

# FINN Partners Expands Its Global Travel Practice with Acquisition of Luxury Travel PR Firms Hawkins International and Maverick Creative

*CommPRO Editorial Staff*



Global independent marketing and communications firm, FINN Partners, announced today that it has acquired Hawkins International PR, a 26-person bi-coastal, boutique luxury Travel and Hospitality PR agency with offices in New York, Los Angeles and San Francisco. Jennifer

Hawkins, Founder and CEO of Hawkins International PR, will join FINN as Managing Partner, Luxury Travel and become part of the agency's Global Travel Practice leadership team. The Hawkins team will transition to the FINN brand name over time. As part of the deal, FINN also acquires Maverick Creative, Hawkins International's 10-person affiliate agency specializing in creative communications for travel and lifestyle clients. Maverick will retain its current branding and operations will continue under Managing Director Catherine Colford, while expanding to the UK.

"Hawkins International works with many of the most celebrated hotel and resort brands in the industry. They have an excellent reputation and a keen grasp of what drives high-end demographics. Their expertise within the luxury travel sector

will complement our experience with large travel brands and leading destinations around the world,” said Peter Finn, Founding Managing Partner and CEO, FINN Partners.

Hawkins specializes in serving premier multinational luxury brands in the worlds of travel, hospitality and wellness. The firm’s capabilities span the breadth of travel communications services, including consumer and trade media relations, media intelligence, trendspotting, content development and storytelling, brand partnerships, social media strategy and advertising, influencer marketing, content marketing, digital marketing, experiential and thought leadership.

Current Hawkins clients include: Montage International, Inspirato, Dorchester Collection, Seabourn Cruise Line, onefinestay, Gstaad Palace, Wilderness Safaris, Palmaïa – The House of AïA, Living Vehicle, The Dolder Grand, The Sono Collection, and Tradewind Aviation.

Current Maverick clients include: Rocco Forte Hotels, Arlo Hotels, The Point, The Shelbourne, RVshare, Asbury Ocean Club, the Nines, and Chebeague Island Inn, among others.

FINN’s acquisition of Hawkins International and Maverick Creative follows strategic moves by the agency to bolster its position as a leading global integrated travel powerhouse, including its recent purchase of Hawaii-based Anthology Marketing Group, which has a strong travel practice, and hiring of Luxury Travel Expert Steven DeLuca as Senior Partner. With the addition of Hawkins and Maverick, FINN’s fast-growing Global Travel practice will reach more than \$20 million with more than 150 people serving clients across three continents. The move will also complement FINN’s extensive portfolio of large travel and hospitality clients, which includes, South Africa, Singapore, Turkish Airlines, Bahamas, Iceland, Intrepid Travel, Italy, Belize, Dubai and Panama.

“The global luxury travel market was worth an estimated \$945 billion in 2019 (Source: Allied Market Research). This market segment is lucrative in normal times, but with the pandemic, pent up demand has caused many travelers to ladder up to more bespoke, premium experiences and indulgent getaways. Now is the perfect time for FINN to build out our footprint as the go-to global luxury travel communications agency for clients around the world,” said Debbie Flynn, Managing Partner and Global Travel Practice Leader.

Said Jennifer Hawkins, Managing Partner, Luxury Travel, “It’s energizing to play a key role in FINN’s momentum as a global travel communications leader. They are a dynamic, independent agency that inherently shares many of Hawkins International’s and Maverick’s core values and a philosophy rooted in collaboration, respect and making a true difference in the world. I’m excited about the synergies between our companies, and the ability to leverage the resources across our global network to better serve existing and new clients within the luxury sector.”

The Stevens Group made the introduction between FINN Partners and Hawkins International and helped facilitate the transaction. Hawkins was advised on the negotiations by their business advisor, Seth Rosenstein.