

SALTMARSH PARTNERSHIP CAMPAIGN DRIVES CONTINUED SUCCESS FOR ARUBA

23 July 2010: The Saltmarsh Partnership's ongoing marketing campaign for Aruba is continuing to help this Dutch Caribbean island buck the current travel trend, with UK visitor numbers still growing.

In the first half of this year, UK visitor numbers to Aruba were up 8.7 per cent compared to the same period in 2009, while for the whole of last year, UK numbers grew by an impressive 28.3 per cent.

And this is with the backdrop of overseas travel by Brits in 2009 falling by a staggering 15 per cent, the biggest-ever decline, with Aruba lined with only a handful of destinations worldwide showing any growth from the UK.

The Saltmarsh Partnership's award-winning advertising campaign for Aruba will have played a major part in keeping the destination top of mind for travellers, combined with highly-successful PR activity, which has seen the island consistently gaining valuable media coverage.

In addition, the close working relationship The Saltmarsh Partnership has developed with the travel trade, including agents' fam trips, training and joint marketing campaigns, ensures an orchestrated campaign, producing welcome dividends, particularly in the current climate.

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