

REYA COMMUNICATIONS

REYA Communications Appointed PR Agency of Record For North and South America Travel Specialists, EXP Journeys & EXP Luxury Camp



[Download Images](#)

(New York, NY) August 30, 2024: EXP Journeys and EXP Luxury Camp has appointed [REYA Communications](#) (REYA) as their PR agency of record for its US media launch. The New York and Miami based communications firm is excited to welcome the travel operator to its portfolio of luxury travel companies who are committed to designing and hosting exceptional experiences in remote destinations, while safeguarding them for future generations.

[EXP Journeys](#), is a leader in creating private and custom, immersive travel experiences throughout the Americas, with a speciality in high-end vacations, family holidays, corporate retreats, cultural experiences, and couples' getaways. With seasoned guides and local connections, they take clients off the beaten path, creating tailor-made adventures, including luxury guided hiking and dude ranch vacations. Their hands-on approach ensures that every journey is memorable, with every detail managed seamlessly behind the scenes. EXP Luxury Camp offers luxury accommodations and incredible access in some of the most remote landscapes in the US, while its mobile 'Leave No Trace' setup allows for bespoke experiences such as mountain biking and canyoneering.

“Our mission is to open up this amazing world to travelers and make every journey a once-in-a-lifetime experience,” says Kevin Jackson, CEO of EXP Journeys. *“We aim to achieve the highest level of expertise, from trip customization to guiding. Whether it’s exploring North America’s stunning landscapes or venturing into the vibrant regions of Latin America or the next frontier of Antarctica, every trip is*

designed to elevate the journey with unexpected and unforgettable moments. REYA's reputation with the suppliers we work with and the publications we respect, will help us usher in a new chapter of our business, as consumers are yearning for more connection with the land, their families and themselves."

EXP Journeys has partnered with REYA, which has garnered global recognition for its success with brands rooted in luxury experiences, 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 hotels and operators, while promoting and safeguarding the people, wildlife and landscapes that make each destination so unique. In August 2024, REYA was recognized by PR Daily, as winners of their [Content Marketing Awards in Travel, Hospitality and Tourism](#) for its partnership with luxury retailer Neiman Marcus and luxury tour operator Pelorus. In 2022, they were honored as a 'CSR Agency of the Year' finalist in PR News' Social Impact Awards for their contributions to gorilla conservation in East Africa. Alexandra Avila was also honored in 2020 as a "Top Woman in PR" by PR News for leveraging her media expertise to support and drive sustainable tourism through storytelling.

"We position ourselves to work with travel brands providing the best in service to their guests, but also their communities and environments. Working with EXP Journeys and its EXP Luxury Camp allows us to continue to promote responsible tourism to our favorite destinations in our own backyard and abroad," says REYA's Co-Founder, Alexandra Avila. *"It's no coincidence that in REYA's five years, we have partnered with brands who act as stewards of the great outdoors, and EXP Journeys is no exception to that. Their commitment to the art of guiding, which includes their own training program, ensures there is both respect for the land and their clients, which is a brand of travel we will gladly stand behind."*

As storytelling in the modern age has evolved from a one dimensional media relations approach to a multi-layered communications strategy, REYA will leverage traditional public relations, as well as its savvy digital PR approach to generate quality media awareness, as well as recognition for EXP Journeys' expertise in ground operations across the Americas and access to the best luxury accommodations. For more information, on EXP Journeys, you can visit their press center at www.reyacommunications.com/clients/expjourneys or email info@reyacommunications.com.

#

About REYA Communications:

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.

For media inquiries:

Alexandra Avila

REYA Communications
alexandra@reyacommunications.com