



Beamish Hall Country House Hotel and Beamish Wild

Press Ahead was approached to work with Beamish Hall Country House Hotel and Beamish Wild on its PR and marketing activity in August 2009, based on the successful tourism projects undertaken for Tourism Network NE and One North East.

Objectives

Our PR objectives are to raise the profile of Beamish Hall as a conference venue within the business community, increase accommodation bookings at the hotel and increase footfall to both Beamish Wild Birds of Prey Centre and Beamish Wild High Ropes Course across a number of audiences.

Approach

Press Ahead has developed a campaign for Beamish Hall which involves a mix of communication activities to raise its profile and increase footfall. To ensure it gets the best ROI we are implementing a PR led strategy complemented with individual marketing activities, which include, news stories, features, photo opportunities and promotions.

Results

Since starting work with Beamish Hall and Beamish Wild, Press Ahead has generated newsworthy ideas which have achieved a flow of press coverage in the regional media. Competitions and promotion campaigns in all main titles have also been secured and managed by Press Ahead.

