

REYA COMMUNICATIONS

REYA Communications Appointed PR Agency of Record for Travel Pioneers and Camp Denali



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New York, NY (September X, 2023) — [REYA Communications](#), an esteemed public relations agency known for its commitment to conservation, sustainability, and social impact, is thrilled to announce its appointment as agency of record for two remarkable travel brands, [Travel Pioneers](#) and [Camp Denali](#). With a shared vision for responsible tourism and creating unforgettable experiences, REYA will lead the US media relations and communications efforts for these two exceptional outfitters.

“We’re excited to team up with Travel Pioneers and Camp Denali, two female led travel companies who, like REYA, are committed to sharing their destinations with a sense of responsibility and passion. Expanding our presence further into Alaska, and Central and South America, through the lens of responsible tourism reaffirms our own commitment to working with families in hospitality.”

Travel Pioneers, founded by entrepreneurs Catalina Herrera and Katrin Kirchhoff, emerges from a spirit of rebellion against ordinary travel. This travel curator specializes in creating distinctive and luxurious trips across South and Central America, with strongholds in Belize, Colombia, Costa Rica, Guatemala, Nicaragua, and Panama. From private luxe villas to captivating jungle escapes teeming with wildlife encounters, whitewater rafting, and cultural cooking classes, Travel Pioneers redefines travel by offering thrilling water and land-based adventures.

Located in the heart of Denali National Park, Camp Denali is synonymous with authentic Alaskan hospitality and active learning experiences. With nineteen rustic yet elegant guest cabins and daily

naturalist-led hikes, Camp Denali offers an unmatched connection to Alaskan wilderness, and the history of the resort, which has been family run and owned since 1952. Camp Denali remains dedicated to introducing guests to the untamed beauty and wildlife of the park's sub-arctic landscapes—a UNESCO Biosphere Reserve. REYA's collaboration with Camp Denali is a testament to their shared belief in the power of immersive experiences that connect travelers with the natural world while fostering sustainable tourism practices.

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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