Union Square encouraged the expansion of DCI's technological capabilities and range of marketing communications services, including: branding, crisis communications, media relations, consumer promotions, media training and special events, exclusively to travel and economic development clients.

Current tourism clients include Chile, Dubai, Northern Ireland and Tasmania; Pennsylvania; America's Byways; Acoma/Sky City (NM); Denver, Finger Lakes (NY) Wine Country, Huntsville (AL), Indianapolis, Metro Portland Tourism Alliance, Greater Miami and the Beaches, St. Petersburg/Clearwater Convention & Visitors Bureaus; and Premier Tours.

EDELMAN

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www.edelman.com

Edelman is the world's largest independent public relations firm, with 2700 employees in 48 offices worldwide. The firm was named Number One Ranked Independent PR Firm by O'Dwyer's, *PRWeek's* Large Agency of the Year for 2006 and the Holmes' Group's Large Agency of the year for 2006. *AdvertisingAge* named Edelman the best PR firm in its

2005 "Best Agencies" issue and *PRWeek* awarded the firm its "Editor's Choice" distinction.

Edelman's PR-centric approach brings together expertise from a wide range of business practices and industries. The Edelman network also includes four specialty firms - Blue (advertising), First & 42nd (management consulting), StrategyOne (research) and BioScience Communications (medical education and publishing) - to provide clients with a comprehensive spectrum of communications services. Edelman is among the PR industry's leaders in developing client programs that integrate new media platforms and user-generated media such as blogs, podcasts, and social networks.

EVINS COMMUNICATIONS

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Mathew L. Evins, *Chairman & CEO*
Louise R. Evins, *Vice Chairman & COO*

Over the course of the last twenty years, Evins Communications has represented many of the world's most preeminent and prominent hotels, resorts, spas and travel consortia, including Bacara Resort & Spa, Cornelia Day Resort, Essex House Hotel, Four Seasons New York, Hotel & Resorts of Halekulani, Hotel Bel Air, Hotel de Crillon, Park Hyatt Hotels - North America, Preferred Hotels & Resorts, Rosewood Hotels & Resorts, The Lanesborough, The Mansion on Turtle Creek and Ty Warner Hotels & Resorts. In addition, the Agency has represented such industry innovators and pioneers as Exclusive Resorts and Marquis Jet.

Evins has garnered numerous awards and accolades for its brand marketing communications and lifestyle public relations programs in the prestige travel and hospitality sectors. Most recently, the Agency received the esteemed "Chairman's Award" from The Leading Hotels of the World for its development and promotion of the Vera Wang Suite at Halekulani, which was also voted the best hotel brand extension in a survey by *Brand Week* and the New York-based branding

firm, TippingSpring.

Evins has achieved great success for its travel and hospitality clients because we employ a multidisciplinary experiential lifestyle marketing communications and public relations paradigm based upon the premise that "Consumer Adoption" is far more powerful and enduring than "Consumer Incursion." We catalyze and harness the power of "Consumer Preference" rather than "Consumer Promotion" to break through the competitive clutter in the marketplace.

Evins' knowledge of the affluent marketplace and mindset is unparalleled. We have a unique understanding of, as well as the insights of how to market to, the aspirational, inspirational, and erudite traveler, as well as the influencer travel trade. The results we have achieved for our clients over the last twenty years speak for themselves.

FLEISHMAN - HILLARD

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John Graham, *Chairman*
Dave Senay, *President & CEO*
Diana Conconi, *SVP & Partner, Canada*
Della Sweetman, *SVP, USA*
Ronald Wong, *VP, Asia Pacific*

Fleishman-Hillard has developed a reputation as a results focused, communications partner for its travel industry clients. Over the years, the firm has represented a variety of travel- and tourism-related clients, ranging from government tourism boards and associations, to airlines and cruise lines, to hotel chains, theme parks, spas and resorts.

The Omnicom company specializes in distinguishing travel destinations and hotels by communicating their unique characteristics and appeals in ways that relate to the consumer's lifestyle and build consumer confidence.

The firm develops and executes consumer programs involving partner/industry relations, media and agent familiarization trips, speakers' bureaus, grassroots marketing, special events, and media relations. These programs are supported by the relationships F-H professionals maintain with influential travel writers and reporters. The firm has also created investment promotion programs and handled crisis manage-

ment assignments.

Since 2005, Fleishman-Hillard's Travel and Tourism client base has rapidly grown to include leading international airlines, overseas and domestic tourism boards, luxury destination resort properties, and major hotel chain brands.

FRENCH / WEST / VAUGHAN

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Rick French, *President/CEO*
Lauren Taylor, *Executive VP, Partner*
David Gwyn, *Executive VP, Partner*
Jack Glasure, *Chief Marketing Officer*

French/West/Vaughan (FWV) is one of the nation's largest independent public relations, public affairs and emerging media agencies. Headquartered in Raleigh, N.C., the agency also has offices in New York City and Tampa. Founded in 1997, FWV celebrates its 10th anniversary this year.

FWV's dedicated travel and tourism practice boasts extensive destination marketing experience, specializing in lifestyle and leisure marketing and public relations. Travel and tourism industry experience includes work with Gatlinburg, Tennessee; Cabarrus County, North Carolina - home to NASCAR's Lowe's Motor Speedway; Oakland County, Michigan; Tweetsie Railroad - North Carolina's Oldest Theme Park; Branson, Missouri; the Old Salem Moravian village in North Carolina; the Greater Raleigh CVB; and America's Historic Triangle, located in Williamsburg, Virginia.

In addition to ranking as the nation's 19th largest independently-owned PR firm, FWV was named a 2006 finalist for *PR Week* magazine's "Midsize PR Agency of the Year" and was named the *Holmes Report's* 2004 National Consumer Agency of the Year. FWV works with many of the world's leading companies and brands, including the Global Water Foundation, the Coca-Cola Company (Nestea, Gold Peak, Minute Maid, Dasani and Simply Orange), Ford Motor Company, Wrangler, the Justin Boot Company, Canada Post, Speedo, Diageo (Bulleit Bourbon), Pfizer, United States Playing Cards, Gemstar-TV Guide, ASTROTURF and bioMérieux.



Cote de Pablo, star of CBS's hit drama NCIS (in which she plays an Israeli Mossad officer), recently visited Israel as a guest of the Israel Ministry of Tourism, a campaign led by Geoffrey Weill Associates.

GEOFFREY WEILL ASSOCIATES

27 West 24th St.
New York, NY 10010
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Geoffrey Weill, *President*
Ann-Rebecca Laschever, *SR VP*
Eric Goldberg, *Exec. VP*
Tania Philip, *VP*
Janet Rodgers, *VP*

Geoffrey Weill Associates has seen a period of growth, in terms of clients, staff and office space in the last 18 months. New clients include the Israel Ministry of Tourism, Taj/CC Africa, Orient-Express Trains and Cruises, Jet Airways, Austrian Airlines, Ashford Castle, Ireland; Merrion Hotel, Dublin; St. Regis in Washington, DC; Panoramic Hotel in Iguazu, Argentina; and AquaExpeditions in Peru. Other clients include MedjetAssist; Cape Grace Hotel in Cape Town; Inkaterra, Peru; Pezula Hotel Resort & Spa, South Africa; Hassler Hotel, Rome; and Canadian Mountain Holidays.

WEILL is proud to represent

many clients who practice sustainable tourism, many who have been forerunners in the field of ecotourism. WEILL staff members are also involved in Global Kids, an organization that works in NYC schools to teach kids about international affairs and provide leadership skills. And, instead of traditional holiday gifts to clients, WEILL made donations in their names to AmericaShare and City-Meals-on-Wheels.

Major hits in 2006-2007 include exclusives in *Architectural Digest* and *Travel+Leisure* and the premier show of Trip of a Lifetime on the Travel Channel.

HERMAN ASSOCIATES PR

470 Park Ave. S., 2nd Flr South
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Paula Herman, *CEO*
Stu Herman, *President*
Mario Almonte, *Account Director*

Founded in 1986, Herman Associates Public Relations

(HAPR) is a boutique agency specializing in travel, tourism and hospitality. HAPR's clients have included foreign government tourist boards, hotel chains, international airlines, tour operators, niche market cruise lines, as well as leading travel industry associations. The agency's immersion in the travel and tourism business is perhaps best represented by its over 20-year relationship with the United States Tour Operators Association. Among HAPR's current clients are European Waterways, Europe's leading luxury barge cruise company and the Student & Youth Travel Association (SYTA).

HAPR is headed by a team of seasoned PR professionals who are attuned to today's multi-media communications environment and the latest technology for disseminating news. Years of experience have honed their skills at developing media relationships and attracting the media's attention. As a result, many travel editors, freelance journalists, and broadcasters recognize HAPR as a credible, reliable news source, and an effective communications bridge between them and their clients. The bottom line: over two decades of public relations success stories.

KTCPR

77 North Centre Ave., Suite 215
Rockville Centre, NY 11570
516/594-4100

Richard S. Kahn, *President*
Hilari Graff, *Accounts Director*

Kahn Travel Communications, also known as KTCpr, is a 17-year-old public relations, marketing and publishing company formed by Richard S. Kahn, former Editor-in-Chief and Associate Publisher of *Travel Agent Magazine*.

Kahn, having spent 22 years as a reporter, writer and editor for newspapers and magazines, has a strong understanding and connection to the media – the end game for any public relations agency.

KTCpr was launched with a purpose – to be responsive to the media and act as a resource. In that way, the company has been able to sustain a steady growth based on the success of achieving results, in large part thanks to Kahn's relationships with the media. KTCpr employees have all been indoctrinated into the fold, and response time on media queries is basically zero.

Our expertise covers media relations, the creation of promotions (print, radio and Internet), the

launch of new hotels and resorts, marketing consultation, crisis communication, speech writing and publishing services.

Staff loyalty at KTCpr is unprecedented in the industry. Out of the company's 10 employees, all but two have been with KTCpr a minimum of five years, with four of them at the company over 10 years each.

A testament to KTCpr's quality of work and the tireless dedication of the staff, clients are also very loyal – Bolongo Bay Beach Club in St. Thomas (17 years and the company's first client), the Caribbean Tourism Organization (12 years), the Hospitality Sales & Marketing Association International (7 years), Vacation.com (9 years) and La Cabana Beach & Racquet Club in Aruba (15 years). Other clients include the Philippine Department of Tourism (2 years), the China National Tourist Office (2 years), Victoria Cruises (7 years), Travel Impressions (2 years), Ritz Tours (7 years), Sceptre Ireland Tours (3 years), Spice Island Beach Resort in Grenada (10 years), Blue Horizons Garden Resort in Grenada (10 years), Mango Bay in Barbados (8 years), Interval International (10 years) and SureCruise.com.

Key placements over the years have been TV exposure on "Today," "The Early Show" and local New York news stations as well as coverage in *The New York Times*, *The Washington Post*, *The Los Angeles Times*, *Newsday*, *The Boston Globe*, *Travel + Leisure*, *Coastal Living* and many more in addition to all the major travel trade publications.

KETCHUM

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Ketchum is a global PR agency with one of the world's leading brand marketing practices. Included in the practice is a travel and lifestyle specialty group, which utilizes its expertise and creative programming to garner the best results for its growing portfolio of clients. Based on years of expertise in the hotel, airline, and cruise industries, the professionals of the travel group are able to deliver outstanding results.

Ketchum's travel clients receive hands-on attention and care of an "agency within an

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KWE Group's new celebrity service spearheaded a star-studded anniversary celebration for Riviera Maya's Paraiso de la Bonita. Pictured (L to R) is Teri Hatcher, star of *Desperate Housewives*, and Karen Weiner Escalera of KWE Group.

Ketchum

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agency" with the bonus of access to resources of a global public relations firm. The team has a broad range of capabilities, such as celebrity and third-party spokesperson relations, negotiation of strategic partnerships and endorsements, issues and crisis counseling, media training, entertainment and sports marketing, full service graphic and video design, and new media expertise. Furthermore, the group has built relationships with key national media and travel trade outlets, focused on securing high profile results for clients in the print, broadcast, and online arenas.

Present clients include: Canyon Ranch, Carnival Cruise Lines, Delta Air Lines, Hyatt Hotels & Resorts, and the SkyTeam Airline Alliance.

KUNDELL COMMUNICATIONS

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Linda Kundell, President

Kundell Communications provides strategic counseling, marketing communications, editorial content, speechwriting and media relations services including print, broadcast, and new media. Specializing in travel, tourism, hospitality and lifestyle accounts, the firm is backed by a network of senior-level, independent associates. The firm's public speaking division provides performance-driven training and coaching using theatre-

based techniques. Current travel clients include the U.S. Tour Operators Association (USTOA), the US Travel Insurance Association, Gate 1 Travel, and African Travel, Inc.

KWE GROUP

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Karen Weiner Escalera, President and CEO

For over 28 years, first in New York City and now in Miami, KWE Group has been among the nation's leading travel and tourism public relations and marketing experts. We counsel organizations on how to develop and exploit their marketing strengths and tap into the lifestyle trends of luxury travelers. From luxury resorts and destinations to tour operators, airlines, spas and niche travel products, KWE develops strategies for clients to stand out in the ultra-competitive travel and tourism business. We help clients determine what to do and what to say. When appropriate, we apply a rigorous, fast-paced process to identify what special services, facilities and marketing programs should be offered to consumers by clients.

And when it comes to executing PR/marketing campaigns, no one is more effective at maximizing client visibility through publicity, promotions, special events and specialized B2B campaigns. New this year: KWE Group launched its new celebrity service, as well as an internationally syndicated luxury travel and lifestyle trends newsletter and blog. The firm is also a founding member of Tourism Trademark, the first global marketing communications network of independent agencies specializing in travel.

LAURA DAVIDSON PUBLIC RELATIONS

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Laura Davidson, President
Leslie Cohen, Executive VP
Meghna Patel, SVP
Lisa Caruso, VP

Venturing beyond the limits of conventional PR, LDPR is a leader of a new breed of PR agency – lean, fast, enthusiastic, smart, visionary,

creative and assertive. LDPR calls its methodology "media marketing," reinventing the concept of PR, exploiting new technologies, searching for new solutions, working hand-in-hand with its clients' marketing teams to achieve astonishing results and awards, reflected this year with two HSMIA Platinum Adrian Award wins.

Current clients include many of the most prestigious destinations and resorts in the world: Australia, Scotland, Montréal, the island of Mustique, Curtain Bluff in Antigua, The Ritz-Carlton resorts in Orlando and Naples, Marriott International, and RockResorts among others.

LOU HAMMOND & ASSOCIATES

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Lou Rena Hammond, Founder / Chairman
Stephen Hammond, President
Terry Gallagher, Executive VP

A dedication to both substance and style has made Lou Hammond & Associates (LH&A) a leading travel and lifestyle agency since 1984. Experience, independence, a commitment to client service, and award-winning results are hallmarks of the company.

Under the leadership of Chairman and Founder Lou Rena Hammond and President Stephen Hammond, the agency's 40 employees offer expertise in public relations, public affairs, crisis management, marketing communications and special events. LH&A boasts a blue-chip roster of clients, with special focus on premium travel products, destinations, real estate and hotels/resorts. Home décor, retail, culinary and other lifestyle accounts are also major areas of LH&A's profile.

The firm's travel and luxury lifestyle experience has aided in landing and servicing an influx of clients in the high end-real estate industry. Buyers of luxury first and second homes are increasingly opting for amenities, design, and comfort that are on the order of five-star hotels and resorts. New LH&A clients in this arena include: Great Camps, in the pristine mountains of North Carolina; Promontory, a private, legacy-home community in Park City, Utah featuring legendary skiing and world class golf; and Tivoli Properties and Mezzo in Atlanta, which specialize in upscale vertical communities.



LDPR team supports local community soup kitchens by planting vegetable garden at Bissel Gardens in the Bronx.

Profiles of Travel & Tourism PR Firms

LH&A's travel practice continues to thrive – and grow. The firm's impressive list of prominent clients has been joined recently by One Key, a high-end and innovative destination club, and Remote Lands, offering luxury bespoke travel and private jet journeys accompanied by celebrity speakers to Asia.

Joining the hospitality practice are Sofitel Hotels & Resorts with over 200 properties worldwide, The Emerson Resort and Spa, Grand Cascades Lodge, The Greenbrier, The Mount Washington Resort and The Tudor Hotel.

Also in the airline world, the agency recently helped Flyglobespan launch new service to Ireland West Airport Knock from New York and Boston. These new flights represent the first time travelers from the States have direct access to the beautiful West and Northwest of Ireland.

LUCKIE STRATEGIC PR

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Brian Pia, SVP & Director
Jim Taylor, Account Director

Luckie Strategic Public Relations is ranked #30 on the O'Dwyer's list of top travel PR operations in the U.S. The firm's work on Alabama Bureau of Tourism's Year of Alabama Food campaign won a Travel Industry Association Mercury Award for special promotion. Luckie PR team experience includes: Alabama Bureau of Tourism and Travel, Alabama Department of Conservation, Six Flags over Georgia, Six Flags Great America near Chicago, as well as a number of Marriott Resort Hotels. The Luckie PR team has a track record of getting high profile coverage in *USA Today*, *The Wall Street Journal*, *CBS Early Show*, *NBC's Today*, *Budget Travel*, in-flight magazines and local media coverage in key drive markets.

MARX LAYNE

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Michael Layne, Partner

Marx Layne & Co.'s success in the travel and tourism sector is a

result of providing clients responsive, individualized, intelligent and energetic marketing and PR services.

ML&C's travel, tourism and hospitality practice encompasses national, regional and local campaigns for large organizations, nationally recognized resorts, award-winning restaurants and hotels and individual tourist destinations.

The firm has initiated campaigns, grand openings, media relations, promotional activities, special events, strategic marketing and media training programs for Travel Michigan, Northwest Airlines, Shanty Creek, Boyne USA Resorts, Detroit Zoo, Townsend Hotel, and Detroit Science Center.

Established in 1987, ML&C has more than 35 PR pros.

MDP PUBLICITY

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Meryl D. Pearlstein, President

MDP Publicity specializes in the hospitality, travel, food and lifestyle industries, representing distinctive tourism clients including luxury hotels and resorts, restaurants, destinations and tour operators.

The Agency is known for its expertise in media relations including media tours, media receptions and marketplaces, deskside meetings and press trips. Elegantly written press and editorial materials, for distribution and publication, are another agency hallmark.

Additional capabilities include marketing-based public relations, brand awareness programs, product launches and relaunches, photo shoots, special events, promotional and marketing partnerships, and niche marketing.

The Agency works closely with its clients to develop targeted programs such as girlfriend getaways for the Wayfarers walking tours, Hastings House in British Columbia, and Triple Creek Ranch (Relais & Châteaux, Montana); the culinary reinvention of Grace Bay Club with Chef Gerry Gnassi; the launch of the new Grand Spa and newly upgraded resort at Tabacón Grand Spa Thermal Resort in Costa Rica; and exciting media events for St. Augustine,



MDP's press trip to launch the new Girlfriends' Getaway program for the Wayfarers took journalists to beautiful New Mexico.

Clearwater and the Beaches; Lake Charles and Lafayette, Louisiana, and Tourism British Columbia.

Other clients include French Country Waterways luxury barge tours, Go Ireland (tours in Ireland); Memorable Costa Rica (tours in Costa Rica); Physical Advantage (massage spa); and Corinne McCormack Eyewear.

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Margi Booth, President
Joan Brower, Sr. Vice President
Joan Bloom, Sr. Vice President

The Travel & Lifestyle Practice at M Booth integrates tourism and hospitality expertise with leisure products and lifestyle experiences that are essential partners in today's travel environment. Clients include destinations, hotels/resorts, spas, tour operators, cruise lines, travel Internet sites, and luxury brands in wine, spirits and gourmet food. The agency's newest practice utilizes new media to reach consumers, providing tourism clients with added value.

Among noteworthy activities in 2007: M Booth promoted the \$550 million expansion of Harrah's Atlantic City, unveiling a 4-acre domed pool, entertainment complex and one of the largest Elizabeth Arden Red Door Spas in the country; orchestrated a major NYC media event for the Myrtle Beach Area of South Carolina and 3-state tour resulting in press coverage and visits; and gave Yahoo! Travel record-breaking visibility by

launching its new Trip Recommendations module, the first such comprehensive online travel feature.

Additional M Booth travel clients include easyCruise, (sailing the Mediterranean, Caribbean and Aegean, and rivers in Belgium and The Netherlands), U.S. Virgin Islands Department of Tourism, Turkish Ministry of Culture & Tourism, MGM MIRAGE (Las Vegas), and the international visitors centers of Champagne Piper-Heidsieck and Charles Heidsieck, Masi Wines, and The Macallan, Highland Park and The Famous Grouse Scotch whiskeys.

MIDDLETON & GENDRON

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Yvonne Middleton, Chairman
Mary Gendron, President
Burns Patterson, Executive Vice President

There have been many remarkable years in the agency life of Middleton & Gendron Brand Communications – but 2007 stands apart.

For the agency itself – the year began on a high note, as chairman Yvonne Middleton was honored by HSMIA with the Winthrop W. Grice Lifetime Achievement Award for Public Relations Excellence. Agency campaigns for Eos Airlines, Orbitz.com and Mohegan Sun also earned honors.

M&G's reputation for excel-

▲ *Continued on page 30*



MMG Mardiks launched the "Hertz Rent-A-Racer" program in 2006, which resulted in major coverage generating more than 200 million impressions. Carroll Shelby, auto racing legend and founder of Shelby Automobiles (right) joins Frank Camacho, Staff Vice President, Marketing, Hertz (left) and Lisa Diliberto, Senior Director, Marketing Communications (center) in unveiling the Shelby Mustang GT-H at the New York International Auto Show.

Middleton & Gendron

Continued from page 29

lence in the travel and lifestyle sectors proved compelling – and very current- for a range of new clients who have enlisted M&G as a PR partner in 2007. These include: Trump Hotel Collection, Sea Island Resorts, Flight Options, Whiteface Lodge, The Colonnade, and Ocean Reef Club, among others.

It has also been gratifying in 2007 to see Horst Schulze's vision for Capella Hotels and

Resorts, an M&G client, come to life. Schloss Velden, a Capella Hotel, opened in May in Velden, Austria to wide acclaim. Capella Castlemartyr, in Ireland, is set for an August opening.

At M&G, a passionate team of PR professionals combines unparalleled media relationships with specialized expertise in news bureau operations, promotions, event planning, new media and crisis management. The agency's overriding focus is to build brands by forging an emotional connection between client and constituents.



Zero Gravity Corporation flew world-renowned physicist, cosmologist, and best-selling author Professor Stephen Hawking into weightlessness on April 26, performing eight parabolas, out of the Kennedy Space Center. It was the first time Professor Hawking, the world's leading expert on gravity, had an opportunity to experience zero gravity.

MMG MARDIKS

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Charles Mardiks, *Managing Director*
Mara Begley, *Vice President*
Lauren Garvey, *Vice President*

MMG Mardiks is a creative collaboration of some of the sharpest minds in travel and tourism public relations. A subsidiary of MMG Worldwide, a global marketing communications agency serving many of the world's premier travel, tourism and hospitality brands, MMG Mardiks is a travel-focused strategic communications firm with personalized senior-level service and a depth of large agency resources. MMG Mardiks offers comprehensive public relations, media relations and marketing communications services, as well as crisis communications, event marketing, sales promotion, partnership marketing, viral marketing and product placement. Clients include: Regent Seven Seas Cruise Lines, Regent Hotels and Resorts, Hertz Corporation, Rezidor SAS Hospitality, Carlson Hotels Worldwide, Midwest Airlines, Travel Guard International, Elegant Hotels of Barbados, Sarasota Convention and Visitors Bureau, Colorado Tourism Office, Elite Traveler, The May Fair Hotel, Remington Hotels and Hyatt Regency Tamaya Resort.

M. SILVER ASSOCIATES

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Morris Silver, *Chairman & CEO*
Virginia M. Sheridan, *President*
Rosalie Hagel, *Executive VP*

For more than 30 years, M. Silver Associates has distinguished itself in travel and tourism, luxury lifestyle and consumer products and services, providing customized, highly impactful and cost-effective PR, marketing and branding programs. The agency's client base includes government tourist boards, ministries of tourism, convention and visitors bureaus, hotels/resorts, airlines, cruise lines, attractions, and industry associations. M. Silver is headquartered in New York with a Fort Lauderdale, Florida office.

Recent notable achievements

include the creation of coast954, an innovative NYC pop up store designed to promote Greater Fort Lauderdale, a client for 20+ years; an award winning Explore Chinatown NYC campaign to restore this area of lower Manhattan post 9/11; the repositioning of the iconic Biltmore hotel in Miami; the rebranding of the city of Baltimore; and the creation of the World's Largest Cruise Night for Cruise Lines International Association that helped generate thousands of dollars in cruise bookings across the country. Another achievement that garnered nationwide attention was the promotion of a once-in-a-lifetime experience for renowned physicist Stephen Hawking aboard a Zero-Gravity flight. The special event generated major network feature segments and worldwide front page coverage.

MSA has received more than 270 awards for excellence, and agency principals Morris Silver and Virginia M. Sheridan, have been honored with Lifetime Achievement awards by Hospitality Sales & Marketing Association (HSMAL).

Current clients include American Express, Baha Mar Ltd., Cable Beach Resorts, Cruise Lines International Association, Connecticut, Greater Fort Lauderdale, Emirates Airline, Jumeirah Hotels, Ritz-Carlton hotels in the Caribbean and Florida, Riviera Nayarit, Sol Melia, Paradisus Resorts, Victory Dallas and Zero-Gravity Corporation.

MSA is a member of the Worldcom PR Group, a worldwide alliance of some 104 partners in 88 cities on 6 continents.

MWW GROUP

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Michael W. Kempner, *President and CEO*

For more than 20 years, MWW Group has developed destination marketing, travel public relations and lifestyle communications programs for organizations worldwide.

Whether it's brand building or creating innovative travel experiences, MWW Group specializes in developing PR initiatives that re-energize destinations and increase market share. Our team of travel industry experts offers strategic counsel that connects tourism brands with leisure- and business-minded consumers.

Profiles of Travel & Tourism PR Firms

We represent a diverse roster of travel organizations, including Visit Scotland Business Tourism Unit, Cape May Tourism Board, Washington Winegrowers Commission, Meadowlands Xanadu, Continental Airlines, California Travel Industry Association, Time Warner Center and Gateway to LA and more.

NANCY FRIEDMAN PUBLIC RELATIONS

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Nancy J. Friedman, *President*
Kristen Hammer, *Senior VP*

For 20 years, NJFPR, has provided targeted, strategic and effective public relations campaigns for clients in the travel, hospitality and lifestyle industries. Media specialists and savvy strategists, the agency leaves no stone unturned when it comes to creating and executing award-winning PR programs. We combine focus, passion and integrity with industry expertise and a national network of media relationships to give our clients the recognition they merit and enable their businesses to grow.

Clients include: Apple Core Hotels, New York; Comfort Inn Midtown; Super 8 Hotel Times Square; La Quinta Inn Manhattan; Ramada Inn East Side; Red Roof Inn Manhattan; Borgata, Atlantic City; Cooperstown, New York; Village of: The Otesaga; The Cooper Inn; Fenimore Art Museum; The Farmer's Museum; The National Baseball Hall of Fame and Museum and Glimmerglass Opera; Canoe Bay, Relais & Châteaux, Chetek, Wisconsin; Desert Springs JW Marriott Resort & Spa, Palm Desert, California; Hotel Gansevoort, New York; Gansevoort South, Miami; Gansevoort South, Condo Hotel Units; JW Marriott Starr Pass Resort & Spa, Tucson, Arizona; JW Marriott Desert Ridge Resort & Spa, Phoenix, Arizona; Molasses Reef, a Ritz-Carlton Reserve, West Caicos, Turks & Caicos Islands; Occidental Hotels & Resorts (Caribbean and Mexico); Palm Desert, California; Quikbook.com; Spring Creek Ranch and The Wilderness Adventure Spa at Spring Creek

Ranch, Jackson Hole, Wyoming; St. Lucia, West Indies; St. Regis Resort, Fort Lauderdale, Florida; The Camelback Inn, a JW Marriott Resort and Spa, Scottsdale, Arizona; The Dylan Hotel, Dublin, Ireland; The Franklin, New York; The James hotels, Chicago; The Langham Hotel, Hong Kong; The Mansfield, New York; The Pod Hotel, New York; The Ritz-Carlton, Rancho Mirage Resort & Residences, Rancho Mirage, California; The Shoreham, New York; The Pollard, Red Lodge, Montana; The Residences at The Ritz-Carlton, Rancho Mirage; West Caicos Reserve, Turks & Caicos Islands; Westin Hotels and Resorts.

NEW WEST

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Rebecca Simpson,
Principal/CEO
Tom Howell, *Principal/COO*

New West specializes in brand development, market expansion and reputation management. Its staff has worked with two different state tourism programs, the Visitors and Convention Bureau of one of America's Top 10 convention cities, one of Florida's major destination cities, plus hotels and attractions. The firm is responsible for the successful branding and marketing campaign for the state of Kentucky. Over the last three years, the Unbridled Spirit Campaign has helped boost the economic impact of tourism on Kentucky's economy by 23.8 percent to \$10 billion a year according to the Travel Industry Association.

New West clients include government, healthcare, industrial, commercial, business to business and consumer companies and organizations.

NOVOM MARKETING

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Novom Marketing is an integrated hospitality marketing and public relations firm with expertise in providing winning programs for luxury hotels and resorts, tourism destinations, resort real estate develop-



Nancy Friedman and team enjoying multiple awards for public relations excellence at the 2007 HSMIA awards.

ments, shopping centers and related projects. Novom approaches PR from the viewpoint of both market positioning and driving revenue for clients. The agency is known to guide clients from inception to completion, providing valuable marketing input, creating signature services, and delivering outstanding publicity placements. Having served over 100 clients since 1993, the agency also serves as the West Coast office of Yesawich, Peppardine, Brown & Russell, the leading marketing agency for travel and leisure companies.

O'CONNELL & GOLDBERG

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Jim O'Connell, *Principal*
Barbara W. Goldberg, *Principal*

We know travel & tourism. We have successfully represented major hotels, including the first Ritz-Carlton to open in Miami as well as the legendary Fontainebleau Miami Beach and under-development Fontainebleau Las Vegas. The O'Connell & Goldberg imprint also is evident at Pelican Grand Beach Resort, Noble House Hotels

and, perhaps most proudly, the world-renowned Atlantis Resort & Casino (Paradise Island, The Bahamas), which began with re-branding the property and evolved into a 12-year relationship.

We helped introduce Turnberry Associates to Las Vegas and established the company as a "player" through creative representation including "The Ride," an interactive, multi-media tour that wowed Las Vegas audiences. The efforts resulted in such additional projects as Signature at MGM Grand and the new Town Square at Las Vegas.

O'Connell & Goldberg is an independent, full-service public relations firm established in 1993 by Jim O'Connell and Barbara Goldberg. We consistently rank among the top independent PR firms of our size nationwide. Our top priority is helping clients reach their primary business objectives and dozens of travel/tourism clients have benefited from that philosophy.

Our strengths lie in a "What If?" approach to PR. This ability to view clients from entirely different perspectives results in out-of-the-ordinary campaigns that generate attention. Particularly recognized for our creative flair, we were the only Florida firm to receive two awards in the same year from *PR Week* for orchestrating headline-grabbing events.



Members of the Quinn & Co. Travel DreamTeam celebrate top honors at HSMIA Awards.

PAINENPR

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Daryl McCullough, CEO
Eric Borsum, GM, Los Angeles
Beth Balsam, GM, New York
Justin McCarthy, VP Business Development

PainePR, regarded as one of the nation's leading mid-sized firms, has a reputation for delivering premier client service, creative programming and strategic brand building. The firm has more than two decades of ongoing experience

within the travel and tourism category, with a broad range of experience working with the airline industry, hotels, visitor bureaus and more.

PainePR is current agency of record for Hilton Garden Inn, the fastest growing brand in the Hilton portfolio of hotel properties. In addition, the firm created and executed the award-winning launch of Shuttle by United and conducted international launch activities surrounding the delivery of the first Boeing 777 aircraft to United Airlines. Our specialties include strategic counsel and media relations, international and national launch events, crisis communications and influencer marketing, and fully integrated diversity/Hispanic



To commemorate the Queen Mary 2's San Francisco maiden call on February 4th, Redpoint Marketing PR orchestrated an event that drew hundreds of thousands of spectators to witness the ship make history as the largest vessel to sail under the Golden Gate Bridge. National media coverage of the event reached more than 50 million consumers in one day.

capabilities.

The firm also is widely regarded for its lifestyle marketing practices reaching targeted women and men's demographics. The firm has executed PR campaigns that include viral and grassroots marketing, online influencer/blogger outreach, and other new communications strategies that reach the consumer where they live, work and play.

A subsidiary of the Cossette Communication Group, PainePR has core offices in New York City, Los Angeles, Boston and Orange County (Irvine), Calif.

QUINN & CO.

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Florence Quinn, Founder/President
Carla Caccavale Reynolds, Partner/Travel
John Frazier, EVP/Travel

Quinn & Co. produces results-oriented travel PR work that is strategic, creative and goal-oriented. Our innovative initiatives enhance the brand and garner significant publicity in leading media outlets with a high return on investment.

Our initiatives have been recognized by peers and journalists. We won the prestigious HSMIA Best of Show Award (best travel PR campaign worldwide) the last two years in a row as well as the 2007 Gold Bulldog Award for Tourism. We create the concepts that drive the publicity.

Our considerable media contacts complement our creative abilities to produce optimum PR results. We consistently make important placements in leading media outlets, including cover stories and hard-to-get TV segments.

Our clients include brands such as The Waldorf=Astoria Collection, Club Med, Conrad Hotels, Four Points by Sheraton, Aruba Tourism Authority, kayak.com and Qatar Airways; individual branded hotels (Westin, Sheraton, Hilton, JW Marriott, Renaissance, Marriott, Regent and Loews); independent hotels in the US, the Caribbean and worldwide; as well as tour operators and other travel-related entities.

The Quinn & Co. culture of teamwork, innovation and accessibility fosters a highly productive atmosphere among the 32+ professionals, from account staff to the

firm's partners. Everyone gets reviewed and participates in trainings. We are as disciplined and service-oriented as we are creative.

Don't take our word for it! Here's what our clients have to say: "Once in a career, you should be fortunate enough to work with a company like Quinn & Co.! Their ability to truly understand and communicate the 'WOW' and drive media buzz is second to none."... "22 million impressions in one month!!!" ... "Their level of expertise combined with their knack for the unique and creative delivers the perfect choice for a PR agency." ... "You have fantastic creative ideas!!!" ... "They are an essential part of our success and a true partner."

REDPOINT MARKETING PR

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Victoria Feldman de Falco, Principal
Christina Miranda Diaz, Principal
Maria Andriano, Senior VP
Gabriella McNamara, Senior VP
Agatha Siegel, Vice President

Specializing in travel, hospitality, interior design, and home furnishings, Redpoint is a full service marketing PR firm with an entrepreneurial style, brand building expertise, and a passion for results.

Select hospitality clients include Princess Cruises, Cunard Line, Loews Hotels, Affinia Hospitality, Swissotel Hotels & Resorts, The Principality of Monaco, The Regency (NY), The Benjamin (NY), The Sagamore Resort, TAG Galyean AIA, New England Inns and Resorts Association, The Loews Philadelphia Hotel, Global Rescue, WineCountry.com, and Gateway Canyons Resort.

Redpoint executives bring a "nose for news" to every client challenge, ensuring that marketing ideas have just the right dash of risk to make them significantly newsworthy without being operationally challenging to implement.

Feature media coverage for clients includes national and international outlets including the Today Show, Good Morning America, TV Food Network, BBC-Worldwide, CNN, USA Today, The New York Times, Wall Street Journal, Newsweek, Time and more.



Dave Price, host of CBS' *The Early Show*, raced a former America's Cup yacht in the famed sailing waters of New Zealand, a trip spearheaded by Spring, O'Brien. During CBS' "All-Access" series, Price trekked by horseback high in the Atlas mountains of Morocco; practiced martial arts with a kung fu master in Hong Kong; and swam with dolphins.

RICHMOND PUBLIC RELATIONS

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Louis B. Richmond, CEO
Lorne S. Richmond, President
Kirsten A. Bell, Senior Account Manager/Travel

Richmond Public Relations (RPR), a WorldCom Public Relations Group Partner and award-winning travel and tourism firm, has coordinated many successful publicity campaigns for hotel and resort openings, as well as developed corporate strategies and branding campaigns for luxury properties throughout the United States and Canada.

Most recent awards for RPR include a Silver Anvil from the Hospitality Sales & Marketing Association Industry (HSMIA) for its Cave B Inn at SageCliffe grand opening campaign in 2006. RPR also received a Bronze Anvil from HSMIA in 2005 for publicity surrounding the renovation and grand re-opening of Alderbrook Resort & Spa on Hood Canal.

Previous awards have included the "Georgie Award" from Washington State Tourism; "The Soundie Award" from Puget Sound Radio Broadcasters Association; and the "Gold Quill Award" and "Award of Excellence" from the International Association of Business Communicators.

Current travel clients are: MTM Luxury Lodging (Alderbrook Resort & Spa, Cave B Inn at Sage Cliffe,

Hotel 1000, Willows Lodge, Woodmark Hotel, Yacht Club & Spa; Rosario Resort & Spa; Salish Lodge & Spa, Sheraton Seattle Hotel & Towers; Skamania Lodge; The Lodge at Suncadia; Tourism Walla Walla; and Wenatchee Valley CVB.

Previous travel clients have included: Kimpton Hotel Group properties in Seattle and Portland; Starwood Hotels & Resorts; The Westin Seattle; Monterey Bay Inn; Harvest Inn; Noble House Hotels & Resorts; Holland America Line; and Gray Line of Seattle and Alaska.

ROGERS & COWAN

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Tom Tardio, CEO
Tara Walls, EVP
Fran Curtis, EVP

Rogers & Cowan offers significant experience in creating and executing integrated marketing and PR campaigns for clients in the travel and tourism industries, including airlines, cruise ships, hotels, resorts, spas, destinations, visitor bureaus and publishing companies.

The agency works with clients to position their countries as perfect travel destinations through product placement and promotional tie-ins with films and television shows, build awareness for hotels, resorts and spas through celebrity seeding programs, execute consumer sweepstakes tied to entertainment brands and manage participation in entertainment events. Our distinctive approach to travel and tourism PR

combines these integrated marketing strategies with media relations to communicate brand attributes to consumers through the power and influence of entertainment.

Current and past clients have included American Airlines, Miami Convention & Visitors Bureau, Miami Boutique Hotels, The Islands of the Bahamas, Canadian Tourism Commission, Fiji Audio/Visual Commission, Qantas, Royal Caribbean, Celebrity Cruises and *Condé Nast Traveler* magazine.

RUDER FINN

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Gail L. Moaney, APR, Executive VP/Director, Travel & Economic Development

For more than 55 years, Ruder Finn has identified and met the communications and marketing challenges of the travel industry. The Agency has developed results-driven programs for domestic and international travel-related clients, including national and regional tourism organizations, hotel and lodging establishments, individual resorts and attractions, international airlines, cruise lines, and high-profile international events. All programs are designed to spotlight a client's unique characteristics.

In addition, Ruder Finn has developed communications programs in support of economic development initiatives. We have worked for national, regional, and municipal efforts on location marketing (airports, industrial sites, seaports, corporate parks, and residential developments), and in export promotion (for foods, wines, luxury goods, industrial products, machine tools, automobiles, and information technology among many other product categories).

The Travel & Economic Development Group's current clients include Air France, Air Jamaica, Counterpart International, Embassy Suites, Homewood Suites, Jamaica Tourist Board, South African Airways, The Orphalse, Travel Alberta International, and the University of Johannesburg.

SAWCHUK BROWN ASSOCIATES

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Pamela Sawchuk Brown, President & CEO
Shane Williams-Ness, VP
Elizabeth Mankin, Assistant VP

Sawchuk Brown Associates (SBA) has a Lifestyle Practice that serves travel and tourism clients' diverse needs through strategic media relations, crisis communications, government relations and issues management, branding campaigns, integrated marketing, event planning, reputation management and public awareness campaigns since 1979.

Recent experience includes developing the "We Are Tech Valley. We Are the Future" pride campaign, launching The Saratoga Hotel & Conference Center and Albany's 74 State hotel, work with Warren County Tourism, promoting the Saratoga Rowing Association's rowing championship regatta, marketing communications for the Lodge at Echo Lake, promoting the Downtown Albany "Worth Discovering Since 1609" initiative, work on the French and Indian War Commemoration and projects for Albany International Airport. The firm also has worked with Empire State Plaza Convention Center, Albany Capital City Bicentenary, Albany Tulip Festival, Rensselaer County Historical Society, Dressage at Saratoga, Mohawk Valley Historic Corridor, Albany Tricentennial Celebration, Hudson Valley Hot Air Balloon Festival and Seaway Trail. SBA has served hospitality clients including Mirror Lake Inn and Spa in Lake Placid, N.Y., Albany's Hilton, Marriott and Omni hotels and the Mansion Hill Inn.

Other travel and tourism promotion experience includes New York state's I Love NY campaign, New York State Hospitality & Tourism Association, Tourism Industry Coalition of New York and regional tourism agencies serving Albany, Dutchess, Orange and Sullivan counties and the greater Hudson Valley.

SPRING, O'BRIEN

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Chris Spring, President
David Kleinman, Executive VP, Travel
Lauren Kaufman, VP, Travel
Shantini Ramakrishnan, VP, Travel
Nora Brossard, Editorial Director

Spring, O'Brien has a sterling reputation for delivering results to its travel clients through creative think-

ing and sound media relations. In Spring 2007, its travel PR team leveraged its relationship with CBS' The Early Show host Dave Price, landing four destinations clients (out of seven!) on the network's "All Access" series. Media coverage on Hong Kong, Morocco, New Zealand and Tahiti (and national carrier, Air Tahiti Nui), totaled \$2+ million worth of national airtime. Broadcast coverage of destination clients is frequent - and frequently in-depth - via network 'cable' TV programming.

Since 1982, this integrated marketing agency has represented leading brands in every sphere of travel and the luxury lifestyle - reaching beyond traditional PR with a passionate flair for developing strategic partnerships. It recently paired the high-end resort community of Punta Mita, Mexico, with fashion designer Michelle Smith, who created the "Punta Mita Collection" of resort wear for the upscale Milly label.

Current clients are: Air Tahiti Nui, American Express Travel, European Travel Commission, Eurail, Harbor View Hotel & Resort (Martha's Vineyard), Hong Kong Tourism Board, International Expeditions, INTRAV, Moroccan National Tourist Office, Northwest Florida, Punta Mita, Royal Air Maroc, Smithsonian Journeys, St. Vincent & The Grenadines, SuperClubs Resorts, Tourism New Zealand, Tourism Victoria (Australia), Travel Bound, Tripology.com and the Watercolor Inn (Seagrove Beach, Florida).

SUSAN BRUSTMAN & ASSOCS.

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Susan Brustman, President
Lawrence Carrino, Vice President

Founded in 1985, Susan Brustman & Assocs. is a full-service, bilingual, Miami-based PR firm with a proven track record in creating publicity and special event marketing programs from the local to the national level for a prestigious group of culinary, hospitality, arts and entertainment clients.

The firm helped bring the Delano into the media spotlight, launched Mandarin Oriental Miami, and The Hotel, designed by fashion guru Todd Oldham. SB&A also introduced *Ocean Drive Magazine* to the world and gained South Florida's restaurants, Wish, Johnny V's, Mark and Azul, global media coverage.

SB&A handles celebrity relations, and has worked on client events with Madonna, Calvin Klein, Cameron Diaz, Antonio Banderas, ZZ Top, Tito Puente and Celia Cruz. The firm also represented clients that have made Miami the arts and entertainment hub of Latin America. These include Art Miami, the Miami Film Festival, MIDEM Americas, The Recording Academy and the Latin Recording Academy, BMI, Universal Music and BMG US-Latin.

TJM COMMUNICATIONS

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TJM Communications is a boutique public relations firm specializing in travel and tourism, and food and wine. We are based in Florida (Orlando area). Our goal is to support our clients' sales and marketing objectives with a public relations program that is targeted to the needs of the core product, while maintaining top-of-mind awareness. This ultimately impacts the bottom line. We represent a range of international and domestic destinations and entities, from Toronto to South Africa to Orlando.

We are a team of seasoned and passionate communications professionals who have been recognized in the industry for our work. Organizations that embark upon our services are assured of a quality product and the expertise to ensure communications success.

Our commitment to our clients rests on the principles of quality service, professionalism and a real value for your investment.

VOLLMER PR

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For more than two decades, VOLLMER has made a name for itself in the travel and tourism sector. Today, we're proud to be ranked as one of the nation's top public relations firms in destination marketing, media outreach, travel trade promotions, product launches, online trav-



Weber Shandwick's work with the Canadian Tourism Commission resulted in this Quebec tree for the Bryant Park Pond, complete with 30,000 lights and 3,200 ornaments. Mounties were on hand for the Nov. 28 Tree Lighting Ceremony.

el retailing as well as industry issues and management.

We have a passion for travel that inspires us to drive awareness of and sales for those companies we represent. Working in small teams from our offices in Texas and in New York, our travel specialists build true, lasting partnerships with our clients. Our in-house media and presentation team works to ensure that travel spokespersons are prepared to communicate on message with confidence. In addition to expertise in the domestic market, we have existing contractual agreements with travel specialist firms in the U.K., Mexico, Canada, Germany, Latin America and the Asia Pacific to support our clients' needs worldwide.

Current travel clients include Travelocity, Sabre, Texas Tourism, Get There, Air Partner, Groople, W-Victory Hotel, Bliss Spa, Hotel Crescent Court, Hotel ICON, ATME and French Quarter

Hospitality. VOLLMER has a handle on travel. We're proud to represent leaders in the travel industry and to be known for generating results on their behalf.

WEBER SHANDWICK

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Rene Mack, President, Travel & Lifestyle Marketing

Weber Shandwick's Travel & Lifestyle Marketing practice sets itself apart from other communications firms with its client service commitment, big agency resources and a global reach. The practice frequently taps the skills and expertise of its sister agencies, Rogers & Cowan (leading entertainment agency), FutureBrand (global

△ *Continued on page 36*



The Zimmerman Agency "cooling off" after a five-day PR photo shoot across the 60 islands represented in the British Virgin Islands in January 2007.

Weber Shandwick

Continued from page 35

brand consultancy) and Octagon (leading sports marketing agency) to create customized communications, marketing and special event programs that build awareness and secure headlines that drive the bottom line.

Weber Shandwick's Travel & Lifestyle Marketing practice is known for its strategic creativity, innovative approaches and consistent track record that includes winning major awards in the industry, from Silver

Anvils and *PR Week* awards to 10 Platinum HSMIA awards dominating every major category. In 2005, Rene Mack was honored by HSMIA with a lifetime achievement award for his contribution to the travel industry. The following year, the practice earned the first Podcast PRSA Bronze Anvil.

From launching the world's largest ships, sending off the world's longest flights and unveiling the world's largest golf complex in China, to bringing "The Streetcar Named Desire" to Times Square, repositioning Atlantic City as "Always Turned On" and anchoring Canada in the center of Manhattan over the holidays,



YPartnership executives launch the NYLO Hotel brand before industry elite at a press conference during the 2006 Lodging Conference. With the inaugural NYLO Hotel slated to open in December 2007, the brand has reached more than 25 million people worldwide through features in major media outlets.

Weber Shandwick always puts passion and expertise into accounts and projects large and small.

Weber Shandwick also fields one of the best crisis management and corporate positioning teams in the business.

Clients include: American Airlines, The Islands Of The Bahamas, Beverly Hills Conference & Visitors Bureau, Canadian Tourism Commission, Hard Rock Park, Hilton Head Island Chamber of Commerce, InterContinental Hotels & Resorts, InterContinental Hotels Group (Holiday Inn, Holiday Inn Express, Crowne Plaza, Indigo Hotels, Staybridge Suites, Candlewood Suites), New Orleans Metropolitan Convention & Visitors Bureau, South Peak Resort, Royal Caribbean International and Singapore Airlines.

YPARTNERSHIP PUBLIC RELATIONS

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Peter Yesawich, CEO
Chris Davidson, CCO

The Ypartnership, formerly Yesawich, Pepperdine, Brown & Russell (YPB&R), ranks among America's largest integrated marketing companies specializing in the travel, tourism, hospitality and leisure categories. Headquartered in Orlando, Ypartnership celebrates its 25th anniversary in 2008.

The Public Relations Division of Ypartnership is comprised of 18 publicists, including four veteran senior vice presidents who oversee four individual public relations teams. Ypartnership serves more than 20 public relations clients in travel and tourism and related categories such as real estate development and leisure-related products and services. Ypartnership publicity professionals extensively utilize the firm's research information to guide strategic and tactical plans. The company co-authors, with Yankelovich Partners, the National Leisure Travel Monitor and National Business Travel Monitor, now in their 15th year of publication.

Ypartnership PR provides comprehensive public relations planning, budgeting, plan development and implementation. Tactical services range from traditional press kit and press release development and distribution to

complex broadcast publicity programs including satellite media tours and facilitation of on-air programming featuring clients. The PR firm also creates and manages focus events, online communications programs (Web sites, online news rooms, distribution), editorial deskside interviews, trade show publicity and media relations, and special events. During 2006, YPB&R hosted more than 80 media on press familiarization tours for destination clients.

Clients include destinations like Honduras, Antigua-Barbuda, Cancun, Cozumel, La Romana (Dominican Republic) and Panama City Beach, Fla., hoteliers and resort operators including Grupo Posadas, Isla Navidad (Puerto Vallarta, Mexico), Grand Traverse Resort (Mich.), International Plaza Hotel (Orlando), All-Star Vacation Resorts, and JMC's SandPearl Resort, Clearwater Beach, Fla. Travel and leisure clients include the American Association for Nude Recreation, and iBAHN, the nation's largest provider of in-room Internet services to the lodging industry.

THE ZIMMERMAN AGENCY

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Carrie Zimmerman, President

Ranked by O'Dwyer's as the largest independent hospitality public relations firm in the United States, The Zimmerman Agency enters its 20th year of enticing the best of the best to its portfolio.

Destination clients range from the British Virgin Islands, Sailing Capital of the World, to the Emerald Coast, named Southern Living's Favorite Beach in America 12 years in a row, and North Carolina's Crystal Coast with Outer Banks enticements including historic Beaufort and Shackleford, the island of Spanish ponies.

Concentrating on the luxury tier, the agency represents iconic brands such as Bertram Yachts, PGATOUR, Novus Jets and LXR properties.

Whether it's aligning its clients with co-brand partnerships from Disney Productions to Crocs or utilizing its 22-person interactive division for viral PR initiatives — The Zimmerman Agency produces results. ■

O DWYER S RANKINGS

TOP TRAVEL & TOURISM PR FIRMS

Firm

Net Fees ⁰⁶

1. Edelman	New York	\$11,474,981
2. The Zimmerman Agency	Tallahassee	4,800,000
3. M. Silver Assocs.	New York	4,465,648
4. Development Counsellors Int.	New York	4,227,182
5. Lou Hammond & Assocs.	New York	4,101,312
6. Dan Klores Comms.	New York	4,000,000
7. Ruder Finn	New York	3,088,000
8. Spring O'Brien & Co.	New York	2,397,249
9. Vollmer PR	Houston	2,095,915
10. M Booth & Assocs.	New York	2,044,860
11. YPartnership	Orlando	1,970,000
12. Quinn & Co.	New York	1,804,604
13. French West Vaughan	Raleigh	1,453,639
14. Coyne PR	Parsippany, NJ	1,188,711
15. Davies	Los Angeles	1,000,000
16. Richmond PR	Seattle	953,359
17. 5W Public Relations	New York	925,000
18. Morris + King Co.	New York	674,721
19. New West	Louisville, KY	600,000
20. Jackson Spalding	Atlanta	563,750
21. Zeno Group	New York	508,698
22. Padilla Speer Beardsley	Minneapolis	478,974
23. Praco PR	Colorado Springs, CO	470,000
24. Regan Comms. Group	Boston	463,000
25. Paine PR	Los Angeles	360,704
26. McNeely Piggott & Fox	Nashville	249,373
27. Clifford PR	New York	205,000
28. Carmen Group	Wash, D.C.	128,850
29. v-Fluence Interactive PR	St. Louis	124,559
30. Luckie PR	Birmingham, AL	108,000
31. Bridge Global Strategies	New York	84,872
32. Thorp & Co.	Coral Gables, FL	71,995
33. Transmedia Group	Boca Raton, FL	70,000
34. Moore Consulting	Tallahassee	56,023
35. Landis Comms.	San Francisco	48,000