

## Action Global Communications unveils Action Travel to help travel brands bounce back from COVID

[Action Global Communications](#), an integrated international communications network spanning three continents, is now expanding its travel comms activities and boosting its diverse offering with the launch of **Action Travel**.

Headquartered in Moscow, [Action Travel](#) and its core team of travel experts, will deliver insight-led travel comms strategies across multiple markets, drawing upon and complementing the agency's 50 years of expertise in travel, tourism and destination MarComms.

"The travel industry has undergone radical and unprecedented shifts during the current pandemic. This has inevitably led to significant changes in client needs, accelerating the demand for even more targeted, sophisticated and cutting-edge communication strategies and services," said Lina Shurkevich, Country Manager of the Action Russia regional hub. "The roll-out of Action Travel further extends our expertise in travel communications, as we navigate and adapt to a changing environment, offering new, evolving and increasingly bespoke communication services for travel and tourism industry clients."

The new Action Travel brand will offer clients representation services, trade marketing, press marketing, consumer marketing and MICE, alongside a wide range of digital, social and production services, backed by the knowhow of its digital team. The decision to base Action Travel out of Moscow was led by the fact that the Russian tourist is of increasing interest for the global travel and tourism industry. Not only is Russia the largest country in the world, spanning two continents, but the Russian traveller's demands and needs have also evolved, and brands want to ensure they are catering to this. The team who will be leading Action Travel have been deeply immersed in the industry for over two decades and will bring to the table a very mixed and unique skillset.

The agency currently provides strategic communications services and tailor-made marketing solutions to some of the world's most renowned brands within the travel and tourism, aviation, and hospitality industry, such as Vietnam Airlines and Etihad Airways, The Monaco Tourist Authority, Visit Dubai, The Singapore Tourism Board and Kanika Hotels & Resorts, to name but a few. Action Global Communications has also provided strategic comms services to British Airways for 48 years.

Action Travel comms experts enjoy close working relationships with international travel agencies and tour operator associations, as well as influencer access across the board, a wide access to both global and local travel data, and local on-the-ground insights in each country in which the network operates, closely monitoring new trends and industry nuances in each market.

"As an agency that takes pride in innovation and creating new meaningful connections for our clients and their audiences, we are continually diversifying our offering and embracing change," said Chris Christodoulou, CEO of Action Global Communications. "Although the travel and tourism industry has had to pivot in the last year, we admire the resilience of brands, as they look forward with strategic and creative thinking. The travel industry will come back in force, as most of us are life-long travellers

who really miss it. Some are coining it ‘revenge travel’ and we want to help our clients prepare for this.”

Action Travel will be present at ITB Berlin, the world’s leading travel show, between the 9<sup>th</sup> and 12<sup>th</sup> March 2021.

For more information about Action Travel, <https://actiontravel.io/>.

**Action Global Communications**

Action Global Communications is an independent full-service, marketing communications agency that focuses on emerging markets. It has 14 wholly owned offices across the CEE, MENA, EEM, Russia & The CIS and additional affiliated offices to give it a large reach of over 44 countries. Founded in 1971, Action has 50 years of experience in marketing communications and in many markets has paved the way for PR and communications overall. Strategically headquartered in Nicosia, Cyprus, and with two key regional hubs in Russia and the UAE, over 200 communications experts and professionals across its network provide industry expertise and local knowledge, helping clients develop and implement successful strategic communications campaigns.

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