



HOW TO GENERATE MEDIA EXPOSURE THROUGH LATA

- In today's saturated PR world, data, content and news is king.
- We need your valuable news, trends and analysis to send to the UK media.
- In order to stand out from the crowd and achieve cut through, media pitches need to be **timely**, **newsworthy**, **relevant** and **targeted**.

Below are some top tips for generating media coverage:

MAKE SURE THE BEST PERSON IN YOUR COMPANY IS REGISTERED TO RECEIVE THE LATA MEDIA REQUESTS

LATA's PR company, Lotus, is tasked with sourcing relevant media opportunities for the LATA members. These are very warm leads from journalists who are engaged with LATA and the LATA members. To ensure the best person within your organisation receives these alerts and can respond accordingly, please review your preferences in the [LATA Membership Area](#).

SHARE YOUR PRESS RELEASES (OR NEWS) WITH THE LATA PR TEAM

If your company has its own marketing or PR department, we encourage you to share your press releases with our PR team. The PR team is always on the lookout for Latin America travel news so please ensure latapr@wearelotus.co.uk is added to any relevant press distribution lists.

If you don't have marketing or PR support, please feel free drop Lotus a note with any news angles (such as new tours and excursions, new hotel openings, new flight routes, new destinations opening up to tourism or new tourism developments).

RESPOND ACCORDINGLY

It is important that LATA sends the media relevant and genuine news angles that could be of interest to their readers. What makes this story stand out and how is it different? Does it contain a genuine news angle?

Consider the following two pitches:

New Bolivia property 'Eco-Resort Oruro' opens

A new eco hotel has opened in Oruro, Bolivia. The hotel has thirty-eight unique bedrooms, a pool, restaurant and a small attractive garden.

Visit www.ecoresortoruro.com

New Bolivia hotel 'Eco-Resort Oruro' opens as city's first boutique eco resort

New boutique property 'Eco-Resort-Oruro' has opened in Bolivia's carnival city of Oruro. The first dedicated eco property in the city which opened on 1 November features 38 individually designed rooms, each bearing the hallmark of a well-known Bolivian artist, as well as a small solar heated pool and a garden which provides seasonal fruit and vegetable for the hotel's restaurant. Oruro is famed for

hosting one of Latin America's most colourful and vibrant festivals in March each year. Double rooms are priced from £95 per night. www.ecoresortoruro.com

The second pitch is a lot stronger as it outlines how this property is different and unique, particularly for the local area. It also contains the necessary detail required by the media including the opening date, key top line information (including why it's unique and different), a lead-in price and the website link.

BE MINDFUL OF THE MEDIA TITLE

The LATA media requests will either come from travel trade or consumer titles. The travel trade titles are predominantly targeted at travel agents and the wider travel industry so these will be relevant for companies and members that sell via the trade (and not just directly).

There are thousands of consumer media outlets so LATA will always ensure to provide some details of the outlet on the media request form. It is important to take this into consideration when compiling your response. Key questions to consider include; what kind of person is this media aimed at? Is this outlet relevant to me? What kind of angle would this person be interested in?

BE CONSIDERATE OF MEDIA LEAD TIMES

Many of the monthly magazines in the UK are working with three or four month lead times. That means that for example, in August, many of the magazines are already working on their Christmas issues (which are published in November) and the January issues are being compiled in September. Therefore, if you are planning a new launch (such as a hotel opening or a new flight route), please give us as much notice as possible!

RESPOND TO CURRENT EVENTS

As well as pitching to long lead magazines, LATA's aim is also to be able to respond to the news agenda and become the voice of travel to and around Latin America. Think about what hot topics are happening in your area and are newsworthy for the British visitor such as new flight launches (particularly from the UK), future big sporting events, general elections, changes in visa regulations, Brexit, and give us your expert opinion on how these events/ happenings may affect travel to the area. It is important that this opinion is substantiated so it could be based on forward bookings, customer feedback etc.

IN THE EVENT OF AN ISSUES/ CRISIS

In the unfortunate event of an issue or crisis which is attracting significant news coverage or impacting on your business (such as a natural disaster or a health concern such as the Zika virus), LATA would like to hear from you. Our role is to work together to provide factual and educated statements which do not have a negative impact on travelling to the Latin America. This information will only be used if permitted and will help us build a true and informed picture of the situation.

For more information, please get in touch!

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