

Adventure Travel Frontrunner Christina Heyniger Takes Xola Consulting to 6th Anniversary



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Xola expands expertise with full service PR

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Christina Heyniger started Xola Consulting in July 2005, focusing on serving niche tourism service providers in a range of specialized travel alternatives as a counterpoint to mass tourism. Approaching its 6th year in business, Xola continues to set the bar for adventure tourism development worldwide by adding public relations services.

To offer more dynamic, direct promotion to clients, Heyniger has added full service public relations capabilities to Xola's toolbox, bringing JLH Media (jlhmedia.com) onto the team in January 2011. JLH's Principal, Jennifer Hobson, developed the United State's first statewide Ecotourism Program for the New Mexico Tourism Department as an appointee of Governor Bill Richardson and handled public relations for the state agency, specializing in North American and European media markets. (travel.usatoday.com/destinations/2010-06-03-new-mexico-ecotourism_N.htm)

"Xola has been growing slowly but steadily since we launched; each year we've added new people to the team to respond to what our clients most need," said Heyniger. "For 2011 we're looking at emphasizing marketing services to support entrepreneurs and emerging destinations. We're connecting the longer-term policy and product development work with more immediate milestones for our clients – building awareness and educating travelers through public relations campaigns for new destinations is one great way to achieve that."

Christina has been featured in Outside Magazine's "Sweet Gigs" story in 2008:

<http://outsideonline.com/outside/culture/200805/sweet-gig-adventure-consultant.html> as well as Entrepreneur's "When the World is Your Office" in 2010: <http://www.entrepreneur.com/article/217258>.

Christina is a frequent public speaker at such events as World Travel Mart in London and the annual Adventure Travel Trade Association Summit, which will take place Oct. 17-20 in Chiapas, Mexico (<http://www.adventuretravel.biz/connect/summit/>)

For more information on the services offered in research, development, and promotion of sustainable tourism worldwide, please visit <http://www.xolaconsulting.com> or contact:

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