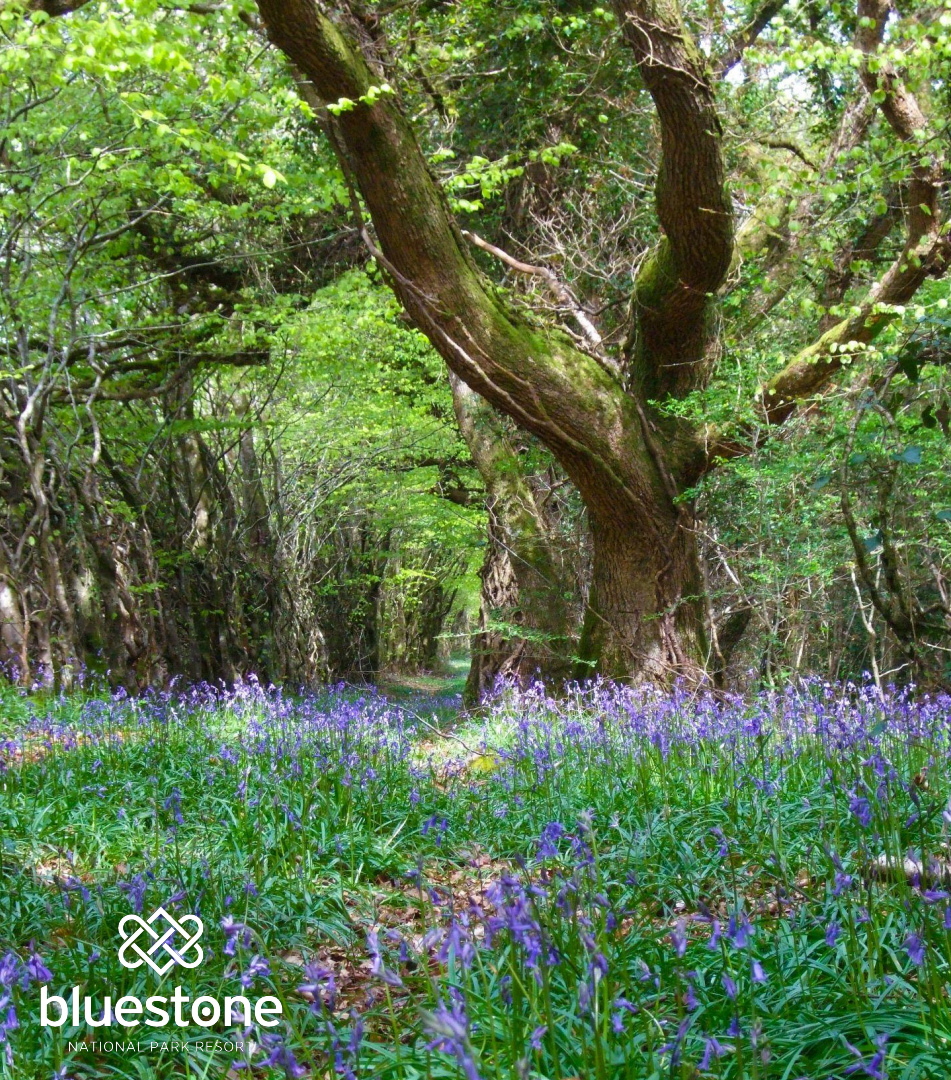


ESG Strategic communications case study

WILLIAMS
CAYMO





About Bluestone

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Bluestone National Park Resort is a 5* luxury, self-catering holiday resort near Narberth, Pembrokeshire, nestled in 500 acres of rolling Welsh countryside. The resort has over 400 accommodation units and offers a diverse array of activities as well as the opportunity to explore Pembrokeshire's coastal national park. Bluestone has been voted the no.3 holiday park and resort in the UK and 'Wales top resort' in 2024 Which? Survey, over and above Center Parcs, Warner Leisure Villages and Parkdean.

The award-winning resort has been committed to improving sustainability and maintaining the local environment since opening in 2008. The vision for the business was born just over 20 years ago and captured by founder William McNamara OBE in his legendary Green Book.



ESG comms pilot

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The brief, in brief

Leverage strategic communications to create opportunities to drive Welsh, UK and international reach, raising the profile of the business which over time, also unlocks collaborations with like-minded challenger brands.

Passion for planet must be the lead narrative.



Planning & execution

Thinking then doing. A smart communication plan, teasing out the key messages, key beats, fact-checking, meeting with allies, media training and briefing key spokespeople plus press office fundamentals. We then created a new, compelling idea positioning Bluestone as the Blueprint for regenerative tourism which enabled us to communicate all the incredible ESG firsts and lean in to our network of like-minded brands, driving fame and credibility for Bluestone.

A few choice headlines

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“Biodiversity at Bluestone: A new Blueprint for Regenerative Tourism” Sustainable Business News

“Bluestone National Park Resort invites sharing biodiversity best practice, as monitoring at holiday village shows its air quality is among the cleanest in the UK” E+E Leader

“Best of Both Worlds: These European Eco-Resorts Embrace Luxury and Sustainability” Fox News



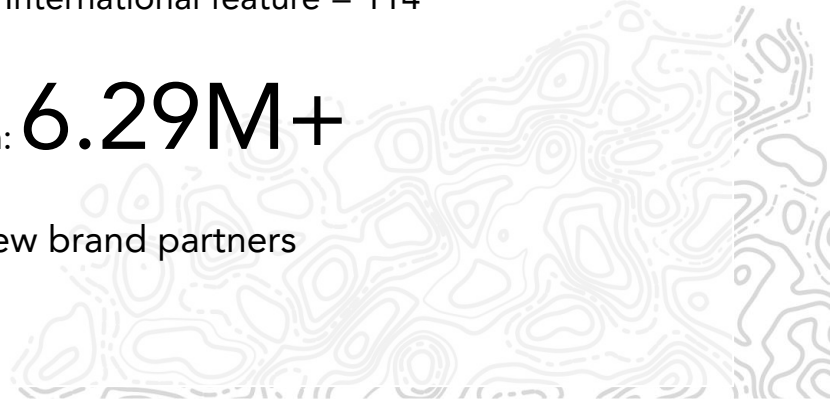
 Results

Pieces of coverage: **144**

- William McNamara authored article = 10
- Press release = 15
- Marten Lewis interviews = 5 *and counting*
- International feature = 114

Reach: **6.29M+**

3 x new brand partners



In our clients' words

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"We have really enjoyed collaborating with White Camino on the ESG communications pilot. They have been a genuine extension of the team. They kept on the brief to distill sometimes complex and involved messaging about how we at Bluestone are helping to mitigate the nature and climate crisis. It's our hope that by sharing our blueprint locally and globally we'll inspire more understanding and ultimately, more positive action."


Marten Lewis, Director of Sustainability

"I highly recommend White Camino, not only do they bring loads of relevant experience but they deliver results creatively. They can help tell your brand's story in ways that inspire journalists, guests and strategic partners. We're delighted to continue our working relationship in 2025."


Bethan Rees, Head of Marketing


Diolch, thank you!

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