



Staffordshire

Press Release

## Seal to promote Staffordshire tourism

April 2008



Staffordshire Destination Management Partnership has appointed Seal Communications to undertake a tourism PR campaign for the county following a competitive pitch.

Seal's brief is to promote Staffordshire's diverse tourism offer through an on-going programme of media relations and promotional activity.

In particular the consultancy will work with Staffordshire DMP to increase the number of visitors to the county by focusing on the range of experiences they can enjoy - from culture, heritage and nature to thrills and adventure.

The PR campaign will also reinforce Staffordshire's brand proposition of a "world of possibilities" by targeting travel and consumer journalists within the press, broadcast and online media sectors.

Staffordshire DMP was formed in April 2006 in a bid to maximise the tourism opportunity by developing a cohesive and unified strategy. Members comprise private sector businesses, attractions and local authorities across the county.

Bob Keys, chairman of Staffordshire DMP's press and PR sub group, said: "People who live and work in Staffordshire recognise what a fantastic range of products we have on offer and PR will play a vital role in getting this message out into the marketplace."

### Notes to editor

Staffordshire Destination Management Partnership is a public and private sector organisation launched in 2006 to develop, manage and promote Staffordshire's visitor economy.

### Ends

**For further information and high res images contact [enjoystaffordshire@sealcommunications.co.uk](mailto:enjoystaffordshire@sealcommunications.co.uk)**