

COMM 60511 - Media Pitch Writing - David Graye

To: Emily Kaufman, The Travel Mom (GMA, NBC Nightly News, The Today Show)
From: David Graye, GRAGENCY
Date: July 20th, 2024
Subject: GRAGENCY Travel Concerns: Warning the Travel Community about Over Tourism Protests

Have you ever been attacked with a water gun by a local resident of a country you've visited? If you plan to travel in the next few months, be aware of tourist hot spots that seem to have waged a war against their tourists.

Residents of tourist hot spot cities have resorted to drastic measures to deter tourists from enjoying their city. In 2023, in Nice, France tourists passed by a mouse trap with an ice cream cone attached as bait with "Tourist Trap" spray painted on the trap. In the past two weeks, tourists have been blocked at the entrance of a tunnel in Hallstatt, Austria, and were sprayed with water while eating at a restaurant in Barcelona. This prompted tourists to leave and feel uncomfortable as the residents shouted and let out their rage.

It is imperative we get the message out to the travel community, especially those who are followers of the Travel Mom community. Every year, tourism increases and the tension seems to increase with each passing year. More sustainable tourist practices and policies should be implemented, however, until such actions are made, travelers should be made aware of other cities that are equally as beautiful but less overwhelmed by tourist activity. Tourism stimulates the economy and is a vital economic driver. However, during the travel season peaks, the resources are strained, costs are prone to inflate, etc. Travelers must be made aware of responsible travel behaviors and be made aware of the impact on their visit.

I am confident that your coverage of this story will resonate deeply with mothers who are eager to travel and want to ensure a safe, fun, and enjoyable trip free of hostility and rage from local residents. Travel obstacles and deterrence are no fun for anyone! Thank you for considering this pitch and I look forward to collaborating with you to bring this important story to travelers.

Enclosed is the following information:

- Press Release
- Tourism Fact Sheet
- Alternative Destination List
- Feature article

For more information, please contact:

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TOURISTS GO AWAY?



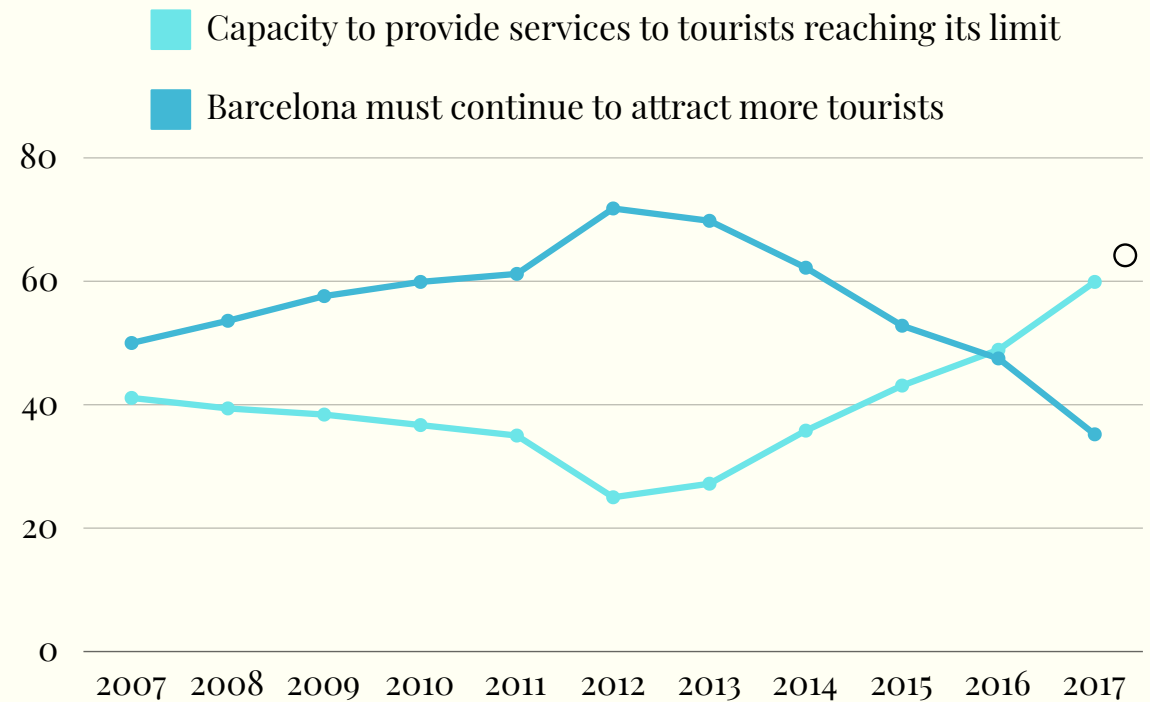
“BARCELONA IS NOT FOR SALE”

"TOURISM KILLS THE CITY"

(FORBES, 2024)

Jordi Hereu, who previously served as Barcelona's mayor, told reporters that while the demonstrators' actions were reprehensible, the incident was exaggerated by the international media.

(REUTERS, 2024)



LEVEL OF COMFORT WITH THE NUMBER OF TOURISTS IN BARCELONA (2017)

Source: Perception of Tourism in Barcelona 2017. Barcelona Tourism Consortium's Observatory.

What Should Travelers Do? How Can We Promote Respectful Travel Behavior? Are There Alternative Destinations?