

# Extra! Extra!

## *GSTA outreach and public relations campaign grabs attention through Travel Hot Spots News Bulletin and Pathways Newsletter*

Through a series of online and circulated news bulletins and newsletters, the GSTA has continued to positively influence and shape the way tourism is done throughout the world.

On October 26, 2009 the second edition of the GSTA Travel Hot Spots news bulletin was circulated to four distinct groups of tourism practitioners around the world, totaling almost 4,400 recipients.

### The recipients included:

- International Travel Media outlets and independent journalists: 1,520
- International Tour Operators: 312
- GSTA Mailing list English subscribers: 1,488
- GSTA Mailing list Spanish subscribers (primarily in Ecuador): 1,066

As a Public Relations/Communications tool, this press release is developed and distributed as a means of educating consumers (travelers) by way of communicating directly to tour operators, travel media outlets, and other industry leaders. The content includes current news about sustainable and consumer-ready tourism products within GSTA destinations. The call-to-action is to invite travel writers and tour operators to highlight these products to their target traveler markets, in order to raise public awareness and encourage travel to the sustainable tourism sites.

Circulation of this news release in October has resulted in enquiries and expression of interest in the news from many tour operators and organizations and was distributed to over 1,000 more readers than the first Hot Spots news bulletin.



Also a communications tool designed to distribute news to GSTA members and other industry leaders, the GSTA Pathways newsletter includes current news of projects in each of the GSTA destinations and other global activities. The third issue of Pathways newsletter was circulated in December of 2009 to a total of 1,267

GSTA mailing list recipients, resulting in positive feedback from organizations and individuals on the mailing list.

Both publications continue to increase awareness of GSTA sustainable tourism destinations for consumers and travel trade resulting in sales agreements being negotiated with tour operators, editorial coverage from media, and greater visitation to GSTA project regions which ultimately leads to a more environmentally, economically, and socially sustainable tourism experience for all.

The GSTA Travel Hot Spots News Bulletins and Pathways Newsletters can be accessed by visiting the GSTA website [www.gstalliance.org](http://www.gstalliance.org) and clicking on "News Releases" and "Newsletter" found under the "Newsroom" tab. This endeavor is supported by the USAID-funded Global Sustainable Tourism Alliance (GSTA) project.