Strategic PR for Leisure Destination Reputation Training Course

19 - 23 Oct 2026

Amsterdam

5900 € (Per Person)

Ref: #EL5928_97633

Course Introduction / Overview:

In the highly competitive and publicly scrutinized leisure and tourism industry, a positive reputation is not just an asset; it is the cornerstone of survival and growth. This intensive training course is meticulously designed to equip professionals with the strategic public relations and reputation management skills essential for navigating the unique challenges of leisure destinations. From hotels and resorts to theme parks and cultural sites, managing public perception in an age of instant online reviews and viral social media content is paramount. This program moves beyond theoretical concepts to provide practical, actionable strategies for building brand trust, engaging with stakeholders, and mitigating reputational risks. Drawing on principles from leading academics like Dr. Philip Pearce, who has extensively studied tourist behavior and experience, the course explores how to shape narratives that resonate with target audiences. We will delve into frameworks discussed in seminal texts such as "The Practice of Public Relations" and adapt them specifically for the leisure sector. At BIG BEN Training Center, we have developed a curriculum that addresses everything from proactive media relations and influencer marketing to robust crisis communication protocols, ensuring participants leave with the confidence to protect and enhance their destination's most valuable asset: its reputation.

Target Audience / This training course is suitable for:

- Public Relations Managers and Specialists.
- Marketing Directors and Executives.
- Hotel and Resort General Managers.
- Destination Marketing Organization (DMO) staff.
- Tourism Board Officials.
- Corporate Communications Managers.
- Guest Relations and Customer Experience Managers.
- Theme Park and Attraction Managers.
- Event Managers for leisure destinations.
- Social Media and Digital Content Managers.
- Business Owners in the hospitality and tourism sector.

Target Sectors and Industries:

- Hospitality (Hotels, Resorts, and Lodges).
- Tourism and Travel Agencies.
- Airlines and Cruise Lines.
- Amusement Parks and Themed Attractions.
- Museums, Galleries, and Cultural Heritage Sites.
- National and Regional Tourism Boards.
- Restaurant and Food Service Chains.
- Event Management and MICE (Meetings, Incentives, Conferences, and Exhibitions).
- Governmental bodies responsible for tourism and culture.
- Real Estate Development (for leisure and resort properties).

Target Organizations Departments:

- Public Relations.
- Marketing and Sales.
- Corporate Communications.
- Guest and Customer Services.
- Operations Management.
- Executive Leadership.
- Digital Marketing and Social Media.
- Brand Management.
- Event Planning and Management.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a comprehensive public relations strategy tailored to a leisure destination.
- Build and maintain positive relationships with media, influencers, and key stakeholders.
- Manage the destination's online reputation across review sites and social media platforms.
- Create compelling brand stories and content that attract and engage target audiences.
- Implement a proactive crisis communication plan to protect the brand during adverse events.
- Measure the effectiveness and ROI of public relations campaigns using modern analytics.
- Leverage community relations and corporate social responsibility to enhance brand image.
- Handle negative feedback and complaints constructively to turn detractors into advocates.
- Execute successful media events, press trips, and promotional campaigns.
- Align PR activities with overall marketing and business objectives for maximum impact.

Course Methodology:

This training course delivered by BIG BEN Training Center employs a dynamic and interactive learning methodology designed for maximum knowledge retention and practical application. We believe that adult learning is most effective when it is engaging, relevant, and hands-on. The program is built around a blend of expert-led presentations, in-depth analysis of real-world case studies from the global leisure and tourism industry, and collaborative group workshops. Participants will not just listen to theory; they will actively participate in exercises such as drafting press releases for a new attraction, role-playing media interviews, and developing a crisis response strategy for a simulated scenario. Interactive sessions, brainstorming activities, and peer-to-peer feedback are integrated throughout the five days to foster a collaborative learning environment. Our approach encourages participants to share their own professional experiences and challenges, allowing the facilitator to tailor discussions and provide bespoke advice. The focus is on providing practical tools and frameworks that can be immediately implemented in the workplace to improve public relations and reputation management outcomes.

Course Agenda (Course Units):

Unit One: Foundations of PR in the Leisure Industry

- The unique role of public relations in tourism and hospitality.
- Defining reputation and its impact on booking decisions.
- Key principles of strategic communication for destinations.
- Identifying and mapping key stakeholders (guests, media, community, government).
- Understanding the modern media landscape for travel.
- Ethical considerations and transparency in leisure PR.
- An overview of brand storytelling for destinations.

Unit Two: Strategic PR Planning and Brand Messaging

- Conducting a PR audit and situational analysis.
- Setting clear, measurable PR objectives and KPIs.
- Developing core brand messages and a consistent voice.
- Crafting a strategic annual public relations plan.
- Integrating PR with marketing and sales strategies.
- Budgeting for public relations activities and campaigns.
- Techniques for proactive and reactive PR approaches.

Unit three: Digital PR, Social Media, and Influencer Marketing

- Managing online reputation on TripAdvisor, Google, and OTAs.
- Developing a content strategy for social media channels.
- Best practices for engaging with audiences online.
- Identifying, vetting, and collaborating with travel influencers.
- Creating compelling digital press kits and online newsrooms.
- Leveraging user-generated content to build authenticity.
- Monitoring online conversations and sentiment analysis.

Unit Four: Crisis Communication and Reputation Recovery

- Identifying potential reputation risks and vulnerabilities.
- Developing a comprehensive crisis communication plan.
- Forming and training a crisis response team.
- Crafting effective holding statements and press releases during a crisis.
- Managing media inquiries and controlling the narrative.
- Using social media for real-time crisis communication.
- Strategies for post-crisis reputation repair and recovery.

Unit Five: Advanced Techniques and Measuring Success

- The role of Corporate Social Responsibility (CSR) in building reputation.
- Promoting sustainable and responsible tourism initiatives.
- Building strategic partnerships and co-branding opportunities.
- Planning and executing successful press trips and media events.
- An introduction to media training for key spokespeople.
- Measuring PR effectiveness: from media mentions to business impact.
- Presenting PR results and value to executive leadership.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In an era of user-generated content and instant online reviews, can a leisure destination ever truly control its reputation, or should the focus shift entirely to managing public perception?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by moving beyond generic public relations theory to focus exclusively on the nuanced and dynamic environment of the leisure and tourism industry. Unlike broader communication courses, every module, case study, and practical exercise is specifically tailored to the challenges faced by hotels, resorts, theme parks, and destination marketing organizations. We address industry-specific issues such as managing seasonality, the profound impact of online travel agencies (OTAs) and review platforms, and the art of crafting experiences that translate into positive user-generated content. The curriculum emphasizes a strategic, proactive approach to reputation management rather than a purely reactive one. Participants will learn not only how to respond to a crisis but how to build a resilient brand that can withstand unforeseen challenges. Furthermore, the course content is intensely practical, focusing on the development of actionable plans and measurable outcomes. It provides a holistic view, connecting PR activities directly to business objectives like occupancy rates, visitor numbers, and revenue, ensuring that participants return to their organizations equipped with relevant, immediately applicable skills to enhance their destination's public image and bottom line.