

Press release

Kleber PR Network (kprn) now number three under the top ten PR Agencies of the tourist industry

Frankfurt/Main, 1. März 2010 –

Kleber PR Network (kprn) achieves third place at the agency ranking of the touristic PR and ascends one position against last year. Since 15 years kprn is under the top ten agencies of this industry. Hanna Kleber and her team are pleased with this achievement. The owner and managing director of Kleber PR Network explains the advancement is caused by the strategic wider line-up that her agency worked on consistently over the last years.

“We developed into a full-service-communication-agency and especially expanded the sectors trademarketing, promotion and representation for destinations” says Hanna Kleber. “Journalists are our most important partners and we want to offer them a wider customer portfolio, to support them even more in their work. We are very happy to see our previous and present co-operation with media confirmed through the ranking.”

kprn on their road to success

For Kleber PR Network the year 2009 was very successful.

Overall 14 new accounts were made. Especially in the areas of the luxurious hotel industry, Kleber PR Network is happy about the given trust of new clients as for example Althoff Hotel Collection, Mantis Collection, Amari Hotels, Schlosshotel Kronberg, Schlosshotel Münchhausen or Schloss Velden in Austria. Therefore kprn’s customer portfolio and the lifestyle unit “Gourmet Network” is able to present 51 customers, including 17 destinations world wide and 18 luxurious hotel industry customers.

Various big airlines, tour operators, the cruise company MSC Cruises and Gourmet Network lifestyle customers extend the clientele.

Through the first two weeks in 2010 kprn gained 4 new accounts: Ministry of Culture and Tourism of Ethiopia, Office National du Tourisme de Madagascar, Hotel Hessischer Hof in Frankfurt and the beauty clinic „Pearl of Aesthetic“ in Düsseldorf.

A team of 36 professional employees, speaking nine languages in total, look after their international customers and realise strategic press campaigns, media cooperations, promotions and extensive marketing concepts in Germany, Swiss and Austria.

Srt- ranking of touristic PR

Since 18 years the positioning of touristic PR and Media Gbr takes place and stands out to be the most important tourism agency ranking in Germany. Its jury is a set of the top professionals of the travelling media: Travel editors of german daily newspapers and chief editors of special interest journals, travelling journals, magazines and gloss magazines judge the PR-agencies as well as onlinemedias and free travel journalists.

The panel judges the agencies for their strengths in press-mailings, answering of journalistic questions, press conferences and press-trips as well as creativity in manners of chosen topics and carried out actions. All in all 88 experts of the judges handed in their vote this year.

About Kleber PR Network (kprn)

Kleber PR Network, established by Hanna Kleber in 1994 is one of the leading PR agencies for tourism in Germany.

Based in Frankfurt kprn is one of the three top agencies of this industry.

The full-service-agency offers their customers individual communication solutions to successfully realise their marketing goals in Germany, Swiss and Austria.

The Services range from global marketing strategies to individual solutions for single projects.

Conception and realization of strategic press campaigns, media cooperations and promotions take centre stage in the agency's performance portfolio.

Kprn is founder member of Tourism Trademark- a worldwide agency network, specialized in tourism (www.tourismtrademark.com).

Kprn is member of the german worldwide GlobalCom PR Network (www.gcpr.de).

ITB 2010

Meet us and our customers from 10. to 14. of March 2010 at ITB in Berlin. You can find our calender of events on www.itb.kprn.de.

Here you can register online and make individual appointments.

The Kleber PR Network team is waiting for you in Hall 5.3 Stand number 301.

Kprn Media Stop-over at the ITB

We would like to invite you to our kprn "Media Stop-over" on Friday the 12nd of March 2010 at 4pm. It's the "Meet & Mingle" with representatives of media, partners of the agency and friends.

We'll be looking forward to seeing you.

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