

New consultancy for travel & tourism PR

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A new PR consultancy has been launched to help promote tourism, sport and leisure companies in both the UK and Germany. Small World Communications differs from other consultancies in that it offers one campaign for two countries from one source. Founder Petra Lemm-Markus draws on her previous experience as a radio and magazine editor, presenter, press spokesperson, and international marketing coordinator to offer her clients a comprehensive PR strategy that is tailored to each geographical market.

"What might be suitable for the German market can get lost in translation for the British market and vice versa," says Petra Lemm-Markus. "The UK and Germany are two of the most important countries for the travel and tourism trade in the world and it is now easy for our clients to target both regions effectively."

The firm's first client was FamilienkulTour, a German web portal with travel and leisure tips for families. Small World Communications' expertise is also already being called on to promote specialist activity holidays to potential customers in the UK. "We see our service as being of value to tour operators, airlines, hotels, tourist offices and anyone else who offers a travel and leisure activity that wants to raise their profile and broaden their customer base. For example, we can help gain press coverage for someone offering horse riding holidays in South Africa that wants to raise awareness amongst horse riders in both the UK and Germany. Likewise, a destination in the UK that has gained excellent press coverage in Britain might ask us to help them get publicity in the German media," adds Ms Lemm-Markus.

Notice to editors:

Small World Communications is a PR consultancy specialising in tourism, sport and leisure. The team consists of British and German journalists, editors and authors of travel literature. Based on the Isle of Wight, the firm advises on all aspects of communication including media relations, corporate publishing, intercultural communication, editorial content and proof reading. It has an extensive network of contacts in both the British and German media. For more information, see <http://www.small-world-communications.com>.

For interviews or a high resolution photograph, please contact info@small-world-communications.com.