

Outreach Work Consultancy

Positioning Arkansas in the UK travel market

Why Arkansas for UK + international markets

- Arkansas offers a compelling mix of landscapes, from the rolling Ozark and Ouachita Mountains to scenic river valleys and remote backroads, providing a rich playground for cycling adventures. Its extensive network of gravel roads, combined with well-supported events already attracts dedicated riders, but there is an opportunity to position Arkansas as a must-visit global destination.
- Unlike more well-known cycling hotspots, Arkansas offers an authentic and relatively undiscovered experience, making it particularly attractive to international visitors seeking new adventures. Its growing cycling infrastructure, including the Razorback Greenway and bike-friendly towns, enhances accessibility, while local businesses can play a key role in catering to bikepackers. By emphasizing these unique elements, Arkansas can differentiate itself in the competitive adventure travel market.



Our approach

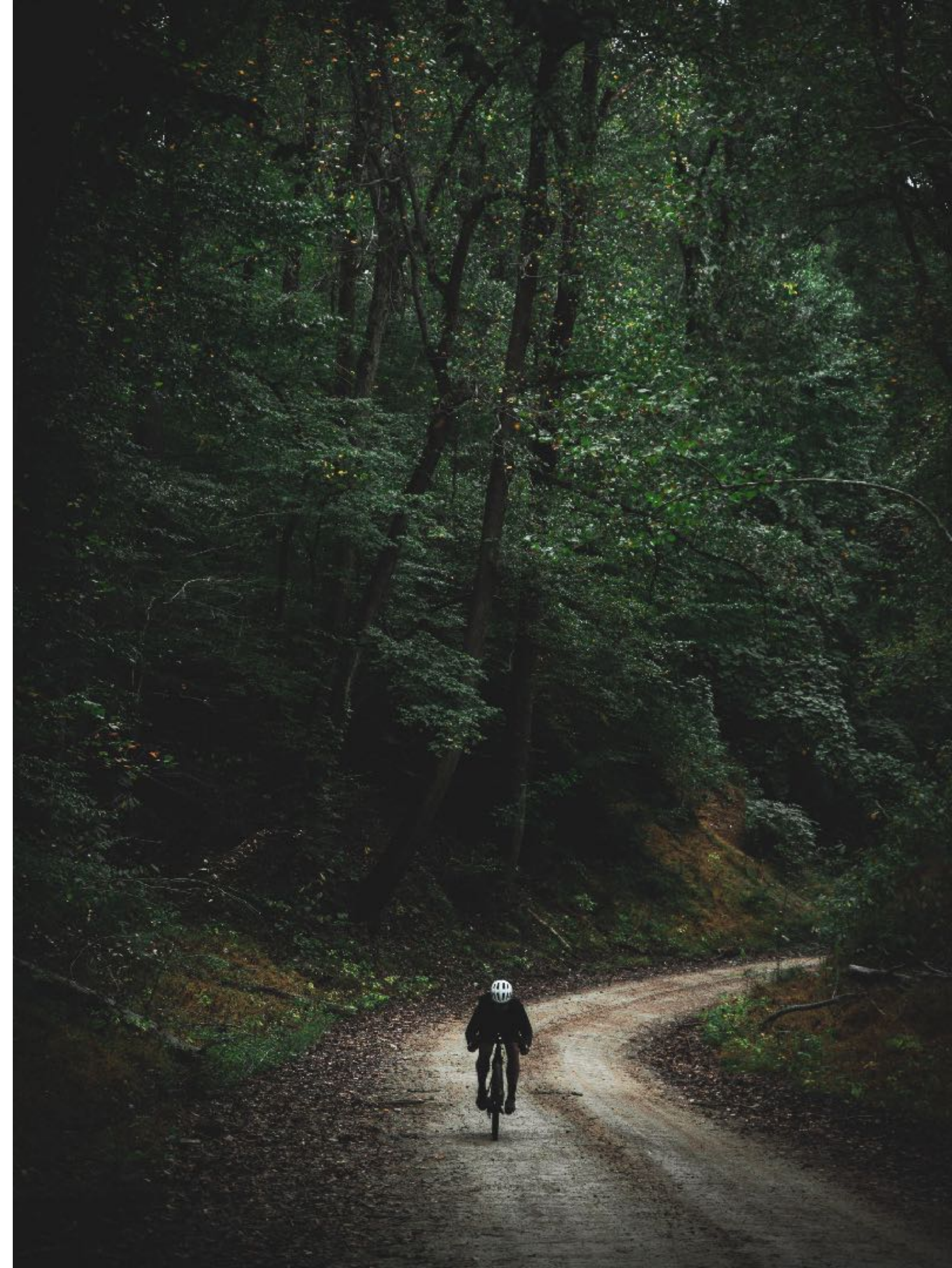
Step 1 – Familiarisation Visit (FAM) to Arkansas

- **COMPLETED:** Visit key locations across the state to assess suitability for future inbound trips and to capture high-quality video and photographic content.



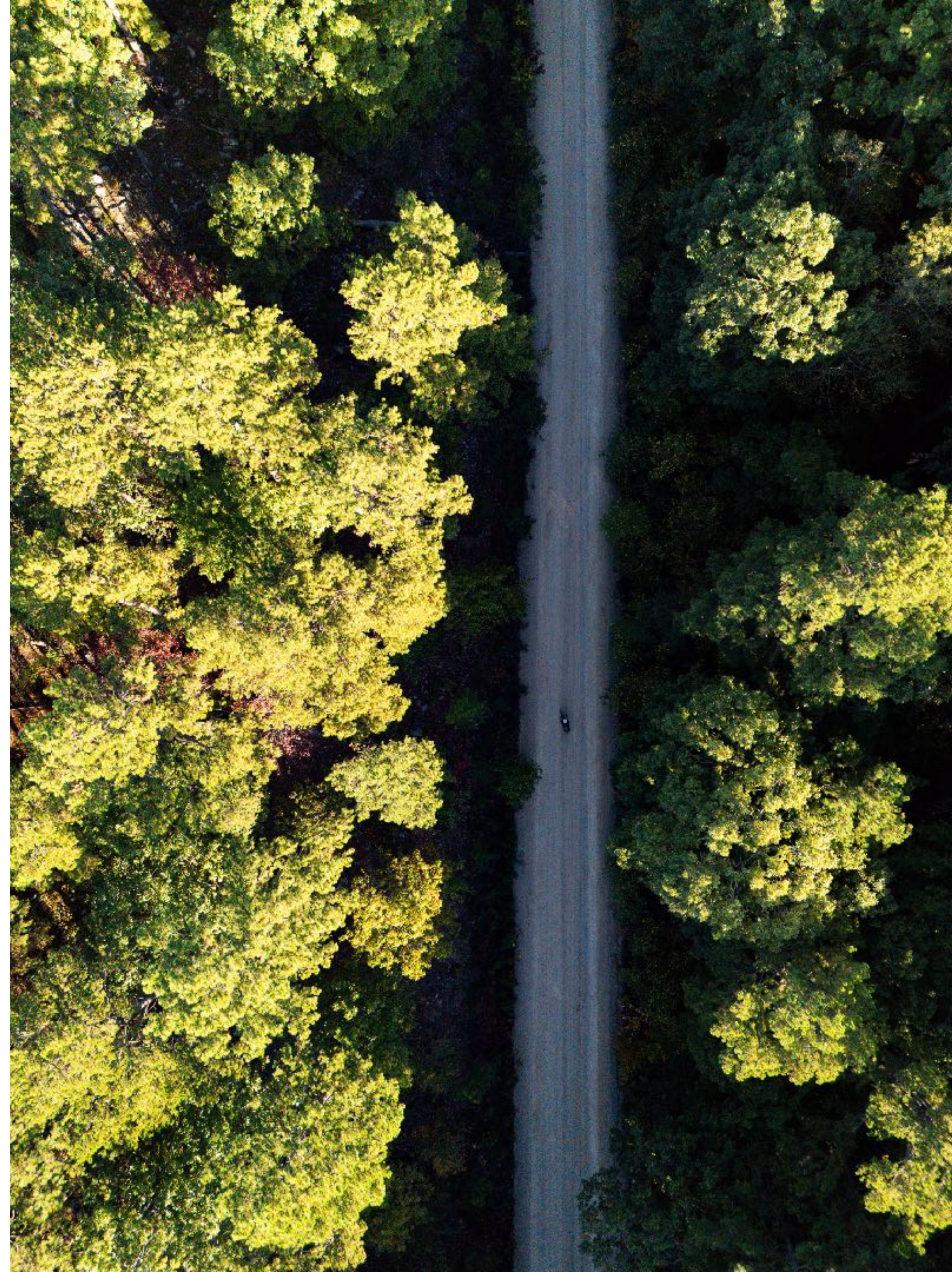
Step 2 — Media Outreach

- Pitch feature ideas, story angles, and commissioned content to UK and international magazines, leveraging the material gathered during the FAM trip.



Step 3 — Content Licensing

- Provide license for the use of image and video assets by Arkansas State Tourism and its partners.



Step 4 – Narrative Film Production

- Produce a short narrative film showcasing Arkansas, aimed at raising awareness among key target audiences in the UK and internationally.



Step 5 — Trade Engagement

- Engage with UK tour operators to support the development of new travel packages for the UK market.



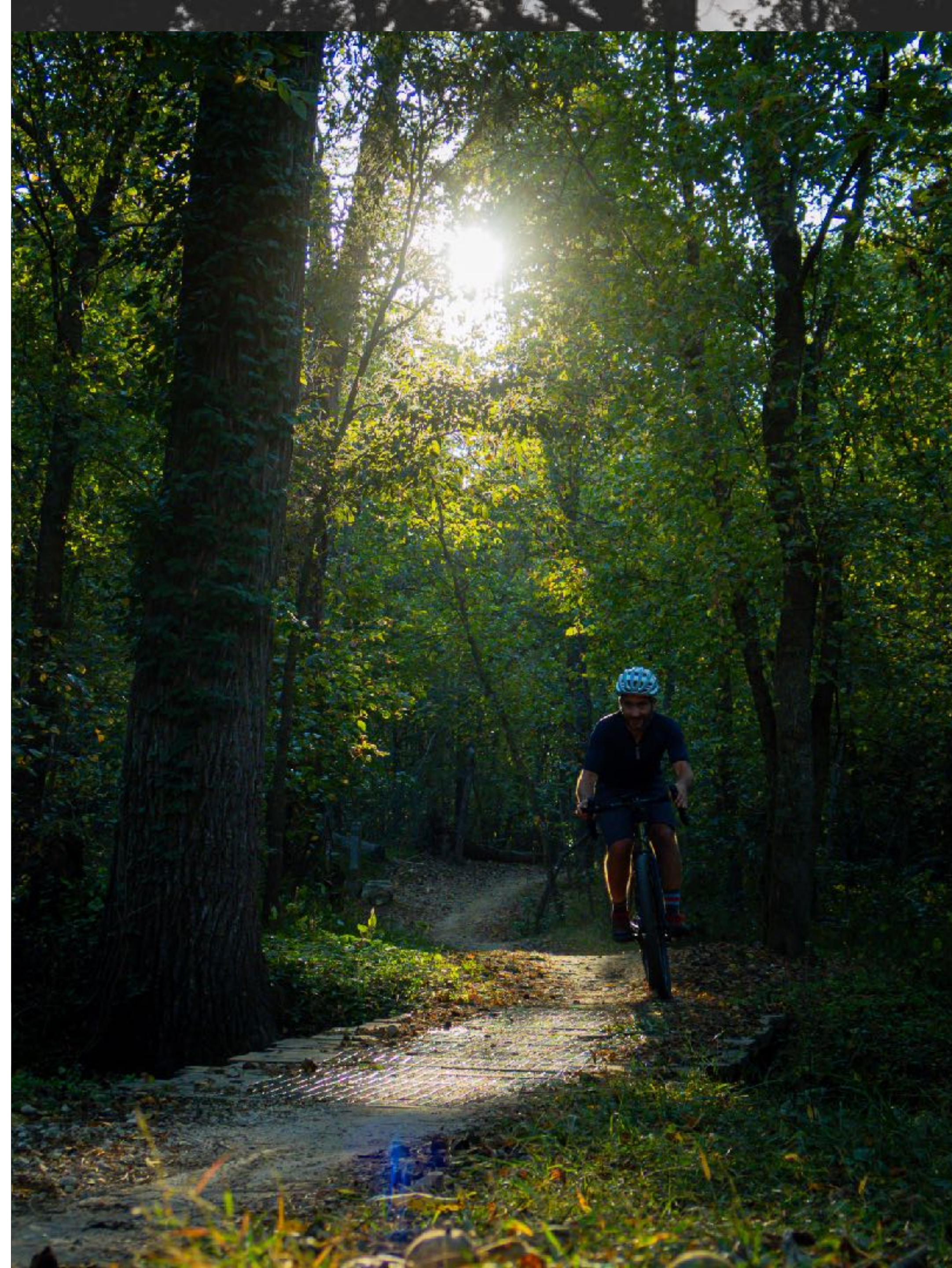
What success looks like

- 15,000 organic views on YouTube in 6 months from launch
- 250,000 views across Instagram & Facebook
- 2 magazine features secured
- Successful engagement with UK tour operators



Timelines + options

- Content Licensing & Media Pitching - Dec 2025
- YouTube film: Launch ahead of IMM London (end Feb 26)
- Operator Engagement in Jan/ Feb - jointly with Peter Hannaford



Budget

- Rights Fee: £2,000
- Media Outreach: £550
- YouTube film: £3,300
- Consultancy: £2,200

