

REYA COMMUNICATIONS

REYA Communications Appointed PR Agency of Record for The Christopher Hotel, St. Barth and El Camino Travel



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New York, NY (December 14, 2022) [REYA Communications](#) (REYA) is pleased to announce the appointment of two new clients. The public relations agency will now handle the US media relations and communications strategy for [El Camino Travel](#) and the [Christopher Hotel](#) in St. Barth. These two distinguished brands join REYA's roster of independently owned travel brands committed to conservation, sustainability, and social impact.

Nestled above the rocky shoreline on the magnificent bay of Pointe Milou, Hotel Christopher has long been a refuge for those in the know on St. Barth for its understated elegance. The only hotel on St. Barth to receive a Green Globe Certification, the property supports a coral reef restoration project just off its shores. Their constant commitment to the environment, local community and well-being of its employees make them an ideal fit for REYA's portfolio of luxury eco conscious clients.

The luxury hotel's 42 spacious rooms & suites and the three 4-bedrooms villas all enjoy panoramic views of the ocean. Its Sisley Spa with five oceanfront treatment rooms, was named the best Caribbean spa and best spa in St. Barth in 2022 by the World Spa Awards. Meanwhile, its RIVYERA restaurant provides a unique culinary escapade inspired by the Mediterranean and created by the two Michelin-Star Chef Arnaud Faye.

"It's always inspiring when legacy hotel brands make the commitment to evolve to offer their guests a more sustainable stay while operating more responsibly. Going into our fourth year as an agency, we continue to be proud of our growing portfolio of mindful clients. The Christopher Hotel and El Camino strengthen that commitment further." says REYA's co-founder, Alexandra Avila.

El Camino is an award-winning and leading travel platform for the bold woman traveler. It is now one of the fastest-growing experiential marketplaces and subscription services that empowers women to travel off the beaten path with small group trips in over 10 destinations worldwide and growing. El Camino's suite of services and trips builds a community that empowers more women to travel confidently, directly tapping into the niche cultures of a locale, while having experiences that bring destinations to life through a local lens. As a travel tech company they're creating a demand for local small businesses and Destination Management Companies by providing technology that allows them to scale up and run more efficiently.

Christopher Hotel and El Camino Travel join REYA, which has garnered global recognition for its commitment to working with travel brands aligned with conservation, sustainability, and social impact. Founded by travel PR veterans Alexandra Avila and Julie Leventhal, REYA combines their passions for working with independent and family-owned hotels and operators, while creating smarter and more efficient results that align with their digital marketing strategies. Avila was honored in 2020 as a "Top Woman in PR" by PR News for leveraging her media and digital marketing expertise to support and drive results. In 2022, REYA was honored as a 'CSR Agency of the Year' finalist in PR News' Social Impact Awards for their contributions to gorilla conservation in East Africa.

"We intentionally seek to work with independent and family-owned travel brands, which naturally fosters a more intimate relationship between client and agency. The commitment to their communities and environments, which makes them so unique, matches our own passion for storytelling that empowers responsible tourism," shares Alexandra Avila.

About REYA:

[REYA Communications](#) is a boutique PR agency for luxury travel brands navigating the media world with a commitment to conservation, sustainability, and social impact. Founded by travel PR veterans Alexandra Avila and Julie Leventhal, REYA combines their passions for working with independent and family-owned boutique hotels, international tour operators, and the travel trade. They seek to work with travel brands providing the best in service to their guests, but also to their communities and environments. REYA believes the power of public relations can generate quality media awareness, but also recognition and support for the social impact travel brands are making. Unique to the field, REYA incorporates digital marketing tactics into their PR strategies that elevate their client's visibility to new levels.

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