



TRAVEL SALES + STRATEGY

**PHG Consulting Wins Prestigious Magellan Awards  
for Work with International Tourism Boards**

*Guadalajara Tourism campaign nabbed gold, and Durban Tourism secured silver in annual competition*

**NEW YORK, N.Y. (October 10, 2018)** – [PHG Consulting](#), a global leader in crafting creative marketing solutions for the travel and hospitality industries, has been honored with two *Travel Weekly* Magellan Awards for its work with the tourism boards for Guadalajara, Mexico and Durban, South Africa. The Magellan Awards are a premier accolade within the U.S. travel industry, honoring the best in travel and saluting the outstanding travel professionals behind it all.

The 2016-2018 integrated sales, PR, and social media campaign marketing Guadalajara as “The Quintessential Mexican Destination” was honored with a gold award in the Travel Destinations category, focusing on its rich history and culinary aspects as the key drivers of tourism. Notable campaign results included:

- Fodor’s named Guadalajara one of the top destinations to visit in 2017 as part of its annual Go List
- Guadalajara was named as one of the “Top 10 Cities in Mexico & Central & South America” by *Travel + Leisure* in 2017 and 2018
- PHG Consulting secured 333 positive articles about Guadalajara, generating more than 1.2 billion media impressions
- PHG Consulting obtained 10,600 new Facebook fans, 2,500 new Twitter followers, and nearly 3,000 new Instagram followers
- PHG Consulting successfully assisted local receptive operators in creating new product tailor made for the North American market

An integrated campaign positioning Durban as a multi-faced, must-visit South African destination landed a silver award in the Travel Destinations category, as a result of the following achievements:

- Durban was named one of 52 destinations on Fodor’s Go List of the top destinations to visit in 2018
- PHG Consulting secured more than 2,200 media placements with a combined advertising value of nearly \$US97 million
- PHG Consulting added Durban to more than 75 travel packages targeting the North American market

A full list of the 2018 Magellan award winners can be found [here](#). All winners are recognized in an October issue of *Travel Weekly*.

**About PHG Consulting**

A division of [Preferred Hospitality Group](#), PHG Consulting offers a vast portfolio of consulting services that brings organizations through the complete marketing process, while providing them with unparalleled

access to travel trade decision makers, media, and consumers around the world. PHG Consulting specializes in crafting intelligent, integrated campaigns that drive strategic results to increase revenue and visitor awareness and connect global clients to key source markets. Visit [www.PHGConsulting.com](http://www.PHGConsulting.com) to learn more.

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