



## **PHG Consulting Secures Contract with Honduran Institute of Tourism**

*Travel and hospitality-focused integrated marketing firm to develop North American commercial strategy and launch promotional efforts*



*The PHG Consulting team learns about Honduras' coffee industry alongside Tourism Minister Nicole Marrder during the Café Welchez tour at Finca Santa Isabel*

**NEW YORK, N.Y. (March 15, 2021)** – [PHG Consulting](#), a global leader in crafting creative, impactful marketing solutions for the travel and hospitality industries, is pleased to announce its newest client – the [Honduran Institute of Tourism](#) (IHT.) PHG Consulting will focus on commercializing the country's tourism experiences for the North American market through travel trade, media relations, social media, and sustainable tourism consulting managed by sister company, [Beyond Green Travel](#).

The U.S.-based, bilingual account team recently visited Honduras for a comprehensive immersion alongside Tourism Minister Nicole Marrder, meeting with stakeholders in Copan, the Bay Islands, La Ceiba, and beyond. While in the country, the team took part in some of the best tourism experiences the destination has to offer – from exploring ancient Mayan ruins to touring award-winning coffee plantations, whitewater rafting the Cangrejal River, birdwatching at Pico Bonito National Park, learning about environmental and cultural preservation efforts from passionate conservationists, and more. The team also witnessed Honduras' stringent biosecurity measures first-hand, which are in place to prevent further spread of COVID-19.

“Honduras has tremendous potential to generate interest as a desirable tourism destination within the North American market as consumers begin to resume international travel planning, thanks to its authentic, thought-provoking, and fun experiential offerings and products,” said Santiago Gonzalez Abreu, Vice President of Development & Marketing for PHG Consulting. “The

destination offers the type of responsible tourism that many travelers are seeking in the post-pandemic world, and the country's tourism partners are truly committed to preserving Honduras' amazing natural resources, while educating visitors how to do the same as part of an enriching and genuinely immersive vacation. We are excited to work with Tourism Minister Nicole Marrder and the entire IHT team to strengthen the country's positioning and ultimately increase arrivals from the United States and Canada in the months and years ahead."

In addition to Honduras, PHG Consulting has signed new agreements with several other destinations in recent months. The company officially began work as [Puerto Vallarta Tourism](#)'s North American agency of record in November 2020, helping this quintessential beach destination responsibly welcome back international visitors. In January 2021, PHG Consulting launched the second phase of a social media campaign for [Quintana Roo Tourism Board](#) focused on wellness and active travel. This three-month program kicked off last weekend with the "Girls Golf Getaway," when three high-profile female golf personalities visited the Mexican Caribbean and shared their experiences at some of the area's most intriguing nature-centric attractions and top golf courses and hotels via Instagram.

For more information on PHG Consulting's destination marketing services, please contact Ashley Norman at [anorman@phgconsulting.com](mailto:anorman@phgconsulting.com).

### **About PHG Consulting**

A division of Preferred Hotel Group – the family-owned company that manages and operates other global travel and hospitality brands including [Preferred Hotels & Resorts](#), [Beyond Green](#), [Historic Hotels of America](#), [Historic Hotels Worldwide](#), and [Beyond Green Travel](#) – 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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