

# PURE

LIVE EXPERIENCES

## 5 Tips for Successful Press Pitches

BY THE PURE PRESS PANEL



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With most travel on pause and the goalposts changing daily, securing quality press coverage for your property has never felt so important. Plus, potential guests have more time than ever to browse, read and digest content – “people are in planning mode for their next vacation, whenever they can have it,” noted Klara Glowczewska, Executive Travel Editor of Town & Country. So while the PURE Press Panel are receiving more outreach than ever, they shared insider tips for nailing a pitch-perfect coverage request right now.

1 .

## MAKE YOUR PITCH IN MULTIPLE WAYS

A lone email can easily get lost in the annals of an inbox, so don't rely on a single method as your only outreach. All our journalists recommended a combination of a tailored press release, follow-up email and/or phone call to tell your property's story successfully. "I get my best ideas from actual old-fashioned conversations with owners or marketing directors," agreed Klara. "They're a chance to ask questions and draw the story out." And while PURE might be the best place to hold these, while we're on pause it's worth nurturing personal relationships however you can.



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## IDENTIFY YOUR MILLION-DOLLAR STORY...

...and remember it might not be your most obvious, or the narrative you've always relied on. Maybe you've got a horticulturalist in-residence with an expert knowledge on rare plants; are actively working to diversify your experiences in light of recent events; or have successfully refreshed your F&B offering during the crisis. Dig a little deeper to make your story, and pitch, completely unique – "You'd be amazed how similar most pitches sound, from their title to their angle," revealed Singapore-based journalist Shamilee Vellu. "Right now, I'm particularly interested in stories on how companies are using their unique set of skills or resources to support or give back to their communities."





### 3. DO YOUR RESEARCH AND BE SPECIFIC

Blanket emails and press releases don't get read, so take a thorough and considered look at a publication's product and website before you submit your pitch. "Listening really makes a difference – if you know what we do and that you're relevant to us, anyone on my team is more likely to take (your pitch) seriously and spend time on it," advises Editor-in-Chief of Conde Nast Traveller India, Divia Thani. Specifics about why the partnership you're pitching for is the right fit shows journalists you're invested in them, so it's always worth dedicating time to tailoring your comms for each publication. And with most of us wearing multiple hats right now, don't be afraid to reach out for advice or help with strategy, too – as Divia told PUREists, there are so many free opportunities and webinars out there at the moment. Use them to ask the right questions.



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## PERFECT YOUR VISUALS AND VITALS

"Including a few strong images or visuals with your pitch really helps us to picture what we're reading about," offered Jade Conroy, The Telegraph's Hotels & Guides Editor. Make sure you have a high-quality downloadable image gallery that you can share in your pitch. It's also worth being specific (see point #3) with where you envisage your hotel or property fitting in the publication – is it a basic review; trend piece; or interiors focus? Make sure you're pitching to the right editor and consider bulking out your pitch with other vital details, from room rates to your sustainability ethos and practices.



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## IF YOU'RE A PUREIST, LET THEM KNOW

While PURE is on pause for 2020, our community spirit and kudos is stronger than ever. So when pitching as a PUREist, let journalists know right away in your email. "Right away, hotels will take you more seriously, as a level of 'weeding out' has already been done," advised Divia. So let your PURE flag fly – it will get you noticed.