



PHG CONSULTING TO MANAGE COVID-19 CRISIS COMMUNICATIONS AND DIGITAL MARKETING FOR PUERTO VALLARTA TOURISM

Global travel and tourism marketing agency has also launched a Colombia-focused travel trade representation project with Visit Florida and renewed contracts with the Uganda Tourism Board and the Guadalajara Visitors and Convention Bureau

NEW YORK, N.Y. (March 30, 2020) – [PHG Consulting](#) – a global travel and tourism marketing and consulting agency – recently launched a new partnership with [Puerto Vallarta Tourism](#) to manage the iconic Mexican vacation destination’s crisis communications and digital marketing in the United States and Canada amidst the COVID-19 pandemic. Media relations, stakeholder training sessions, social media community management, and content marketing partnerships are part of the comprehensive, six-month program designed to help Puerto Vallarta navigate the crisis in its key North American source markets.

Additionally, [Visit Florida](#) has retained PHG Consulting for a four-month project to develop new product for the state’s more unexplored areas and promote them to the Colombia-based travel trade audience through e-learning programs, events, co-op partnerships, and more.

PHG Consulting also recently renewed agreements with two marquee destination clients. The agency will continue providing public relations and digital marketing services for the [Guadalajara Visitors and Convention Bureau](#) in the United States and Canada for a two-year period. PHG Consulting has worked with the destination since 2016 and will continue sharing its unique blend of classic Mexican heritage and contemporary cool with media, influencers, and consumers in new and innovative ways in the months ahead. PHG Consulting has also inked a one-year contract with the [Uganda Tourism Board](#) to provide public relations and travel trade representation in the United States and Canada. This is the third consecutive annual contract the agency will execute on behalf of Uganda, which is best known for the bucket list experience of trekking the endangered mountain gorillas and is also home to the “Big 5” safari animals, chimpanzees, Africa’s highest concentration of bird species, and myriad community based tourism offerings.

“As the global travel and hospitality industries face unprecedented challenges, we remain more committed than ever to helping destinations and hotels around the world reach key audiences with the right messages through the most appropriate channels,” said Ken Mastrandrea, Chief Operating Officer of PHG Consulting and Preferred Hotels & Resorts. “We are proud to offer the same high level of service to all of our clients, new and established, through the current crisis and into the recovery period.”

For more information on PHG Consulting's crisis management capabilities, please contact Ashley Norman at anorman@phgconsulting.com.

About PHG Consulting

A division of Preferred Hospitality Group, PHG Consulting is a full-service sales, marketing, and consulting agency that provides a vast portfolio of creative, integrated solutions for the travel and hospitality industries. Backed by more than 50 years of experience and a global team of seasoned travel industry experts based across 20 countries, PHG Consulting helps destinations, hotels, and travel brands worldwide achieve success by generating greater awareness, increasing market share, and growing revenue. Visit www.PHGConsulting.com to learn more.

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