

CISION[®]

CASE STUDY

Apple Leisure Group Pivots Strategy to Engage Audiences in Unprecedented Times



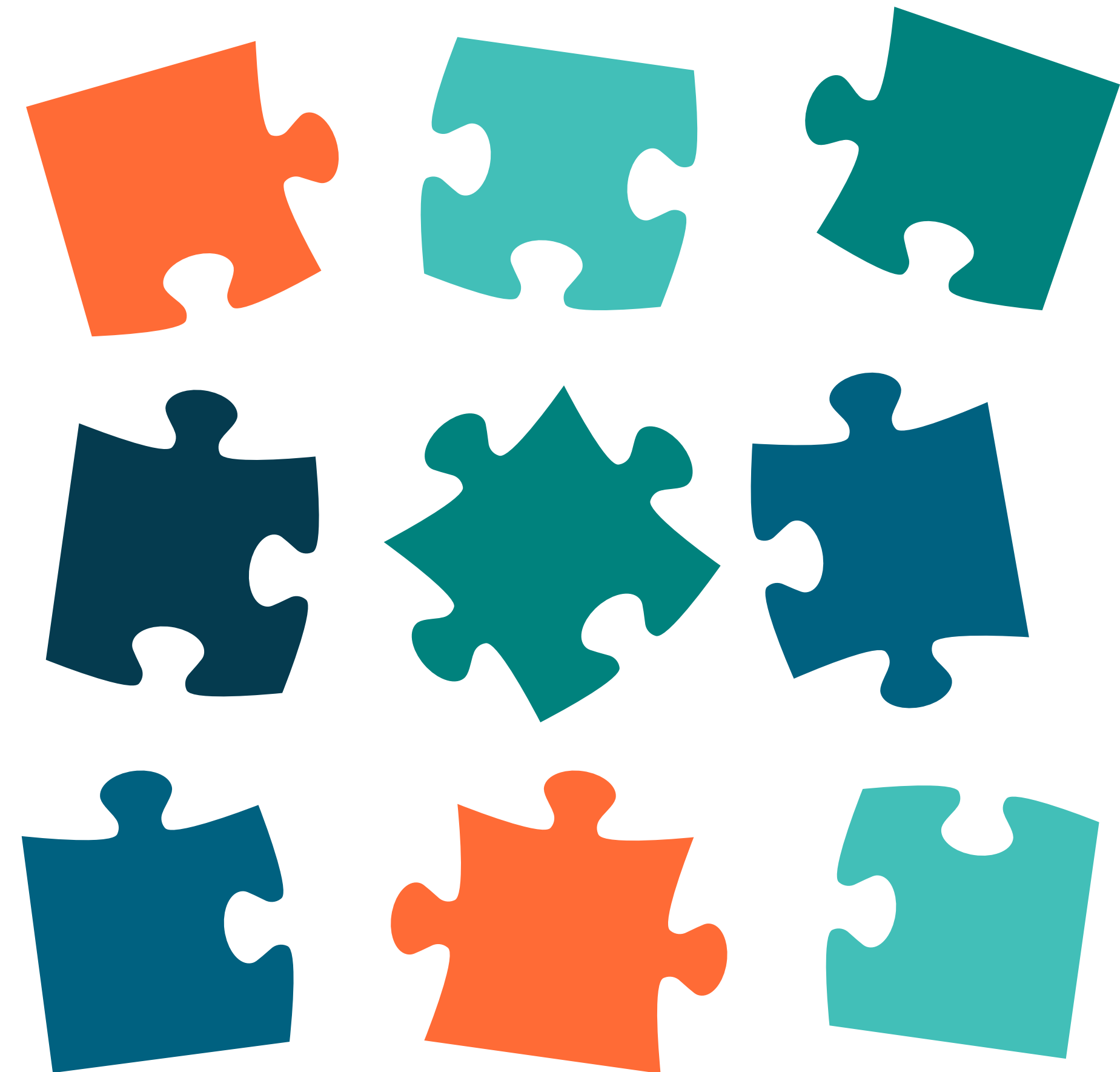
APPLE LEISURE GROUP[®]

The Challenge

Beginning in March 2020, Apple Leisure Group (ALG) found themselves in a particularly challenging position. COVID-19 forced the travel industry to a grinding halt, and their consumers were fearful and uncertain when it came to their travel plans.

Many trips and adventures were canceled, and rescheduling seemed far off in the future. Apple Leisure Group (ALG) had to adapt to meet their clients where they were, lead them through the uncertainty, and assure them of the opportunity to resume their vacation plans when the time came.

They were charged with providing resources for every consumer according to their level of cautiousness while positioning themselves as a trusted ally in the travel planning process.



The Solution

Apple Leisure Group (ALG) teamed up with Cision MultiVu and initially leveraged a Catalyst Interactive Experience featuring an interactive quiz to get a feel for how their clients were feeling and how ALG could be a thought leader during uncertain times.

This interactive quiz, paired with a [Communications Hub](#) as an amplification tool, asked viewers a series of questions that assigned them a “traveler type.” They found 22% of travelers were “When Life Returns to Normal” travelers, 75% were “Wait & See” travelers, and 3% were “Ready Anytime” travelers. With this data directly from their own audience, Apple Vacations had the information to lead through the unprecedented times and build a plan for when it came time to resume booking trips.

This initial step to bolster their marketing communications strategy in an extraordinary year garnered the meaningful engagement ALG needed with over 16,000 page views and exposure in over 20 countries.



[View the full infographic >](#)

“Everything was in such flux in the fall, and [Cision MultiVu] was the flexible partnership we needed – at the right place and right audience.” - Ali Gerakaris, Director of Communications & Public Relations, ALG Vacations

As the year progressed and travel plans began to resume for some, ALG partnered with Cision MultiVu again, this time to execute a very successful Virtual Media Tour (VMT) featuring a few of their travel agents at one of their resorts in Cancun. The VMT talking points were strategically planned so that, during a series of interviews, ALG showed the precautions taken at each resort to assure travelers of the careful measures taken to protect their safety when they did decide to begin traveling again.

To further amplify their message’s reach, each agent was able to host a Facebook Live from the resort following the VMT on their own social platforms, answering questions and tailoring the information to their own clients and niche demographics.



The Results

During this time, ALG wasn't just looking to book vacations; they were also building their identity as a thought leader in the industry by compiling resources for their loyal customers and positioning themselves as a trusted source for resuming holiday travel plans and leisurely excursions.

This long-term approach and foresight paid off when it came to positioning ALG as a thoughtful resource for travel information during COVID-19 and a trusted partner for consumers when it came to embarking on their new travel plans. An incredibly challenging year became an opportunity for ALG to bring in thoughtful partnerships. Cision MultiVu was able to partner with them to leverage both earned and paid opportunities to maximize reach without sacrificing budget.

“We had to diversify our media portfolio, and all these different types [paid, earned, shared, owned] had to work in tandem.” - Anna Maria Addessa, Marketing Director, Email/Content Strategy/Research, ALG Vacations

ALG did the impossible and maintained crucial client relationships that otherwise may have easily fallen to the wayside during the pandemic.

BY THE NUMBERS

- **In its first 30 days, ALG's Communications Hub saw:**
16,392 total pageviews
13,144 total unique users
- **As of May 2021, the page has garnered:**
74,872 pageviews
41,157 total unique users
- **ALG's remote Virtual Media Tours earned:**
15,629,965 impressions
647 airings across 639 stations

Next Steps

ALG continues to maintain close relationships with their clients as different states revise their COVID-19 travel guidelines and re-open for tourism. With the data set from the initial Catalyst Interactive Experience quiz, they have insight into each demographic's needs. Their VMT provided that extra assurance that ALG is looking after them as life begins to resume. They continue to work with Cision MultiVu to assess the products and solutions most suited to executing a successful marcomms strategy as traveling restrictions lift further.

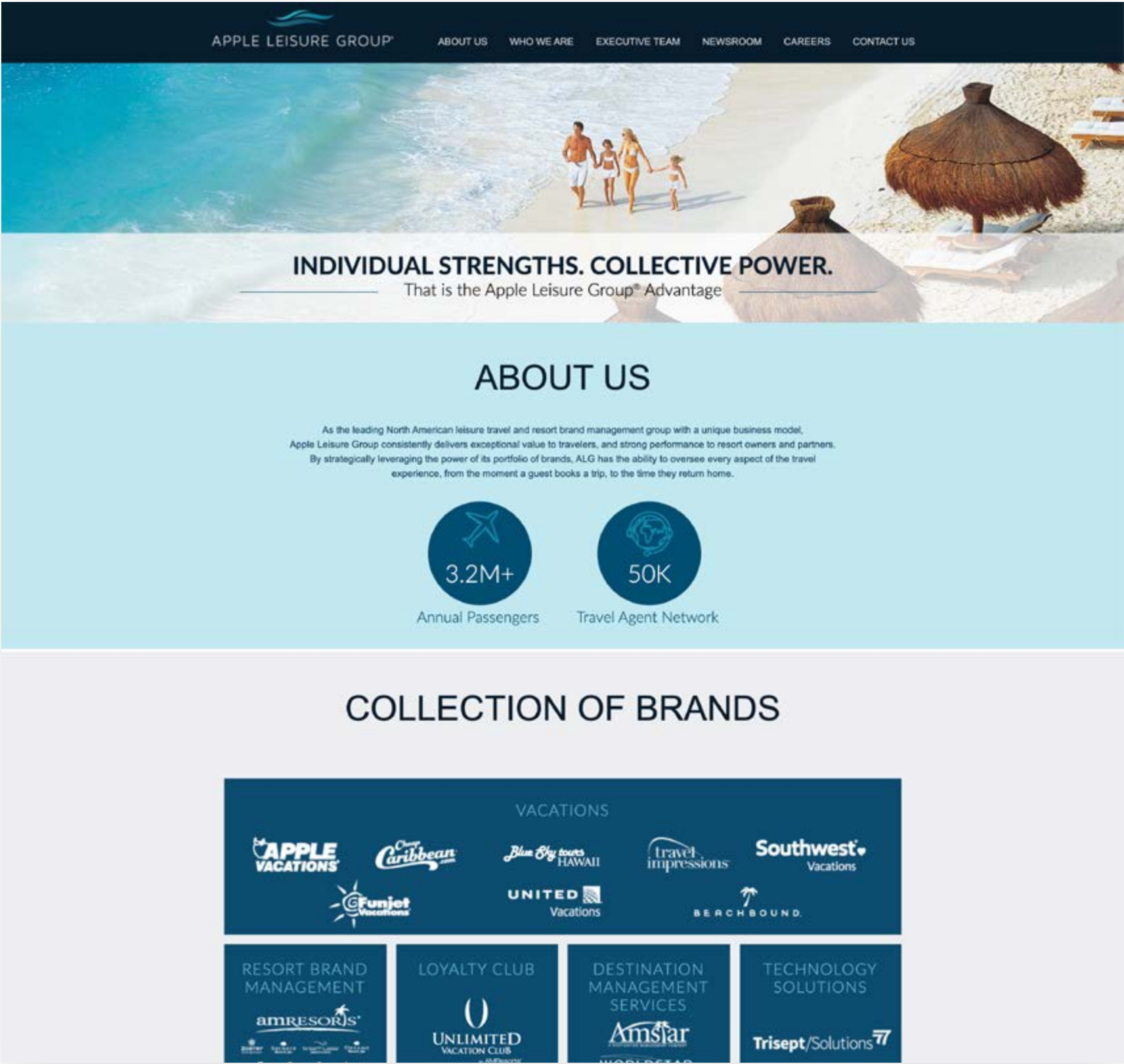


About ALG Vacations

ALG Vacations™ (ALGV) is a collection of powerful and growing vacations brands widely recognized for providing the industry’s leading leisure travel experience across the world. ALGV features well-established vacations brands including Apple Vacations®, Travel Impressions®, Cheap Caribbean®, Funjet Vacations®, Southwest Vacations®, Blue Sky Tours®, BeachBound®, and United Vacations®. ALGV, a portfolio company of Apple Leisure Group® (ALG), is the leading North American travel, hospitality, and leisure management group.



APPLE LEISURE GROUP®





About Cision

As a global leader in PR, marketing and social media management technology and intelligence, Cision helps brands and organizations to identify, connect and engage with customers and stakeholders to drive business results. PR Newswire, a network of over 1.1 billion influencers, in-depth monitoring, analytics and its Brandwatch and Falcon.io social media platforms headline a premier suite of solutions. Cision has offices in 24 countries throughout the Americas, EMEA and APAC. For more information about Cision's award-winning solutions, including its next-gen Cision Communications Cloud®, visit www.cision.com and follow @Cision on Twitter.

About Cision MultiVu

MultiVu is the strategic team at Cision dedicated to the creation and targeted distribution of creative content. Our award-winning diverse pool of industry-leading talent are extremely passionate about partnering with our clients, bringing best-in-class stories and concepts to life, and getting those stories to the audiences who want to experience them most. To start crafting your story, visit us online at www.multivu.com.

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