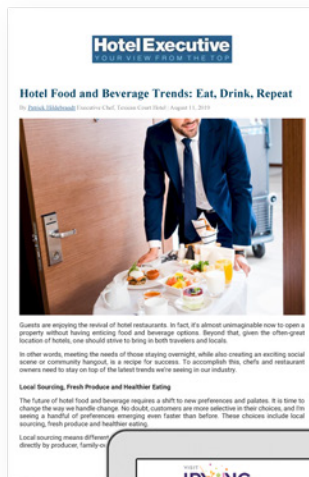


# Texican Court



Valencia Hotel Group engaged Cooksey Communications to support the opening of Texican Court, a retro-inspired boutique hotel with Spanish influences. PR activities and services included media outreach, community engagement and special events such as a Sneak Peek local stakeholders party, Taste of Texican media party, Grand Opening Celebration, more than 50 influencer events/stays as well as a media "Urban Retreats" FAM trip.

Media outreach and creative approaches were used to leverage the hotel's unique attributes, amenities and personalities, and were closely aligned with the hotel's sales and marketing objectives. Cooksey's efforts resulted in more than 200 print, digital and broadcast media placements with an estimated publicity value of more than \$1.2 million.

