



TruTravels appoints travel specialist Hume Whitehead

PR team briefed with raising the operator's profile and innovative approach to travel

4th February 2016 – [TruTravels](http://www.trutravels.com), a specialist operator offering group experiences for backpackers and fun-loving young travellers, has appointed travel specialist Hume Whitehead to handle its public relations activity in the UK and Ireland.

With immediate effect, the agency will undertake a proactive consumer and trade PR campaign to raise the company's brand awareness, drive visitation to www.trutravels.com and enhance the operator's position as a leading provider of innovative, exciting and great value trips across some of the most amazing parts of Thailand, Cambodia and Indonesia.

Particular focus will be given to younger travellers, including university students and young professionals, as well as couples, protective parents with travel-hungry children, and travellers of a wider age range with an interest in niche areas, such as diving and voluntourism, and who still crave the adventurous experience.

Mark Pope, co-founder of TruTravels, said: "We were very impressed by Hume Whitehead's understanding of our objectives and the team's passion and expertise in the travel industry, particularly in relation to Asia. We're looking forward to reaching new travellers and helping them to see our destinations through the eyes of the people who live there, with our fun-loving tour experts leading them to places that most backpackers and younger travellers don't usually get to see."

Pope co-founded TruTravels in 2012, along with fellow British traveller, Joe Fallon, who is currently based in Thailand. The company's style of touring is focused on 'travelling like a local' and the overriding message is to be a traveller, not a tourist. The team currently offers seven tours in four countries with itineraries ranging from 8-27 days. Every tour guarantees a fun time for TruTravellers and is complemented by Western tour guides, English-speaking local guides and the use of local transportation wherever possible. A strong focus is given to first-time independent travellers, with a high level of support provided before, during and after the tour, including:

- Traveller starter packs
- SOS line offering expert advice at all times, including pre and post-tour
- App services for customers to connect with their travel buddies before they arrive
- Help and support for onward travel

Sarah Habicht, PR Director of Hume Whitehead who will be heading up the account, said: “We’re thrilled to have been selected to represent TruTravels, one of the hottest new tour operators in the industry. The team is excited to hit the ground running to promote the company’s innovative offering for travellers seeking unique experiences in a region we know and love.”

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For more information on TruTravels, please see www.trutravels.com or telephone 020 3542 2463.

For media information and images, please contact Sarah Habicht at Hume Whitehead on 0845 498 9987 or email sarah@humewhitehead.co.uk.