

The Destination Marketing Group International

Company overview



Managing Director: Philip Cooke
Website: www.thedmg.co.uk/international

Global travel industry marketing, PR and UK representation

Our overseas clients include overseas tourist boards, resorts and destinations, tour operators and travel companies. We enable them to develop the UK market, primarily by linking them with UK tour operators and travel companies and via travel industry PR and media relations.

Our international and representational services include high quality travel industry PR, trade show support, sales calls, familiarisation visits, tour operator training, liaison with UK-based tourist boards, airlines and travel companies.

So, if you are an overseas tourist destination or travel company looking for a cost-effective marketing, PR and corporate communications presence in the UK, please email our MD, Philip Cooke – philip@thedmg.co.uk – or call him on 00 44 (0)1452 500 663.



The **Destination**
Marketing Group **International**



About The Destination Marketing Group International

DMG International was founded in early 2000 by Philip Cooke, previously Gloucester City Council's Director of Tourism, Marketing and City Centre Management. Before that, Philip worked for Sport England as Deputy Director of Bisham Abbey National Sports Centre.

We provide our international clients with a wide range of strategic and operational marketing expertise, enabling them to engage with

the UK outbound travel industry and including campaign planning, travel trade PR, trade show support and tour operator liaison.

Philip is supported by a local, national and international network of associate companies and consultants who enable the DMG to offer a wide range of additional services, notably digital and social marketing, graphic design and copywriting for websites and promotional literature.

Our services for international clients

Working primarily across the tourism, leisure and hospitality sectors, we design and deliver bespoke marketing and business development strategies, cost-effective PR and digital marketing campaigns, and international representation communication support, as outlined below:

Marketing

- Marketing, PR and corporate communications strategies
- Campaign planning and project management
- Feasibility studies, bid writing and implementation of ERDF and Lottery projects

Public relations

- Production and distribution of content-rich, high-SEO press releases
- Digital marketing, including B2B newsletters and email campaigns
- Graphic design and copywriting for websites and promotional literature

International representation and tourism

- Travel industry PR, journalism and feature writing
- Trade show support, event management and industry networking
- Tour operator training, sales calls and familiarisation visits



Some of our international clients



Europe

- BZ-COMM (Germany)
- Dubrovnik Tourism Sailing HR (Croatia)
- Parkhotel Conference Centre (Czechoslovakia)
- Monaco Tourism
- National Liberation Museum (Holland)
- Las Palmas, Canary Islands
- Swiss Government Enterprise

Asia

- Beijing Hangzhou, Hunan and Sanya Tourism (China)
- Guru Online (Hong Kong)
- Vesna Tours (India)

North and South America

- Cvent.com (USA)
- Music Contact International (USA)
- Darwin's Trails (Chile and Patagonia)
- Ferrocarriles del Ecuador (Ecuador)
- Passion Brazil (Brazil)
- PeruRail and Panorama Peru (Peru)
- Southern Expeditions (Galapagos)
- Terma de Papallacta
- Terra Explorer
- Tip Top Travel (Galapaogos and Ecuador)

Editorial and feature writing

Managing Director, Philip Cooke, is a member of the Chartered Institute of Journalists and an experienced travel industry editor, feature writer and copywriter. His articles and press releases are published regularly in a range of prestigious magazines, including:

- Conference and Meetings World
- Conference News,
- Group Leisure Magazine
- West Country Life
- Regeneration and Renewal
- Selling Travel
- Sport and Leisure magazine
- Travel Bulletin
- Travel Trade Gazette
- The Tourism Society magazine

Philip has also previously been Press and Publicity Officer for Skål UK and Editor of British Tourism News.

Travel Industry Journalism

Monaco means business

Most UK conference destinations would die for Monaco's efflux, sophisticated image, but, according to a recent report and sector can be a little different. In a business environment characterized by increasing uncertainty, says Philip Cooke, there are obvious benefits to destination marketing for all.

It's Monaco's fiscal benefits, which make it a magnet for high-net-worth individuals and corporations, that are the key to its success. The principality's tax system is one of the most attractive in the world, with a corporate tax rate of 33.33% and a personal tax rate of 10% for residents. This has led to a significant increase in the number of multinational corporations and wealthy individuals who have moved to Monaco in recent years. The principality's reputation for safety, stability, and high quality of life also makes it an attractive destination for business and leisure travelers alike.



TTG Toolkit

SELLING POWER

Make tracks for Machipicchu

Does the thought of deciphering rail timetables in Spanish leave you dreading road? Help is at hand. The Destination Marketing Group's Philip Cooke and Talking Stock Marketing's Bryn Lewis discuss the Peruvian rail system.

For those of you who are not familiar with the Peruvian rail system, it is a complex and often confusing network. The system is run by Ferrocarril del Estado (FE) and is known for its unreliable service and outdated infrastructure. However, there are several ways to navigate the system and make the most of your trip. One of the best ways is to use a local travel agent who can help you book your tickets and provide you with up-to-date information on the latest train schedules and routes. Another option is to use the online booking system provided by FE, which can be accessed in Spanish or English. It is also important to arrive at the station well in advance of your departure time, as trains can be delayed or canceled without notice.



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West Country Life magazine



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September marks 70 years since the historic battle for 'A Bridge Too Far' in Arnhem. The battle was a major military operation during World War II, in which the British paratroopers attempted to capture the bridge over the Waal river in Arnhem, Netherlands. The operation was ultimately unsuccessful, but it remains a significant event in military history. The magazine features a detailed account of the battle, including photographs and interviews with veterans.

Taxing times?

Philip Cooke says it's time to rethink the tourist tax.

The UK's most players object to the very suggestion of a 'tourist tax', arguing that it will drive business away. The article discusses the proposed tax and the concerns of the industry. It argues that the tax would be a burden on tourists and would likely lead to a decrease in tourism revenue. The article also mentions that the tax would be a barrier to entry for smaller businesses and would likely be passed on to consumers.



ECONOMIC DEVELOPMENT

The BID Apple

The first business improvement district (BID) in the UK, but in New York they are already well established. Philip Cooke looks to find out what challenges they face today. The article discusses the challenges faced by BIDs in the UK and compares them to those in New York. It mentions that BIDs in the UK are often smaller and have less resources than those in New York. The article also discusses the importance of strong leadership and community support for the success of a BID.



Case Study: Tren Crucero

Getting heritage back on track in Ecuador

The Tren Crucero is a heritage railway in Ecuador that has been struggling for many years. The article discusses the challenges faced by the railway and the efforts to revitalize it. It mentions that the railway is an important part of Ecuador's cultural heritage and that its revival would be a significant achievement. The article also discusses the importance of government support and community involvement in the revitalization process.



Destination marketing

LOBBYING LESSONS STATESIDE

Philip Cooke says with existing cuts to government budgets, it's time for the UK to learn from the US destination marketing and business tourism's funding and financing.

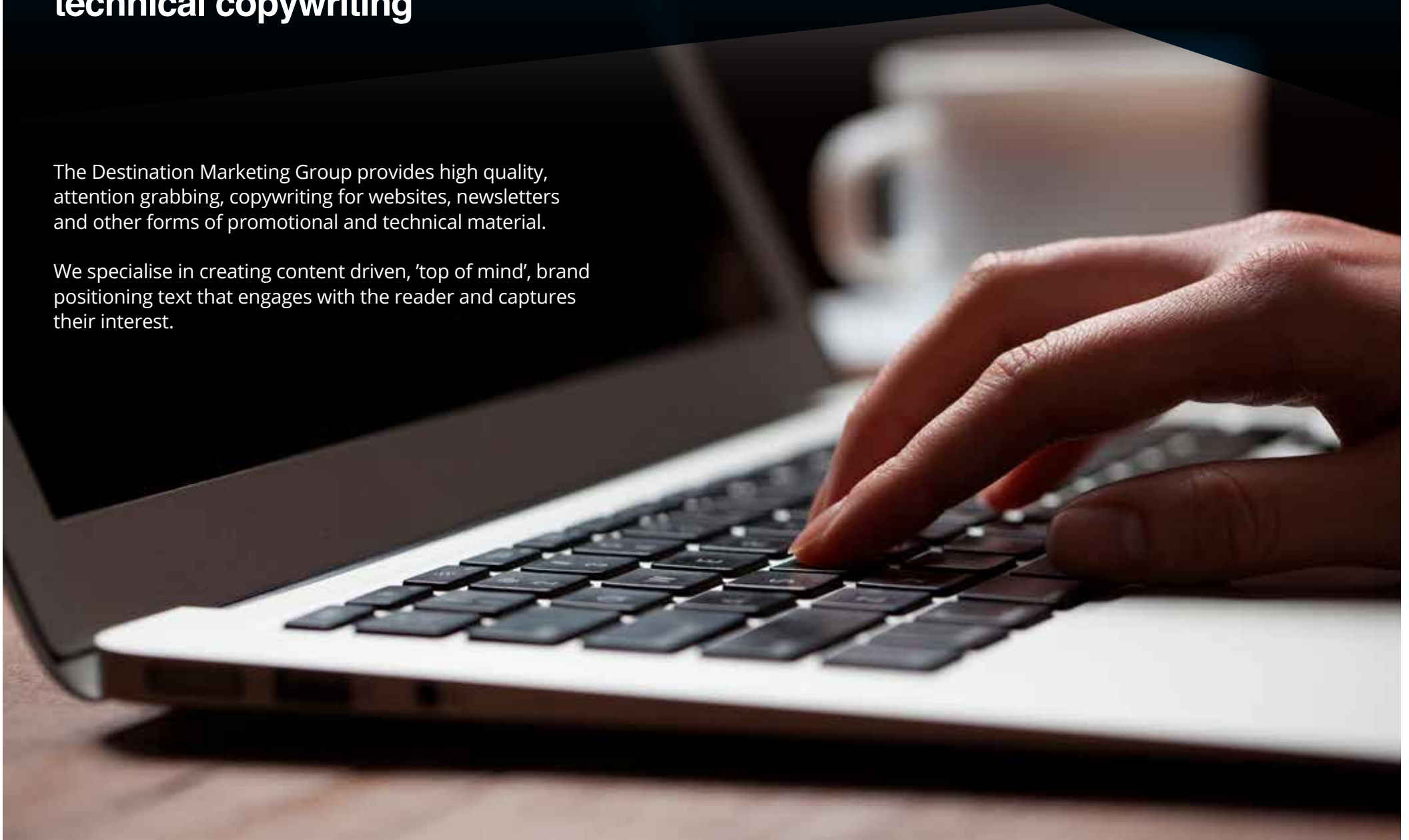
The article discusses the challenges faced by destination marketers in the UK and compares them to those in the US. It mentions that the US has a more developed and well-funded destination marketing industry. The article also discusses the importance of lobbying and public relations in the destination marketing industry. It suggests that the UK should learn from the US and invest more in destination marketing and public relations.



Website and technical copywriting

The Destination Marketing Group provides high quality, attention grabbing, copywriting for websites, newsletters and other forms of promotional and technical material.

We specialise in creating content driven, 'top of mind', brand positioning text that engages with the reader and captures their interest.



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