

Grand Hyatt DFW at DFW International Airport



With only three months until its official opening, Hyatt retained Cooksey Communications to handle public relations and event planning needs for the Grand Hyatt DFW's opening, working closely with the hotel staff and DFW International Airport. The hotel faced significant challenges, including confusion among all audiences about the differences between the new hotel and the existing Hyatt Regency at DFW. Cooksey Communications developed a comprehensive, multi-level public relations plan to drive media coverage, build public awareness and forge powerful business and community relationships.

Due to Cooksey Communications' aggressive media efforts, more than 70 print placements in local, regional and national print outlets were secured, including *USA Today*, *Star-Telegram*, *Dallas Business Journal*, *Hotel Business*, *Lodging Hospitality* and *Bestfares.com*. Opening event activities also generated significant broadcast and online media coverage.

