

## REYA COMMUNICATIONS

### REYA Communications Appointed PR Agency of Record for Asilia Africa



**New York, NY (November 7, 2023):** [REYA Communications](#) (REYA) is pleased to announce the appointment of its newest client, [Asilia Africa](#), a luxury safari outfitter that includes 18 safari lodges across Tanzania and Kenya. The New York and Miami-based communications firm will handle the US media relations for Asilia who will join REYA’s roster of travel brands committed to conservation, sustainability, and social impact.

*“We are thrilled to be working with Asilia and look forward to sharing their extraordinary stories with the media. Collaborating with such visionary leaders in the safari and conservation space allows REYA to promote both Africa’s wild beauty and Asilia’s crucial efforts to empower local communities and nature,”* shares Alexandra Avila, Co-Founder of REYA.

Asilia offers a genuine East African safari experience that leaves a positive impact on Africa’s wilderness areas. The B Corp-certified safari operator makes pioneering investments into areas that are ecologically and economically vulnerable, aiming to turn these areas into viable economies, benefitting both the local communities as well as the environment. Offering a wide range of unique, high-quality safari options from their 18 lodges throughout Tanzania and Kenya, Asilia delivers superior encounters in the Serengeti, the Masai Mara, and more.

Asilia’s Head of Marketing, Joanna Bailey shares, *“At Asilia, we have always believed that responsible tourism and conservation go hand in hand, and this partnership with REYA reinforces our shared passion. Together, we will not only create impactful stories but also inspire a deeper understanding of the vital connection between travel and the preservation of East Africa’s most precious natural wonders.”*

Asilia joins REYA, which has garnered global recognition for its commitment to promoting responsible tourism and championing great ape tourism and conservation in East Africa. Founded by travel PR veterans Alexandra Avila and Julie Leventhal, REYA combines their passions for working with independent and family-owned hotels and operators, with digital marketing strategies that yield more effective results. 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.

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**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 service to their guests, 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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