

Magellan PR est une **agence très réactive, proactive**, prête à adapter les actions en fonction de l'évolution du marché et à **proposer des nouvelles idées**, des nouveaux moyens de faire la promotion de la destination, même si cela sort du cadre des pures Relations Presse.

You guys are the **best!**

(AFerry.co.uk)

Sue and her team at **Magellan** would be a **tremendous asset**

to any hotel company looking for representation in the United Kingdom (The Ritz)

(Région Nouvelle-Aquitaine)

We left **dumbfounded. Thank you so much for everything** you did. (Leo Bear, luxury freelance)

Magellan is a real pleasure to work with and has been a **key part of our success.**

(Fairmont Hotels & Resorts)

They are **professional, innovative, efficient** & have pro-actively lead and assisted on many **media** opportunities with us. (British Airways)

Thanks for **everything**

(Elle UK)

A friendly, knowledgeable, innovative and **highly professional boutique public relations agency**, but it is this **loyalty, which sets them apart.**

(Iain Mallory, influencer, Mallory on Travel)

Cette première du **Best of Provence à Londres**, qui représentait un **challenge majeur pour nous**, a reporté un **grand succès**, grâce à votre forte implication et je vous en remercie vivement.

(Provence-Alpes-Côte d'Azur)

There are dozens of PR companies that profess to offer expertise in this area, but given **Sue's years of experience** and **unique contacts** in both the hospitality industry and the travel press, I would expect her to be extraordinarily successful and I would **not hesitate in recommending** her as one of the country's **top travel PR experts.** (Lyn Middlehurst, The Gallivanter's Guide)

Our relationship with **Magellan** has proved to be both a **successful** and enjoyable one with **positive** and **creative** input from Sue Lowry who has created **great coverage** for both of our properties. (Nick Cowell, General Manager, London Bridge Hotel & Kensington House Hotel)

TravelDudes has worked several times with **Magellan PR** & on every occasion, the campaigns have been **very successful** as they understand digital and social media and the needs of influencers. (Melvin Boecher, influencer, TravelDudes, iAmbassador)



Magellan PR (Magellan) is a privately-owned boutique travel public relations, marketing, sales & social media company which debuted in 1998. With offices in both London and in the South (town and country), we use the most up-to-date mobile technology to propel our clients into the spotlight.

- **Handpicked messaging** - With a core team of PR experts, our joint experience helps us to create a message, package it, distil it and sell it into a targeted journalist in a key publication – whether that is online or offline. Our database is our own - honed and refined from constant use.
- **Technologically advanced** - Being small doesn't mean we have lost touch with future communications streams. We are, in fact, at the forefront of the social media revolution - we took the first blogger's trip to France in 2011 and are accepted by the major influencers as partners and supporters of their efforts.
- **Targeted campaigns for maximum ROI** - We listen to your business requirements and develop a fluid ongoing media strategy or short-term project designed to achieve both your goals and the greatest return on your investment.
- **Expect the unexpected** - We like our campaigns to have flair, originality and élan, designed to capture the imagination - we inhabit the box but regularly think outside of it too.
- **Well connected** - We work with a handpicked, tried and tested, network of similar PR agencies and any campaign can be rolled out across the globe.
- **Knowledge is key** - We will visit you to research our stories, taking our own imagery to use in our outreach. These are then custom delivered to targeted outlets - we don't inundate the media - we handpick the moment and the medium.
- **Digital storytellers** - We are mobile, we are social, we take our own photographs - we are always on trend - one foot in the future, one foot in the past - always in the present.
- **Looking for a fresh and vibrant approach to your UK outreach?** Contact Sue Lowry (sue@magellan-pr.com) and Alexandra Pinhorn (alexandra@magellan-pr.com) / +44 (0) 20 7470 8760 at Magellan.