

LAKE CONSTANCE 2019




LAKE CONSTANCE
BODENSEE®

lemongrass marketing



OUR 2019 VISION

The background image is a split-screen landscape. The left side shows a steep, rocky mountain slope with patches of snow and dense evergreen forests, with sunlight rays breaking through the clouds at the top left. The right side shows a more gradual, forested mountain slope with a road and a grassy field in the foreground. A calm lake in the foreground reflects the entire scene. A white text box with a green border is centered over the lake.

Lake Constance is an affordable cultural playground for UK visitors and the region offers unexpected authentic encounters and experiences that go beyond the surface level.

KEY OBJECTIVES

- ✓ Communicate the wide variety of holidays and short breaks on offer in Lake Constance; active, family, outdoor, cultural, culinary
- ✓ Highlight the key themes for 2019 to our selected media contacts: experiential cultural travel, sustainability, fit travel, and family travel
- ✓ Build upon the success of 2018's press coverage in key titles, ensuring that Lake Constance remains front of mind for UK travellers
- ✓ Highlight Lake Constance's shoulder and low season appeal for the UK market to key media contacts and ultimately drive bookings to the region during this period
- ✓ Work with key tour operators to create mutually-beneficial fruitful opportunities for the region in core media titles
- ✓ Draw out the 'unexpected' to highlight the region's ability to surprise at every corner
- ✓ Continue to secure pipeline of press coverage through targeted media relations, pitching, press releases and bespoke media visits
- ✓ Promote Bodensee Airport Friedrichshafen with news of additional flight schedule highlighting the convenience of travelling direct



KEY MESSAGES 2019

We have identified the desire for genuine local experiences as a growing trend amongst UK travellers in 2019, and as such, it is vital that we highlight areas of interest including active adventure, wellness travel, culinary experiences and conservation in the region. Our 2019 PR campaign will connect travellers to the people, place, and culture of Lake Constance with these key messages that we will communicate throughout the year:

- Lake Constance is the ideal region to explore the unique combination of four countries and one lake, offering diversity in culture, food, history, and landscape
- Lake Constance is the number one choice for a variety of outdoor, active, culinary, family and wildlife-focussed holidays throughout all seasons
- Lake Constance is an affordable destination for UK travellers looking to immerse themselves in the local culture of four diverse countries
- In 2019 Liechtenstein will celebrate its 300th anniversary, inviting visitors to experience the landscape and history of the Principality through its cross-country walk and celebratory events calendar
- Bodensee Airport Friedrichshafen offers a convenient travel route with additional and direct flights during the winter season



TARGET AUDIENCES

Tied to identified 2019 trends

OLDER ADVENTURERS / SOLO TRAVELLERS

- There has been sustained growth in the number of British over-65's travelling overseas since 2014. While travel in retirement used to mean cruising, golfing and all-inclusive breaks, the older generation now seek adventurous, inspiring travel experiences.

FAMILIES

- The family market is predicted to grow at a faster rate than all other forms of leisure travel in 2019 and beyond, and the booming family market is dominated by a new age of consumer – *Millennial Parents* – who are actively seeking culturally-rich, learning travel experiences they shared as children.

OUTDOOR / ACTIVE / WELLNESS TRAVELLERS

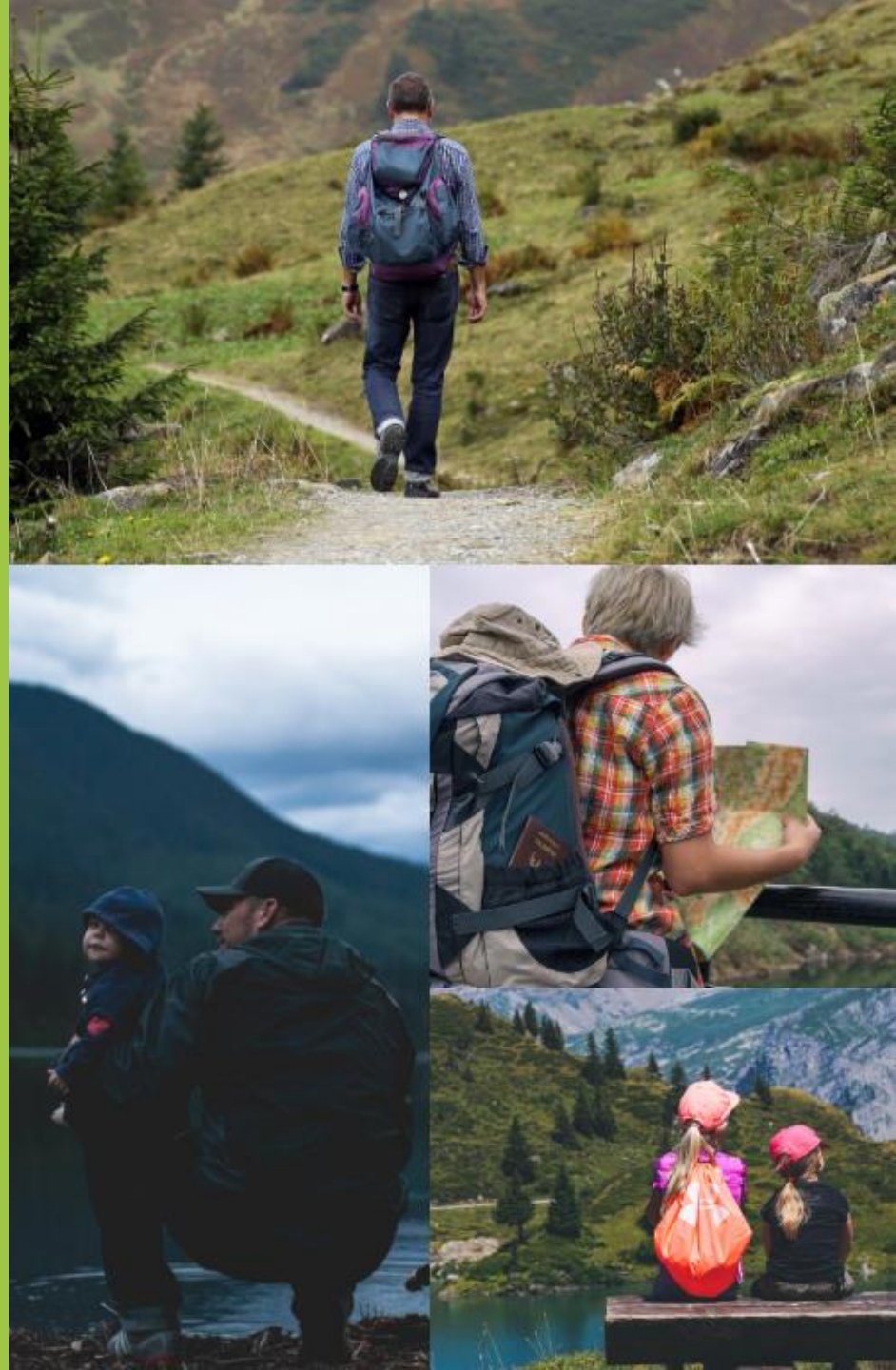
- A growing taste for adventure amongst UK travellers has led to a rapid growth in challenging active holidays. Wellness travel is growing 50% faster than regular travel as UK travellers view holidays as a chance to develop healthier habits.

CULTURE CULTURES

- Experiential travel continues to be the latest buzzword amongst UK travellers. Travellers now want to live, see and eat like a local, immersing themselves in the region for an authentic cultural experience.

FOOD ENTHUSIASTS

- UK travellers put a big focus on food and beverage while travelling and will often choose a destination based on the culinary and wine offering.



TARGET MEDIA

We have put together a target list of publications that we feel are important for Lake Constance and Bodensee Airport Friedrichshafen to build a relationship with and feature in – whether that is through hosted press trips, awards or roundup editorial opportunities. We can't guarantee features in these titles but we will consider them when doing our pitching and press trip invites.

This list is not exhaustive and it is not to say that any publications outside of this list are not important to Lake Constance's UK PR strategy.

Nationals: e.g. The Times, The Sunday Times, The Telegraph, The Independent, The Sun, The Daily Mail, The Daily Express, The Guardian

Travel & Lifestyle: e.g. Conde Nast Traveller, House & Garden, Red, Prima, Stylist, National Geographic Traveller, Lonely Planet Traveller, Escapism, Red, Woman & Home, Sunday Times Travel Magazine, Active Traveller

Special Interest: e.g. DIVA, Cycling Weekly, BBC Wildlife Magazine, Outdoor Enthusiast, Wanderlust

Regional: e.g. The Evening Standard, The Irish Independent, Bristol Post, The Irish Times, Press Association, Manchester Evening News

Family: e.g. Family Traveller, Little London, Angels & Urchins, Junior

Carefully selected social influencers



angels & urchins
Indispensable to London parents

Condé Nast
Traveller

FAMILY TRAVELER
LOVE YOUR TIME TOGETHER 

THE  INDEPENDENT

little
london

Outdoor ENTHUSIAST **DIVA**

THE  TIMES

Irish Independent 

prima

 NATIONAL
GEOGRAPHIC

TRAVELLER


THE SUNDAY TIMES

Wanderlust
travel magazine

THE IRISH TIMES

TACTICS

Press office – We know from 2018 that a significant percentage of the coverage for Lake Constance was generated by Press Office function. As your dedicated press office, Lemongrass will continue to be the main point of contact for all UK and Irish media enquiries. We will manage and coordinate a proactive and reactive media relations strategy, ongoing pitching programme, story idea creation and profiling opportunities, as well as build relationships with your industry trade partners. We will use the following tools to implement our PR Plan:

- Direct pitches – tailored and ongoing pitch programme
- Newsworthy press releases
- Media meetings
- Relationship building – third-party partners relationship engagement
- TravMedia responses
- Image requests

Select journalist and influencer press trips – We know from the past four years of PR success, that the best way for media to write an engaging article about Lake Constance is to experience it. We will invite carefully-selected journalists and social influencers on individual trips to ensure a stream of inspiring features in target titles and an engaging presence on social media.

Group Press Trip – To highlight the diversity of the Lake Constance region, Lemongrass will host a group press trip to showcase the best the region has to offer.

Media Mission – We will host a Media Mission for you in London where you will be introduced to leading journalists in a series of one-to-one appointments. These are informal briefings giving you the opportunity to personally meet with key journalists and talk about your news.

The above activity will all be supplemented with –

- Monthly activity reports
- Monthly press coverage reports
- Lemongrass Press Day
- Lemongrass Social Media activity promoting Lake Constance to journalists
- Themed quarterly newsletters



PITCHING: OUR APPROACH FOR 2019

At Lemongrass, we have learnt through years of experience in pitching to journalists, that the most effective way to pitch is to be flexible with our planning, in order to adapt to the year's changing news agenda and requests.

To secure a consistent stream of high-quality coverage for Lake Constance, we will be prepared with a bank of pitch themes, just like we did in 2018. This way, as soon as we receive a journalist request or notice a theme/upcoming trend we will be able to respond in a timely manner. This is a much more efficient and effective way to secure coverage than to be rigid in our planning, and was a catalyst to the coverage we achieved in 2018.

We propose pitching the following themes from the region at the most appropriate times throughout the year—some of these themes are rolling over from 2018 to keep these topics front-of-mind in UK media, and some of these themes will naturally fall into certain times of the year while others will be relevant year-round*

- Four countries, one lake
- Cultural Lake Constance
- Wine & culinary experiences
- Family adventures
- Holidays for the over-50s
- Birdwatching
- Cycling
- Hiking
- Lake Constance's must-see festivals
- Liechtenstein's 300th Anniversary
- Unusual activities
- Sustainable travel
- Wellness experiences
- Travel experiences made affordable with the Lake Constance HOLIDAY Pass

*This is not an exhaustive list—Lemongrass will adapt as we uncover travel trends and build relationships with key media



PR ACTIVITY PLAN



QUARTER 1, 2019

JANUARY

- ✓ **Annual strategy meeting** attended by Lemongrass team member *30-31 January*
- ✓ Development and implementation of **annual strategic PR Plan**
- ✓ **1 x individual press trip:** Liechtenstein (Mike MacEacheran - The Times) *already secured 8-10 January (UK national media exclusive)*
- ✓ Planning and preparation for **Media Mission**

- ✓ Dedicated Press Office function
- ✓ Monthly report & clippings
- ✓ Media briefings
- ✓ Respond to relevant TravMedia requests
- ✓ Monthly catch-up call
- ✓ Ongoing tour operator and third-party partner engagement
- ✓ Tailored and ongoing pitch programme

FEBRUARY

- ✓ **Host Media Mission with ITB team** – Tuesday 12 February
- ✓ Provide Media Mission summary of media leads and action points
- ✓ **Press release:** Liechtenstein celebrates 300 years of Princely Moments
- ✓ **Partners meeting: LC to introduce opportunity to identify Lake Constance ambassadors** with interesting stories or connection to the region
- ✓ Planning and preparation for attendance at IMM

- ✓ Dedicated Press Office function
- ✓ Monthly report & clippings
- ✓ Media briefings
- ✓ Respond to relevant TravMedia requests
- ✓ Monthly catch-up call
- ✓ Tailored and ongoing pitch programme
- ✓ Ongoing tour operator and third-party partner engagement
- ✓ Inclusion in the Lemongrass quarterly thematic newsletter

MARCH

- ✓ **1 x individual press trip:** Cycling (DIVA) *already secured 28 March – 1 April*
- ✓ **1 x Individual press trip** (Fergus – The Week, dates TBC)
- ✓ Work with tour operators who represent the solo market, to promote packages for singular travellers
 - Pitch to travel trade media and identify interest to attend group press trip
- ✓ Attendance at IMM *25 March*
- ✓ LC team attending ITB Berlin *6 – 10 March*

- ✓ Dedicated Press Office function
- ✓ Monthly report & clippings
- ✓ Media briefings
- ✓ Respond to relevant TravMedia requests
- ✓ Monthly catch-up call
- ✓ Ongoing tour operator and third-party partner engagement
- ✓ Tailored and ongoing pitch programme

Suggested seasonal pitch themes: Fit travel | Wellness experiences | Liechtenstein's 300th Anniversary | Rambler's Alpine Activity Adventure package

QUARTER 2, 2019

APRIL

- ✓ **Press Release:** focus on family holidays in the region and include details on Holiday Pass and learning activities in the region
- ✓ Develop **competition** with family publication to promote the Lake Constance region, e.g. Family Traveller magazine or Sunday Times Travel Magazine
- ✓ **Peak season:** Easter holidays 15-26 April

MAY

- ✓ Distribute **invitations to review** to target media
- ✓ Launch of Liechtenstein interactive trail
- ✓ **Sustainability:** identify credentials and news from across the region
- ✓ **Peak season:** half-term holidays 27-31 May

JUNE

- ✓ **Develop pitching to communicate cultural experiences** using examples of traditions and history including anniversary of Humpis M-Quartier Museum
- ✓ **1x individual press trip** (focus on Rambler's new sensory experience package) – *6 June departure*

- ✓ Dedicated Press Office function
- ✓ Monthly report & clippings
- ✓ Media briefings
- ✓ Respond to relevant TravMedia requests
- ✓ Monthly catch-up call
- ✓ Ongoing tour operator and third-party partner engagement
- ✓ Tailored and ongoing pitch programme

- ✓ Dedicated Press Office function
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Suggested seasonal pitch themes: HOLIDAY Pass Summer | Outdoor adventure | Launch of Liechtenstein trail | Cultural festivals | Family travel

QUARTER 3, 2019

JULY

- ✓ **Press release:** theme TBC (dependent on news)
- ✓ **Preparations and planning for group press trip:** build upon active and culinary theme for itinerary
- ✓ **Peak season:** UK summer holidays 15 July – 6 September

- ✓ Dedicated Press Office function
- ✓ Monthly report & clippings
- ✓ Media briefings
- ✓ Respond to relevant TravMedia requests
- ✓ Monthly catch-up call
- ✓ Ongoing tour operator and third-party partner engagement
- ✓ Tailored and ongoing pitch programme

AUGUST

- ✓ **Confirm participants and itinerary for Group Press Trip**
- ✓ **Confirm Lake Constance ambassadors** and begin to plot media profiling
- ✓ **Peak season:** UK summer holidays 15 July-6 September

- ✓ Dedicated Press Office function
- ✓ Monthly report & clippings
- ✓ Media briefings
- ✓ Respond to relevant TravMedia requests
- ✓ Monthly catch-up call
- ✓ Ongoing tour operator and third-party partner engagement
- ✓ Tailored and ongoing pitch programme
- ✓ Inclusion in the Lemongrass quarterly thematic newsletter

SEPTEMBER

- ✓ **Continue management of attendees and itinerary for Group Press Trip**
- ✓ **1 x individual press trip:** culinary focus with foodie journalist / influencer in second half of September
- ✓ **Target UK travel trade media** as part of tour operator engagement to support in educating travel agents on the destination

- ✓ Dedicated Press Office function
- ✓ Monthly report & clippings
- ✓ Media briefings
- ✓ Respond to relevant TravMedia requests
- ✓ Monthly catch-up call
- ✓ Ongoing tour operator and third-party partner engagement
- ✓ Tailored and ongoing pitch programme

Suggested seasonal pitch themes: Culinary & wine experiences | HOLIDAY Pass Winter | Cycling | Holidays for the over-50s

QUARTER 4, 2019

OCTOBER

- ✓ **Group Press Trip** hosted by Lemongrass team member
- ✓ Group Press Trip report
- ✓ **Press release:** TBC (dependent on news)
- ✓ **Begin preparations for Lemongrass Press Day** – compiling news, distributing invitations, etc.
- ✓ **Peak season:** half-term holidays 21 October-1 November
- ✓ Work with LC team to plan for 2020

- ✓ Dedicated Press Office function
- ✓ Monthly report & clippings
- ✓ Media briefings
- ✓ Respond to relevant TravMedia requests
- ✓ Monthly catch-up call
- ✓ Ongoing tour operator and third-party partner engagement
- ✓ Tailored and ongoing pitch programme

NOVEMBER

- ✓ **1 x individual press trip:** active adventure tied tin with sustainability credentials of destination
- ✓ Continue **plotting Winter review trips** for select travel, lifestyle, family and cultural titles in Lake Constance
- ✓ **Lemongrass Press Day**
- ✓ **Produce tailored Lemongrass Press Day report**
- ✓ 2019 review discussions

- ✓ Dedicated Press Office function
- ✓ Monthly report & clippings
- ✓ Media briefings
- ✓ Respond to relevant TravMedia requests
- ✓ Monthly catch-up call
- ✓ Ongoing tour operator and third-party partner engagement
- ✓ Tailored and ongoing pitch programme

DECEMBER

- ✓ **1 x individual press trip:** Christmas markets combined with cultural winter activities
- ✓ Conduct a thorough review of 2019 and begin to **strategically look ahead to 2020**
- ✓ **Christmas holidays**

- ✓ Dedicated Press Office function
- ✓ Monthly report & clippings
- ✓ Media briefings
- ✓ Respond to relevant TravMedia requests
- ✓ Monthly catch-up call
- ✓ Ongoing tour operator and third-party partner engagement
- ✓ Tailored and ongoing pitch programme

Suggested seasonal pitch themes: Outdoor winter experiences | Christmas markets | Sustainable / responsible travel