

REYA COMMUNICATIONS

REYA Communications Appointed for the Launch of Two New Hotels for 2022 Cashel Palace Hotel Ireland and MET Hotel Bolivia

REYA to manage Trade PR for Four Hundred by Design and US PR for Go2Africa



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New York, NY (September 15, 2021) [REYA Communications](#) (REYA) is pleased to announce they have been named PR agency of record for the launch of two new hotels that will open their doors in 2022. REYA will handle the US launch for **Cashel Palace Hotel** in Ireland and **MET Hotel** in Bolivia. The team will also support the North American launch of **Go2Africa** which has set the standard for luxury safari tour operations in Africa since 1998 and **Four Hundred by Design**, a B-to-B platform that connects travel advisors serving high net worth clients with a world-class collection of properties and benefits.

“As destinations slowly reopen to travelers, we’re thrilled to be able to share the stories of these new hotel openings and tour operators around the world as our number one priority is the recovery of hospitality and tourism,” says REYA’s co-founder, Alexandra Avila.

These four new clients join REYA, which has garnered global recognition for its success in integrating public relations and digital marketing. 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 for 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.

“We position ourselves to leverage our years of developing media relations and communications strategies with the best digital marketing tactics to drive results further, putting more eyes on our clients. We’re thrilled to see our new clients embrace this new and smarter approach to PR,” shares Alexandra Avila

Optimally located between town and countryside, the five-star [Cashel Palace Hotel](#) epitomises the finest of Irish hospitality. Standing in the shadow of the iconic Rock of Cashel, this idyllic property is surrounded by rolling fields and the charming heritage town of Cashel in the county of Tipperary. Blissfully decadent rooms and suites are impeccably designed for rest and relaxation. The exhilarating gardens offer three tranquil acres of rolling lawns, ancient trees and modern planting. The world class Spa takes full advantage of the glorious views, with a light-flooded swimming pool and seaweed baths. A proud Relais & Chateaux member, Cashel Palace Hotel's dining offering is exceptional in every sense. With a deep connection to the Golden Vale, the rich pastures that surround the hotel, much produce is sourced from this natural larder with which Executive Chef Stephen Hayes creates an exciting culinary experience. Set within a magnificent Palladian manor, built in 1732, this landmark address has been meticulously restored to create a truly desirable destination hotel in the heart of Ireland and will reopen its doors on March 1st 2022.

A new 76 room boutique property, [MET Hotel](#), in the Calacoto neighborhood of La Paz, Bolivia will open its doors in January 2022. Overlooking the Andes Mountains, MET is a partnership between New York-based design firm Los Designers and Bolivian architect Ivan Valdez, who has worked with the late Zaha Hadid. La Paz is a gastronomic city with a vibrant art scene and is the gateway to the Salar de Uyuni salt flats. The hotel is centrally located to Mi Teleférico, an aerial cable car that offers epic views of the city and boasts an art collection curated by Mariano Ugalde of Salar Art Gallery. MET is developed and operated by Panorama Hospitality Group, the founders of Bolivia's most awarded and first design hotel, Atix.

[Four Hundred by Design](#) (FHxD) is a B-to-B travel platform developed to be an extension for existing travel agencies, and designed to support luxury advisors as they respond to the resurgence of travel, which today demands unparalleled access and advisor solutions. The FHxD platform connects travel advisors serving high net worth clients with over 200 of the world's most exclusive accommodations and iconic properties including villas and private residences. Developed by luxury travel industry veterans Tony Abrams, Tony Shepherd, and Karen Goldberg, Insider advisors gain access to a suite of FHxD benefits. With valuable industry insights, a global network of trusted supplier contacts in over 40 countries, along with higher and more timely revenue structures, Insider advisors are equipped to meet the volume and complexity of their client's needs.

Multi-award-winning tour operator, [Go2Africa](#), based out of Cape Town curates exceptional, personalized African vacations, specializing in safaris, plus wineland and gastronomy experiences, city escapes, beach, diving and golf tours across the continent. Since 1998, the team has been committed to building first-hand knowledge of every destination, lodge and activity they recommend from their 3000+ partners. Working across 15 countries in Africa and the Indian Ocean Islands, 100% of their revenues stay in Africa, supporting local communities and conservation projects, making a difference long after their clients return home. With an entire team of African born and raised specialists, including seven named as Conde Nast Traveler's Top Travel Specialists in 2021, travelers are in expert hands. From spotting the Big 5 to following the Wildebeest Migration, trekking into the rainforests to encounter endangered mountain gorillas, enjoying world class scuba diving and whale watching or simply enjoying sundowner drinks on an endless savannah, Go2Africa can help create the perfect experience to immerse oneself in the magic of Africa - one of life's most incredible experiences.

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 travel trade. They seek to work with travel brands providing the best in service to their guests, but also 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 clients visibility to new levels.

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