



Visit Estes Park

The Destination
Marketing Organization

VisitEstesPark.com

**2015 Visit Estes Park Tourism Summit
Public Relations – Pitches & Packages
May 13, 2015**



Public Relations 101

- **What:** Interacting with the public through media
 - Crisis communications
 - Gain press coverage
 - Share Estes Park/business story through the press/media
- **Why??**
 - More trustworthy
 - Higher ROI
 - Big coverage, small budget
 - Tell your story
- **How:** Tactics
- **Who:** Partnership
- **When:** ALWAYS!



PR 101 - How: *Tactics*

- Press releases
 - Less and less effective
 - Act as fact sheet
- Relationship building
 - Constant – face-to-face, social media, etc.
 - Responsive
- Exposure
 - Right place, right time
- Pro-active pitching
 - HOOK!!
 - Packages
 - Story ideas
 - Experts
- Hosting Media

Press Relations



Proactive Pitches: Get Creative!!!!

- Who is your brand? THINK BEYOND LOGO & WEBSITE. PERSONIFY YOUR BRAND.
 - What shows or celebs does your brand like?
 - Better yet, who would your spokesperson be?
 - Can you package around that Person or persona?



There are journeys that turn into legends. Bahamas Islands, 10:57
No Stock Economy and Louis Vuitton are proud to support The Climate Project.

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LOUIS VUITTON



Proactive Pitches: Get Creative!!!

- Who is your brand?
 - How does your brand celebrate holidays?
 - Translate that into packages
 - Think about the less-than-obvious holidays when you have capacity – Halloween, Veterans Day, National Ice Cream Day



Proactive Pitches: Get Creative!!!!

- Who is your brand?
 - Who does your brand like to hang out with?
 - If your brand was throwing a party...
 - Who would be invited?
 - How does that translate into a target market? What are they looking for? What are they 'in to'?



Proactive Pitches: Get Creative!!!!

- Who is your brand?
 - Who does your brand like to hang out with?
 - If your brand was throwing a party...
 - What would the signature cocktail be?



Proactive Pitches: Get Creative!!!!

- Who is your brand?
 - Who does your brand like to hang out with?
 - If your brand was throwing a party...
 - What would the favors be?
 - How could this translate into package gifts or press gifts?



Proactive Pitches: Packages

- Packages
 - Timely:
 - Holidays, Current Events
 - Tie-In:
 - Local Events, Pop Culture, Non-profit
 - Theme
 - Always be:
 - On-brand
 - Thoughtful
 - Creative or surprising

ROMANTIC
.....
getaway
PACKAGES

girls
WEEKEND
GETAWAY

OCTOBER 24 & 25



Art Wine
RIDGELAND, MISSISSIPPI
Art of it
LODGING PACKAGE *All*



Proactive Pitches: Packages

- Crawford Hotel – Cartier Exhibit
 - Hook: Tie-In – Events; Surprising
 - Goal: Awareness & Indirect Booking
 - Doesn't have to be cheap – consumers may cannibalize expensive packages and that's OK.
 - Include regular room rate or smaller, more affordable package options.

MODERN LUXURY
ASPEN
MAGAZINE

Local Lodging (and Cartier!)

Guests of The Crawford Hotel (rooms from \$289) enjoy complimentary bikes and Tesla car service within a 2-mile radius, plus access to the adjacent Oxford Hotel's fitness center, spa and salon. **A \$10,000 package** offered in conjunction with the [Denver Art Museum's](#) (100 W. 14th Ave. Parkway, 720.865.5000) world-exclusive *Brilliant: Cartier in the 20th Century* exhibit, running through March 15, includes a night in the Crawford Suite, dinner, limo transport and a Cartier-inspired diamond and ruby bracelet. For other hospitality near Union Station, try one of these haute spots. –LM

Cartier

THE
CRAWFORD
HOTEL
DENVER UNION STATION



Proactive Pitches: Packages

- Curtis – Couples We Love
 - Hook: Tie-In – Pop Culture; Timely – Holidays; Theme
 - Goal: Awareness & Direct Booking
 - Think beyond adults
 - What do you do well – or differently – than others?



COUPLES WE LOVE 2.0

From America's favorite TV gay couple to one of the hottest Denver Wide Receivers and his country crooner wife, Denver's [the Curtis - a Doubletree by Hilton](#) is once again celebrating some of its favorite lovebirds this Valentine's Day with Couples We Love 2.0.

Which unique love story fits your mood this February?? Special offers include:

The Cam & Mitch

We're obsessed with this MODERN couple and know you are too! Snuggle up this Valentine's Day in the fabulous style of Cameron Tucker & Mitchell Pritchett.

- Your very own Vietnamese baby doll and a vase of Lilies
- A clown suit and make-up to live out Cam's clown dream
- Two cream puffs
- A bottle of California red wine

[Book Cam & Mitch Package](#)

The Eric & Jessie

Score big time this Valentine's Day and say "I do" to one of Colorado's favorite couples - Denver's wide receiver Eric Decker and his country singer wife Jessie James, the reality TV stars of Eric & Jessie: Game On.

- A copy of *The Little Mermaid* DVD
- Flintstones Pre-natal vitamins
- Two shrimp po'boys delivered to your room, complete with plastic bibs - no forks allowed, Yankees!
- Two bottles of Blue Moon with orange slices and two bottles of Vita Coco
- A \$15 donation on your behalf to Decker's Dogs, the couple's non-profit that supports the rescue, care and training of service dogs for military veterans with disabilities

[Book Eric & Jessie Package](#)

The Morticia and Gomez Addams

In celebration of America's spookiest couples for those who prefer their romance with a dash of darkness.

- Six black roses
- A 6-pack of Sam Adams beer
- Chinese Finger Trap and your very own "Thing" hand to keep
- "Addams Apples" candied apples



Proactive Pitches: Packages

- Hotel Albuquerque & Breaking Bad
 - Hook: Tie-In – Local Events; Theme
 - Goal: Awareness & Direct Booking
- We already send thousands of people to these packages on our website – take advantage of that by turning them into Centennial Coupons on your Enhanced or Featured listings

Replicate As RMNP Centennial Package

- Elk Droppings, rock candy, Centennial Candy Bar (located at Munchin' House) or RM Chocolate Factory mountains or pinecones
- Centennial items – coffee from Kind Coffee, stickers, patches, etc.
- Discount card – Use the Rocky Card to make it easy; Negotiate small (15%) discount with retailers that you're featuring in your package
- Add in a RMNP annual pass with Centennial logo (all 2015 passes)
- Centennial movies
- Add in existing amenities (free wifi- hot 'centennial' breakfast, etc.
- Link to & list Centennial/RMNP offerings around town – Conservancy tours/classes, RMNP seminars, exhibits, etc.



Wilderness, Wildlife, Wonder



Proactive Pitches: Packages

- EP Resort & Food Bank/Cooking – EP Condos & RMC/RMNP
 - Hook: Timely – Holidays; Tie-in – Non-profit; Themes
 - Goal: Awareness & Booking
 - Make it easy – look at existing amenities and partnerships/friendships
 - Think ahead to what holidays, events, etc. are coming,

FEB
08
2015

Don't Miss These Valentine's Day & Presidents' Day Travel Deals!

BudgetTravel

Colorado

- If you're a couple of foodies, don't miss Estes Park Resort's "**Share the Love**" package, which includes overnight accommodations and the chance to make your own three-course meal during a cooking class and enjoy it for dinner overlooking the lake. As part of the promotion, a portion of your package will be donated to the **Food Bank of Larimer County. From \$200 a night.**
- Nature lovers will want to celebrate Valentine's Day at Estes Park Condos—the "**Love of Nature**" package includes a one-night stay, snowshoe excursion with gear for two in Rock Mountain National Park, hot chocolate and cookies by the fire, a bottle of wine, and each person will receive **Rocky Mountain Conservancy Membership** with discounts and special invitations to future events. *From \$199 a night.*



Proactive Pitches

- Beyond Packages
 - Story ideas
 - What's new?
 - Interesting people
 - Unique product or offering



Proactive Pitches

- Beyond Packages
 - Experts
 - Current event tie-in
 - Doesn't have to be travel-related
 - Must be positive
 - Ex. Baby name expert for story on royal baby



Questions?



Thank You!

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