



THE SALTMARSH PARTNERSHIP REAPPOINTED

BY TAIWAN AND DOMINICA

Travel specialist also handed snowcarbon brief

Travel and tourism PR specialist The Saltmarsh Partnership has been reappointed by both the **Taiwan Tourism Bureau** and the **Discover Dominica Authority** after competitive statutory re-tenders.

The London-based agency has also been chosen to launch **snowcarbon**, an independent website promoting rail travel to European ski resorts.

The Saltmarsh Partnership will continue to handle media relations and travel trade representation duties for Taiwan, having first been appointed in March 2006. The company was reappointed following a competitive seven-way pitch.

Saltmarsh's strategy of positioning Taiwan as a stand-alone destination, rather than as an add-on to other parts of the Far East, saw visitor numbers grow by 11 per cent in 2007 and a further 21 per cent in 2008, with the UK overtaking Germany as Taiwan's biggest source market in Europe.

A media relations and representation brief also applies to Dominica, which will continue to be positioned as the Caribbean's 'nature island' with key developments for 2010 including the opening of the 115-mile Waitukubuli National Trail. UK visitor numbers to Dominica have grown by more than 10 per cent since The Saltmarsh Partnership's initial appointment in April 2006, and the agency was reappointed following a competitive tender process.

Both tourism board accounts are statutory one-year contracts and carry six-figure budgets.

Established by respected travel journalists Daniel Elkan and Mark Hodson, snowcarbon seeks to encourage skiers to abandon increasingly stressful and expensive journeys by air in favour of more enjoyable, low-carbon journeys by train. A recent study estimates that 73 per cent of a typical ski resort's carbon footprint is accounted for by the journeys people make to get there.

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