

## SVG - Gold Winner at Travel Marketing Awards 2013

21 March 2013

**London, ENGLAND:** St. Vincent and the Grenadines (SVG) won gold for the “Best Public Relations (PR) Strategic Campaign” labelled “Digital Detox” at the CIMTIG Travel Marketing Awards 2013, held at the Intercontinental London Park Lane Hotel.

Four bgb, the public relations, marketing and advertising company for the SVG Tourism Authority (SVGTA), covering the United Kingdom and European markets, designed a campaign labelling SVG as a laid-back alternative to high-tech destinations. The initiative used research to promote the 32 islands and cays as a place for people to switch off and relax. De-tech becomes the new Detox.

Positioned as an escape from the modern day addiction to gadgets and technology, the campaign was packaged and sold by tour operator partners , leveraged across all forms of media, generating over 85 pieces of print and online coverage.

Glen Beache - CEO SVGTA described the win as “a wonderful achievement for St. Vincent and the Grenadines, further cementing our appeal as an authentic Caribbean destination where the natural beauty, laid back vibe and friendly people offer visitors the perfect backdrop for switching off, slowing down and recharging batteries”.



**ENDS**