



## Guide to Distributing Press Releases

The purpose of distributing a press release is to land coverage in media publications. That way, you are positioning your hotel's induction into Historic Hotels Worldwide in front of a wider audience. If you only post your press release on your website, most cultural heritage travelers will not know about it. If you do not have time to manually reach out to publishers, a press release distribution service is the perfect solution. While it does cost to use these services, they can save you hours of work. If a press release distribution service sounds like a good idea, please check out these recommended services:

- [Business Wire](#)
- [Newswire](#)
- [eReleases](#)
- [EIN Presswire](#)
- [PR Distribution](#)
- [PR Newswire](#)
- [24-7 Press Release](#)
- [PR Web](#)
- [Response Source Press Release Wire](#)
- [Presswire](#)
- [PR Fire](#)

If you wish to handle the press release's distribution yourself, we suggest doing the following:

- Find journalists who might be interested in your press release:
  - After receiving our approved version of the press release, search for organizations that focus on historic preservation and heritage travel. Among the best groups to search for are historic societies (i.e., Heritage Lincolnshire in England) and tourism boards (i.e., Northern Ireland Tourist Board).
  - Conducting a *Google* search for local/regional newspapers, tv stations, and radio channels is a great place to start, too. Even bigger media outlets with a national audience are always looking for easy content to put up online. So, you should not shy away from considering them either if there is at least one that is popular in your market.
- Get the journalists' contact details:
  - Locate the contact information of the journalist or publisher at either their business' website or social media profiles like *LinkedIn*. Twitter can also be an easy way to get in touch with your contact, too.
- Craft a good pitch:
  - Email is the most effective way to send your press release quickly. However, journalists can receive hundreds of pitches. So, here is what you should do to stand out: keep it brief and personalized. But avoid sending a copy of the press release then, since journalists are weary of attachments from people they don't know.
- Make your subject line irresistible:
  - A recommended way to get your pitch reviewed is to have a subject line that is short, unique, and exclusive in tone.
- Follow-up on your release:
  - Do not spam the journalist's inbox with the same press release and the same pitch. That can ruin your chances of getting your story picked up. Instead, try tweaking the angle of your pitch to something that highlights why they should care about this story.

**Please do not begin the process outlined above until you have received approval to distribute the press release from our team. We will supply a suggested distribution date that both our teams can coordinate. The reason why we ask you to wait is twofold: 1) We'd like for your profile to be live on *HistoricHotelsWorldwide.com* first, and 2) we want to support the distribution with our own social media campaign the day the release goes out.**