

TRAVEL STARTUP BREAKING INTO INTERNATIONAL PRESS

At a glance

A boutique eco-travel startup with limited funds needed global PR exposure to appeal to conscious consumers and secure funding.

Key metrics

- \$120K Pre-Seed Raised
- 50% Website Conversion Rate Boost
- 3 Major Travel Blogs Mentioned the Brand

Focused Areas

- Eco-Tourism
- Startup PR
- Sustainable Innovation

KING PRESS

CHALLENGES

Despite a great product, they lacked trust from international audiences. Investors needed validation. Their story was buried under generic travel content.

SOLUTIONS

We focused on their impact-driven values:

1

Published founder story on LA Weekly and MSN Travel

2

Strategically aligned the content with "Green Travel" editorial trends

3

Created branded digital press kit for their investor deck

BENEFITS

1

Investor Appeal

Added strong press links to pitch decks, securing confidence.

2

Audience Relevance

Attracted target eco-travelers by tapping into media conversations.

3

Lasting Press Presence

Continues to appear in "Green Travel 2024" roundups.