

# THE SALTMARSH PARTNERSHIP



## TSP HONOURED FOR ICELAND CAMPAIGN

The Saltmarsh Partnership has been recognised for its public relations work on behalf of the Icelandic Tourist Board at the newly-expanded annual Chartered Institute of Marketing Travel Industry Group (CIMTIG) marketing awards (16 March 2009).

TSP picked up a silver runner-up award in the 'Best Tactical PR' category its intensive campaign following Iceland's banking crisis in autumn 2008.



Targeting consumers who had previously considered Iceland an expensive destination, the month-long campaign focused on the excellent value for money available for UK visitors after the devaluation of the Icelandic krona.

A series of targeted news stories, media lobbying and quickly-arranged visits to Iceland by nine journalists (including several national newspaper writers) successfully highlighted the country's unique appeal - and more importantly, created immediate desire to travel among consumers.

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Growth in visitor numbers of 20 per cent in October was followed by a further 4.9 per cent increase in November - traditionally Iceland's low season. And tour operators and airlines reported enquiries up by 400 per cent during the period of the campaign.

The CIMTIG Awards marked a double triumph for TSP as online specialist sister company Surf Public Relations won the inaugural 'Best Use of Social Media' category for its work with The Adventure Company.

*For further information please contact:*

Geoff Saltmarsh

[geoff@saltmarshpr.co.uk](mailto:geoff@saltmarshpr.co.uk)

020 7902 2790

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