

SMOKING GUN

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Smoking Gun flying high with consumer brief for Destination2

Luxury travel provider Destination2 has appointed globally-recognised PR and social media agency [Smoking Gun](#)'s travel team to handle its consumer comms.

Through turbocharging brand awareness, salience and online visibility Smoking Gun aims to establish Destination2 as the ultimate go-to provider of affordable luxury holidays.

At the same time, the [digital PR](#) experts at Smoking Gun will ensure all activity delivers a steady flow of valuable, relevant backlinks and citations to propel the business upwards in organic search rankings.

Chester-based [Destination2](#) specialises in providing exceptional holidays at affordable prices - offering unrivalled deals on luxury holidays to destinations including Dubai, the Maldives, Thailand, Mauritius and the Caribbean.

In its activity, Smoking Gun will elevate Destination2 as the go-to authority in affordable luxury travel - through attention-grabbing campaigns and a robust always-on press office function, which leverages the media's appetite for insightful, expert-led content.

Rick Guttridge, Smoking Gun's CEO, said: "Smoking Gun's reputation rests on devising and delivering game-changing activity for some of Britain's most well-loved brands.

"As a result we can't wait to buckle up and welcome Destination2 to our continually growing consumer and travel client roster.

"Through powerhouse press office activity combined with ingenious campaigns we're ready to turbocharge brand awareness and demonstrate why Destination2 is the undisputed go-to destination for affordable luxury travel."

Destination 2 Chief Marketing Officer Alan Harding, said: "The team at Smoking Gun really impressed us with its exceptional insight into the extraordinary shifts going on within the media landscape and the breadth and depth of their relationships to vital figures within the nation's newsrooms. We're confident they can land us impactful coverage in the right titles.

“At Destination2 we’re on a mission to put luxury travel into the reach of ordinary families - and we’re certain Smoking Gun will be a great partner to help us achieve this aim.”

L-R: PR Account Manager Freya Clough, Planning and Strategy Director Hayley Peters, Head of Media Carl Stroud and PR Account Executive Lauren Pallister from Smoking Gun's Destination 2 team.

ENDS

For Smoking Gun enquiries please email createingenious@smokinggun.agency or call Rick Guttridge on 07887 942926

NOTES TO EDITORS

Smoking Gun is the agency for ballsy brands with brains, working with major organisations including Philips, the NHS, American Golf, Interflora, PG Tips, Alton Towers Resort and Eurocamp to drive publicity, change perception and persuade audiences to act.

Its 3i process comprises Inspired insights, Ingenious ideas and Intelligent measurement, a methodology which has seen it win c100 peer judged industry awards including seven global effectiveness gongs. The business recently announced an expanded leadership team structure, a new B2B division and plans to double fee income.