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Description automatically generated**Logo

Description automatically generatedMark Hibbert**

**An introduction**

As a media relations specialist with 40 years of experience in journalism and PR, I provide destination PR support to Lincolnshire County Council, working with Mary Powell, and the in-house team, targeting regional, national, and international travel media, to boost the profile of Lincolnshire as a visitor destination.

Since April 2006, I have been running my own travel and destination PR media relations business working with a range of destinations across England. As a former journalist, my approach is very much relationship-driven, with both media and clients. For me, it’s all about the story. And I’ve been dealing with news stories for my entire career, whether from the viewpoint of a journalist, or from the perspective of PR.

**Making the most of travel PR**

I’m here to help get your stories in front of the travel media, wherever, and however, I can. As we emerge from an extremely challenging 18 months or so of lockdowns and restrictions, travel is at last back on the radar for both visitors and media, but challenges, of course, remain. It’s all about recovery and re-stimulating demand for domestic holidays. Medium to long term planning might still be tricky, but there are opportunities for UK destinations and attractions. However, the flip side is that every destination is redoubling their efforts to attract new stay-at-home holidaymakers, while overseas visits are also now back on the agenda for many.

• My aim is to ensure that Lincolnshire is well placed to take advantage of a renewed interest in ‘holidays at home’

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Description automatically generated• Now is the time to put in place some of the stories and packages to help ensure Lincolnshire is front-and-centre as the travel media start to look at where people might visit

• Through our ongoing communication with key contacts, we strive to keep up to date with the latest intelligence about what travel media, and the VisitEngland and VisitBritain PR teams, are looking for

• By keeping up our high profile with key travel media and VE/VB, we are in a position to help you spread your messages as travel confidence returns

**What makes a great travel story?**

Something new. Quirky. Different.

The ‘golden rules’ still very much apply:

**New** - a new trail, tour, exhibition, event, festival, attraction, accommodation, restaurant, etc.

**Good story hooks** - an unmissable experience, real characters that bring a destination or attraction to life, unusual have-a-go activities, movie, or TV locations you can visit.

**Why now?** – this is the question media will always ask. So, any reasons why visitors really need to visit ***now*** - whether it’s a major event or significant anniversary, or the first opportunity to see, do or have a go at something – are precisely what I’m looking for. And for all of these, the more unusual, quirky, or different, the better. But post lockdown, there are a few extra trends emerging:

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• Getting away from the crowds – open spaces, countryside, and coastlines, and although city breaks are more challenging, there is the potential for combining cities with countryside on the doorstep

• There also seems to be an appetite to visit museums, theatres, restaurants after being locked down for so long

• Active holidays – walking, water sports, etc, but also expanding on hobbies picked up during lockdown (from learning how to bake better banana bread to gin making)

• Bubble holidays – getting away with family and friends, spending quality time with those we haven’t been able to see

• Weather-proof breaks (things to do when it rains), and all year-round destinations - extending the holiday season

• Seasonal hooks – milestone dates, anniversaries, themed round-ups to match the seasons (spring, summer, autumn, winter, and public holidays/national events)

**What next?**

Keep in touch. If you have a news story let me know: markhibbert@mac.com

**Our news channels**

Please do keep the news and suggestions coming. This is absolutely vital to all of our PR efforts. We are generating far more content – but we can’t do that without your help. Our aim continues to be to ensure that Lincolnshire is well placed to take advantage of the predicted surge in ‘holidays at home’. We are still focussed on getting your stories, plans and ideas out to the travel media via:

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**WEBSITE**

Our journalist-facing website (www.markhibbert.co.uk) is offering even more ideas and hooks and continues to provide a news-hub for travel editors and writers, highlighting destinations, stories and press visits.

• 07595 349 400 [markhibbert@mac.com](mailto:markhibbert@mac.com) @MarkHibbertPR •

**NEWSLETTER**

The monthly e-newsletter distributed to a database of travel writers, editors and influencers has become one of our key PR tools, especially in the current climate, with previews of upcoming stories, the latest news and a photo of the month.

**#News30**

This weekly seven-item round-up of news briefs has proved very popular with travel media, as well as VisitEngland press and content teams. Distributed via social media, we now also email as a ‘travel news round-up’ direct to key journalists’ inboxes.

**#Accommodation and #FoodAndDrink**

These have taken a break during the restrictions and lockdowns, but we’ll be re-introducing them as-and-when they are relevant. Occasional updates about developments at hotels, B&Bs, etc., and news and snippets about anything to do with food and drink, such as a restaurant re-opening, a new café, or new foodie trails.

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**“What’s On in...”**

A monthly round-up website feature highlighting the best events and festivals for the following month (compiled in advance, so, for example, January would be on the website by the second week of December).

**Social media**

We will continue to try and support your own social media activity. Any supportyou can offer with RTs of our tweets in particular would be very muchappreciated. Creating a social media “buzz” certainly helps in the battle tomaintain profile for destinations and attractions.

• 07595 349 400 [markhibbert@mac.com](mailto:markhibbert@mac.com) @MarkHibbertPR •