Swoop Patagonia and Swoop Antarctica Appoint Sockeye PR for Representation in the UK and USA

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Swoop Patagonia and Swoop Antarctica, leading specialists in travel to these unique destinations, have appointed travel PR specialist, Sockeye PR, to manage their media relations and PR strategy in the UK and USA.

Bristol based, Swoop Patagonia began in 2010 and was born out of a passion for the region by Swoop's founder, Luke Errington. Luke first visited Patagonia over 15 years ago, quickly fell in love with the region, and decided to launch the first online guidebook to Patagonia. Today Swoop helps over 1,500 travellers each year organise incredible Patagonian and Antarctic experiences.

In 2013, Swoop Antarctica was launched in order to fulfil demand for this remarkable corner of the world. Swoop works closely with a network of over 100 local partners in Patagonia and all the Antarctic expedition operators, so it has the unique relationships, knowledge and experience to plan trips that match travellers' dreams, budgets and appetite for adventure.

Sockeye PR will be responsible for working with the travel press to raise the profile of Swoop in the UK and USA, to support Swoop launch new products, and to highlight the wonderful opportunities for adventure, exploration and creating meaningful experiences, that Patagonia and Antarctica have to offer travellers.

Jessica Gillingham, Director of Sockeye PR said, “Swoop is an incredibly exciting travel company, with a real passion for, and incredible knowledge of these very special destinations. Swoop's understanding of what traveller's want and need from their trip is unsurpassed. I am very excited to be working with Swoop and supporting them during an exciting time of growth and expansion.”

For further information on Swoop Patagonia, please visit www.swoop-patagonia.co.uk,

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