



**DESTINATION
CANADA**

BUILDING CAPACITY FOR INTERNATIONAL MEDIA RELATIONS: A TOOLKIT FOR CANADIAN TOURISM BUSINESSES



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Canada

WILDERNESS COOKOUTS – BANFF TRAIL RIDERS, AB

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Destination Canada would like to acknowledge the assistance of the Tartan Group in producing this toolkit.

Enquiries or questions concerning this publication may be directed to Destination Canada at mediarelations@destinationcanada.com.

INTRODUCTION

YOU HAVE A PROVEN APPROACH and successful track record of attracting domestic media to cover your travel experiences. Telling your tourism business story and sharing your visitor experiences with international media can be more challenging, but rewarding. This toolkit aims to help you work more effectively with international media by promoting your destination, product or experience through a variety of media channels and markets.

TYPES OF CONTENT

Before we get into how your current media relations strategy can be extended to gain international media exposure, here is a quick review of the three types of content tourism businesses use to promote their businesses:

Owned media: You control and “own” the messaging. It includes the content on your website, Facebook page, blog, Instagram feed, signage, newsletter and such.

Paid media: You pay for coverage. It can include Facebook ads, Google AdWords, or ads in digital and print publications.

Earned media: These are third-party endorsements from sources such as bloggers or journalists writing or videoing about your experience. It is usually free or costs much less than paid media.

CONSUMER VS TRAVEL TRADE MEDIA

All consumer and travel trade editors, reporters and influencers look for answers to the following questions:

- **Who** is presenting the story?
- **What** is the story?
- **Where** is the story/experience located?
- **When** should travellers visit?
- **Why** is this travel experience or destination relevant now?
- **How** do travellers book and how do they get there?



🍁 A CELEBRATION OF FRENCH-CANADIAN HERITAGE
- LES FÊTES DE LA NOUVELLE-FRANCE, QC

Editors and reporters focused on the travel trade are producing content specifically for people who work in the tourism industry, including travel agents, tour operators, tour wholesalers, hotel companies, attractions, airlines and other transportation providers, marketers and DMOs.

These media representatives need information tailored to a B2B audience. As such, their questions also include:

- Is the experience commissionable to the travel trade?
- When is the best time to sell the experience to consumers?
- Are there discounts or promotions to be aware of?
- Are there access or mobility issues that may restrict some visitors from enjoying the experience?

Remember, you are telling your story to someone who could be selling your experience, so include relevant information that will help them bring the very best travellers to your door.

Here is a link to a press release announcing DC's Connecting America Program targeting the business and travel trade media: https://en.destinationcanada.com/content/news_release/us-travellers-invited-explore-canada-now

Consumer media (i.e. *The Guardian*, *Conde Nast Traveler*, *Australian Gourmet Traveller*) and online influencers look for information that will inspire their readers/viewers/followers to begin planning a visit to Canada.

Here is a link to a press release announcing the newest [Canadian Signature Experiences](#) targeting consumer media.

DEFINITIONS

OF EARNED MEDIA

PRINT MEDIA:

These are stories that are printed in newspapers, tabloids and magazines. Along with radio and television, print is often referred to as “traditional media.” Print media still plays a key role in influencing consumer travel decisions in many international markets.

ONLINE MEDIA:

This is digital content published over the internet that can be viewed by potential travellers in all markets. There are dedicated news, lifestyle and travel websites like [Roads & Kingdoms](#), [Fathom](#) and [Refinery29](#) (which targets women). [Skift](#) targets the travel industry and [Matador Network](#) targets individual travellers. Similar to traditional media, these sites have editors and reporters/freelancers. As well, traditional media organizations with an online presence continually enhance and update their own online content.

ONLINE INFLUENCERS:

These are people who have large social media followings and influence consumer choices. Examples in travel include:

- [Jimmy Chin](#) with 1.2 million Instagram followers
- [Wendy Perrin](#) with 64,000 Twitter followers
- [Cyprien](#) with over 9.4 million followers
- [Antastesia](#) with almost 100k subscribers

Examples of top international travel influencers include:

- (Australia) <http://www.ytravelblog.com/>
- (Brazil) <http://www.magariblu.com/>
- (China) <http://blog.sina.com.cn/u/1158296212>
- (Germany) <http://reiseblogger-kollektiv.com/blog/>
- (India) <https://the-shooting-star.com/>
- (UK) <http://www.aluxurytravelblog.com/>

TELEVISION:

International broadcasters like [CNN](#) and [BBC](#), and specialty channels like the [Travel Channel](#), have an international reach. For television producers and reporters to be interested in your story, there must be a strong visual angle. Your destination may also invest in high-profile shows in international markets to showcase your experiences. This kind of promotion can be expensive, but often provides significant value. However, be wary of television producers who contact you directly—consider referring them to your provincial DMO, who can evaluate the opportunity for you. An alternative is high-quality B-roll of your property or experience. B-roll can be added to a television feature, eliminating the need for a more expensive visit.

VIMEO AND YOUTUBE:

In recent years, online video has proven to be a powerful channel for information, education and entertainment, particularly in the travel and hospitality industry. According to a recent Google-Ipsos Media CT study, two out of three US consumers watch online travel videos when they're considering a destination. Moreover, data tells us that travellers increasingly use mobile devices to consume travel-related videos anytime and anywhere. This is especially true in international markets such as Brazil, China, India and Japan. Similar to television, travel vloggers (video bloggers) can be costly to host, but the ROI can be high. For example, vlogger Devin Supertramp has over four million subscribers and his video of [British Columbia](#) received over 980,000 views.

RADIO:

This audio format consists of commercial, non-commercial and community radio stations. In Canada, radio is a great way to reach tourism business' greatest ambassadors—locals! Radio is also one of the most powerful tourism marketing tools in many international markets (e.g. India) as its reach can influence some of the most affluent consumers who are likely to travel to Canada.

PODCASTS:

A cross between radio and blogs, most podcasts are free, episodic shows that consumers subscribe to via iTunes or other podcast players. Examples of travel podcasts include [Zero to Travel](#), [Tourcaster](#) city guides and [Coolest Stuff on the Planet](#).

USER-GENERATED CONTENT (UGC):

This is any form of content such as blogs, wikis, discussion forums, posts, chats, tweets, podcasts, digital images, video, audio files and other forms of media created by the users of an online site, system or service. For example, when visitors take photos of their experiences and post them to their Facebook pages, this is user-generated content. UGC strongly influences consumers' choices, especially if the user is well known and has a large social media following.

Quick tip:

Google your company name and see what comes up first. Is it your website or a TripAdvisor review? Ensure that what consumers and media may find is accurate and up to date.

CONNECTING

WITH TOURISM'S TOP INTERNATIONAL MEDIA AND INFLUENCERS

THE DIFFERENCE BETWEEN TRADITIONAL MEDIA and influencers can be a grey area. In general, influencers often have a global reach via an online platform or channel. They could be an Instagrammer with a million followers or a famous singer/songwriter with dedicated fans who trust her suggestions and opinions. Check out Neil Patrick Harris' post about his recent trip to [Tofino](#). This reached thousands of his fans in addition to traditional media.

While the majority of traditional media are geographically targeted, more and more understand the need to build up their own communities and are developing their own influence to enhance their traditional media work. Check out [Amy Rosen](#)'s website and Instagram feed.

Influencers provide more than a means to get your story distributed to wide-reaching audiences—they help shape public opinion. Their positive review or endorsement creates the important buzz that builds word of mouth, trust and trial.

The stories that media and influencers publish about your tourism experiences can extend your reach even further if they are distributed online, shared through social media and referenced by links. Online third-party referrals also improve your search rankings, making it easier for potential customers to find your website. Placing links to online stories about your business on your website can help establish credibility, making it easier for visitors to make a buying decision.

WHAT IS A MICRO-INFLUENCER?

Micro-influencers are individuals who have developed relatively small but devoted audiences based on their writing skills, editorial viewpoint or knowledge of a certain subject (i.e. wine, photography, conservation, fishing). They often have a full-time job in their areas of expertise, making their voices even more authentic. An example of a micro-influencer is [Matthew D. Upchurch](#), CEO of Virtuoso. While his following on social media may be small, it is targeted to his network of influential travel advisors.

BUILDING RELATIONSHIPS

AS WITH ANY BUSINESS RELATIONSHIP, the more you put into your media relations and influencer program, the more you will get out of it. Build personal relationships with media and influencers. Ensure you understand and respect the types of stories they are looking for. As well, when working with international media, build in extra time for translation and cultural nuances.

Quick tips to help build a media/influencer database and relationships:

Thoroughly review each media/influencer to get a sense of the type of stories covered, as well as the various content sections or themes. For example, “front of book” stories in magazines are short but compelling reads, while longer stories are found in the centre of an issue. Travel sections in newspapers respond well to short, snappy informative pieces, how-to’s, new travel gear and gadgets as well as trend stories, while online media like big images and listicles such as “Top five thing to do in Montréal this summer” or “Six best places to see a grizzly bear in Canada.”

Determine the audience by reviewing online media kits. Here’s an overview of the UK’s [Wanderlust](#) travel media’s readership. While it can be tough to determine the influence of a website or blog, confirm the followers on social media platforms such as Instagram, Facebook and Twitter. If you are in doubt, your local DMO or PMO can often help. Check out this [Matador Network](#) story on how one PR person evaluated a blogger’s request.

WHEN REACHING OUT DIRECTLY TO INTERNATIONAL MEDIA:

- ✓ Send information well in advance so that media and influencers have time to respond.
- ✓ If travel support is needed, consider partnering with your PMO/DMO.
- ✓ When adding names to your database, input preferences for how specific media and influencers like to receive their news and keep in mind the high volume of pitches they receive.
- ✓ When your story is published, follow up with a thank you and let the reporter/influencer know his or her impact.

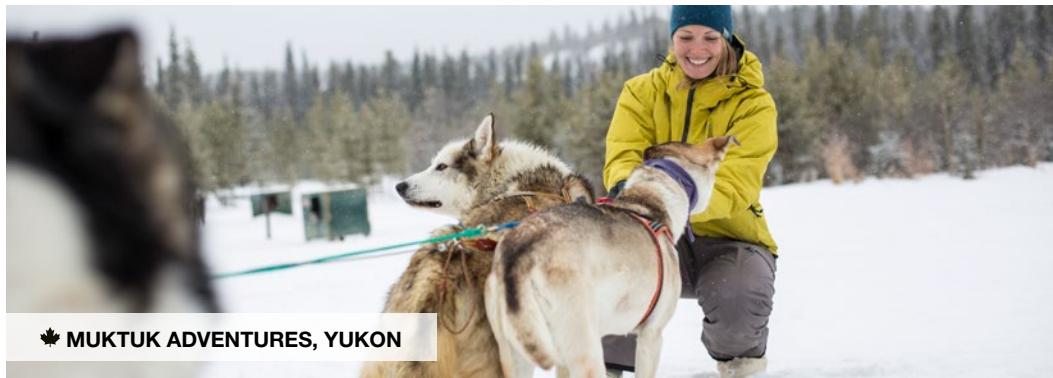
INTERNATIONAL ADAPTATIONS

FOR MEDIA OUTREACH

DC AND YOUR PMOS have teams dedicated to working with international media/influencers. Letting them know that you are prepared to host and are comfortable with media/influencers who may have a limited understanding of English or French will increase your opportunities to personally showcase your experiences and increase your international earned media.

Tips for reaching international audiences:

- Keep your PMO and DMO up to date on new experiences, upgrades, packaging and pricing.
- Hire language-qualified interpreters to translate your website and your media kit text into the languages of prospective international markets.
- Provide a link on your website's dashboard for visitors to choose the language of their choice. Flags showing the various languages you speak are very effective.
- Inform you PMO and DMO if you or members of your team speak multiple languages as media from some markets require interpreters during tours.
- Make sure your contact information is up to date on your website, social media channels and email signatures.
- Be aware of cultural differences and sensitivities when working with different markets.
- Attend international media shows including DC's GoMedia Canada and Canada Media Marketplace.



DISTRIBUTING YOUR NEWS AND CREATING YOUR OWN DATABASE

THERE ARE A NUMBER OF WAYS to distribute your news releases. Some are low-cost but labour intensive, while others are more expensive but also more convenient and efficient.

Media and influencer relations are similar to guest or visitor relations—it's all about building a relationship. It's best to start early and begin building a media/influencer database using anything from a simple Excel spreadsheet or your existing CRM to online CRM programs like Insightly or Less Annoying.

If you plan to make a significant investment in media/influencer relations, consider Cision, which is a full-service resource. We also recommend you discuss these investments with your regional DMO and PMO media relations teams to learn what they are using.

Quick tips for sending out your own release:

- Find out the contact's name, title and email address. If you are not sure which specific media representative or influencer to send it to in a particular news outlet, send it to whatever names you have, but copy all of them on the "to:" line so they are aware that each has received it and can discuss who will run with the story.
- Do not send the same release via the same email to multiple news outlets, editors and influencers. Even if you BCC the names they can tell it was a mass mailing and can discount the story. The only time this is acceptable is during a time of crisis where it is critical that the news outlets all receive pertinent information.
- Attach low-resolution images to your message and let the media know if high-resolution images are available. High-resolution content may not send if an inbox is full or doesn't allow messages above a certain size.
- Pasting your release into the body of your email often works best.

NEWSWIRE SERVICES (IF YOU ARE NOT SENDING OUT YOUR OWN RELEASE)

For a one-time fee (the cost depends on number of words and photos) you can distribute your news release using a newswire service. Many services will help you determine which media lists are best for your target, and can provide additional services such as media monitoring, photography, video, translation and webcasting. As this is an added cost, we encourage you to use these for high-value pieces worthy of interest to a wide range of media and influencer outlets.

Here are some newswire services:

- [Agence France Presse](#)
- [Reuters](#)
- [Deutsche Presse-Agentur](#)
- [Associated Press](#)
- [Marketwired](#)
- [PRWeb](#)

OTHER RESOURCES THAT CONNECT MEDIA AND INFLUENCERS WITH PR PEOPLE:

[TravMedia](#). This global media network is the world's largest online news portal for travel media and travel industry PR professionals. Media looking for information can make online requests and weekly emails that showcase news submitted by tourism businesses and destinations are distributed to subscribers.

[HARO](#) ("Help A Reporter Out"). Owned by Cision, HARO is a popular sourcing service in the English-speaking world, connecting journalists with relevant expert sources to meet reporters' demanding deadlines and enabling brands to tell their stories.

You should also share your news with DC, DMOs and provincial partners who can help further your reach by including your news in their weekly, monthly or quarterly media newsletters.

<http://en.destinationcanada.com/ctc-media-contacts>



🍁 CANADIAN MUSEUM OF HISTORY, QC

IMAGES AND VIDEO

STORIES HAVE A BETTER CHANCE of being run and being read if there are accompanying images or video. Whenever possible, plan to have high-resolution photography available with your news release. This may include existing photography you have in your archive for brochures, websites and media kits or specifically created content that pertains to more timely announcements such as openings, ribbon-cuttings or a new experience. Creating video content can be more expensive but can also provide more impact than images.

Providing quality images/video also saves a media outlet/influencer from having to send out a photographer/videographer, meets the need of quick turnarounds and press deadlines, and allows media and influencers outside of your region to tell your story.

Most newswire services offer the opportunity to include downloadable photographs and video with your news release. A selection of two to five images is appropriate to give editors options, ideally sized over 1 MB each in file size to ensure quality resolution.



CREATING MULTIMEDIA NEWS RELEASES

CREATING MULTIMEDIA NEWS RELEASES that include photos, video, audio and/or infographics demonstrates the visuals available to help enhance a story. This fresh content can be shared on blogs or across social channels, thereby spreading a release's main messages even further.

LEARN MORE ABOUT CREATING AND DISTRIBUTING MULTIMEDIA NEWS RELEASES HERE:

- <http://www.prnewswire.com/solutions/Multimedia-Distribution-Options.html>
- <http://www.adweek.com/prnewser/5-tips-for-creating-great-multimedia-press-releases/63285>
- <http://mashable.com/2015/10/22/alternative-press-releases/#UWfwE4PtcOq4>



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ATTENDING MEDIA EVENTS

MEDIA EVENTS INFORM AND ENGAGE MEDIA AND INFLUENCERS. ATTENDING OFFERS YOU THE OPPORTUNITY TO:

- Share and pitch new story ideas, background material and inspiration
- Develop personal relationships—often during one-to-one meetings like those at [Canada Media Marketplace](#)
- Enjoy entertaining and interactive formal/informal networking opportunities
- Meet with provincial/territorial and regional Canadian tourism organizations, major hotel properties, attractions and transportation companies to explore and forge partnerships
- Take advantage of professional development sessions and opportunities to ensure you are staying ahead of the curve
- Receive market updates (i.e. DC's international roundtables at GoMedia or DC's Inside Track at Rendez-vous Canada)

TYPES OF MEDIA EVENTS:

- DC-branded platform events
- Regional or themed media events organized by your PMO or DMO in targeted markets
- Travel media and tourism associations/organizations that host annual chapter meetings/conferences/workshops

MAJOR MEDIA EVENTS IN CANADA AND ELSEWHERE INTERNATIONALLY

- [GoMedia Canada](#), presented by DC
- [Canada Media Marketplace](#), presented by DC
- [Travel Media Association of Canada Conference and AGM](#)
- [Society of American Travel Writers annual conventions](#)
- [Public Relations Society of America Conferences](#)

PREPARE FOR MEDIA/INFLUENCER EVENTS:

- Research the media/influencer list and decide who you would like to meet and then contact them in advance. Look at their social media activity. Some media may respond faster to a post on their Facebook site or a direct tweet before they answer an email. LinkedIn may also provide invaluable information regarding their past working history.
- Customize your pitches for each media/influencer and try to have two to three options per media.
- Try to time news/updates and announcement so that they coincide with media events as timely platforms for sharing.
- Set goals for the types of media visits or coverage you want to secure over the next 12-18 months.
- Ensure your calendar is up to date and you are prepared to confirm dates you could potentially host a journalist at your destination or experience.
- Explore opportunities outside of the show for additional outreach and professional development (i.e. an extra day for media calls after a big marketplace or meeting with an editor who couldn't be at the show).

HOSTING MEDIA

HOSTING MEDIA/INFLUENCERS IS A GREAT OPPORTUNITY to provide a personal experience, often with a high ROI. Media/influencers can affect the promotion and reputation of your business, making it well worth the cost of admission and hotel room, plus the investment of time in exchange for exposure to the right audiences.

Work with your PMO/DMO to ensure you understand cultural differences and needs when hosting media/influencers from international markets. Keep in mind jet lag and time differences. Build in extra days and/or free time to ensure those who have travelled long distances can fully enjoy what they are experiencing.

HOW TO PREPARE

Check with Destination Canada, plus your PMO and local DMO to find out which events or press tours are occurring or may be organized. Identify yourself as a tourism industry member who is interested and prepared to host visiting journalists and ask how you can get involved. Make sure that these organizations know who is your company's primary media contact and how best to contact that person.

SELECTING MEDIA/INFLUENCERS FOR FAM TRIPS

If you have met media at events or researched traditional and online outlets that you think will reach your target markets, review them with your regional media teams. While working with limited budgets, they may be able to assist with a media visit or already targeting the same outlet for a regional visit.

Your regional PMO/DMO media teams can also assist should you get a request directly from a media or influencer. They will help you qualify these requests to ensure they are the right fit, are on assignment and worth the investment on your part.

DEVELOPING STORIES AND EXPERIENCES TO SHOWCASE

International media/influencers are often seasoned pros who have travelled extensively, participated in countless tours and seen it all—from the poorly organized to the truly spectacular. Expect to answer many questions, be interviewed, provide extra follow-up information and accommodate photographers in need of perfect lighting. Having a translator available or guide who speaks the same language as these guests will ensure you are set up to be well profiled.

Best practice:

Invite local destination spokespeople or storytellers to join you and visiting media/influencer for a meal. By providing media/influencers with many different local sources, the story content will be more compelling, i.e. a local wine or cider supplier, a well-known or up-and-coming artist or “John the whale whisperer.”

If there are any costs for which you are expecting the media/influencer to pay, let them know BEFORE they arrive and detail it within the written itinerary you provide them.

Ensure all your team members have a copy of the itinerary to refer to if asked questions.

AFTER THE FAM

Follow up. If possible, stay in touch with the participants. Solicit brief feedback. Do they have any suggestions? Do they need any additional photos or information for their stories?

Request copies of the article, or an indication of the publication date so you can keep tear sheets for your records and promotional use.

Include links to the stories on your website. Tweet. Post. Share.

Document the results. Was there increased interest, traffic or sales following the publication?

Notify your PMO, DMOs and DC of any significant media coverage or results experienced—both to keep them informed and so they can share the news.

RESOURCES

This [video](#) has some tips on how to design a successful FAM trip.

The internet is also a powerful place to research media/influencers. Are they on Twitter? Do they have a blog? How many followers do they have? What publications do they write for?



TELLING YOUR STORY

THROUGH SOCIAL MEDIA

ONLINE PLATFORMS ARE POWERFUL TOOLS to promote your tourism experience internationally, share instant and interactive communication, develop relationships with previous and potential guests, and empower advocates to spread your story to others. Social media is also a strategic platform for connecting with media and influencers. Keep in mind that some social media platforms are more popular than others, depending on the country.

Facebook is still the leading social network in 129 out of 137 countries analyzed, with near 1.6 billion monthly active users. It has 540 million users in Asia Pacific (+44 million since last December), 323 million in Europe (+12 million), 219 million in the USA & Canada (+6 million) and 509 million in the rest of the world (+38 million in six months).

Source: <http://vincos.it/world-map-of-social-networks/>

TYPES OF SOCIAL PLATFORMS

1. Blogs

Blogs can provide a deeper look into a tourism business' experiences, values, team and mission. Often tourism businesses and destinations use compelling images and a story with a link back to the website where more information can be found.

For inspiration, check out <http://fathomaway.com/slideshow/fathom-2016-best-travel-blogs-and-websites/>

2. Microblogs

This is social networking where small amounts of content ("updates") are distributed online. Twitter is an example of microblogging.

3. Content communities

These communities are organized and share particular kinds of content. They can form around photos (Instagram, Pinterest, Tumblr), bookmarked links ([reddit](#)) and videos (YouTube, Vine).

Tips for cultivating social networks

- Be responsive to your followers and fans as well as time zones for posting.
- Monitor the sites your guests/visitors use to comment on the service and experiences you are providing and consider responding to feedback.
- Follow the media you are targeting and engage with them on social media.
- Use hashtags such as #ExploreCanada and that of your PMO/DMO to help extend the reach of your content.
- Ensure pages contain information on hours, URL, contact information and photos/videos.

Join in DC's social media activities:

 www.facebook.com/ExploreCanada

 www.twitter.com/ExploreCanada

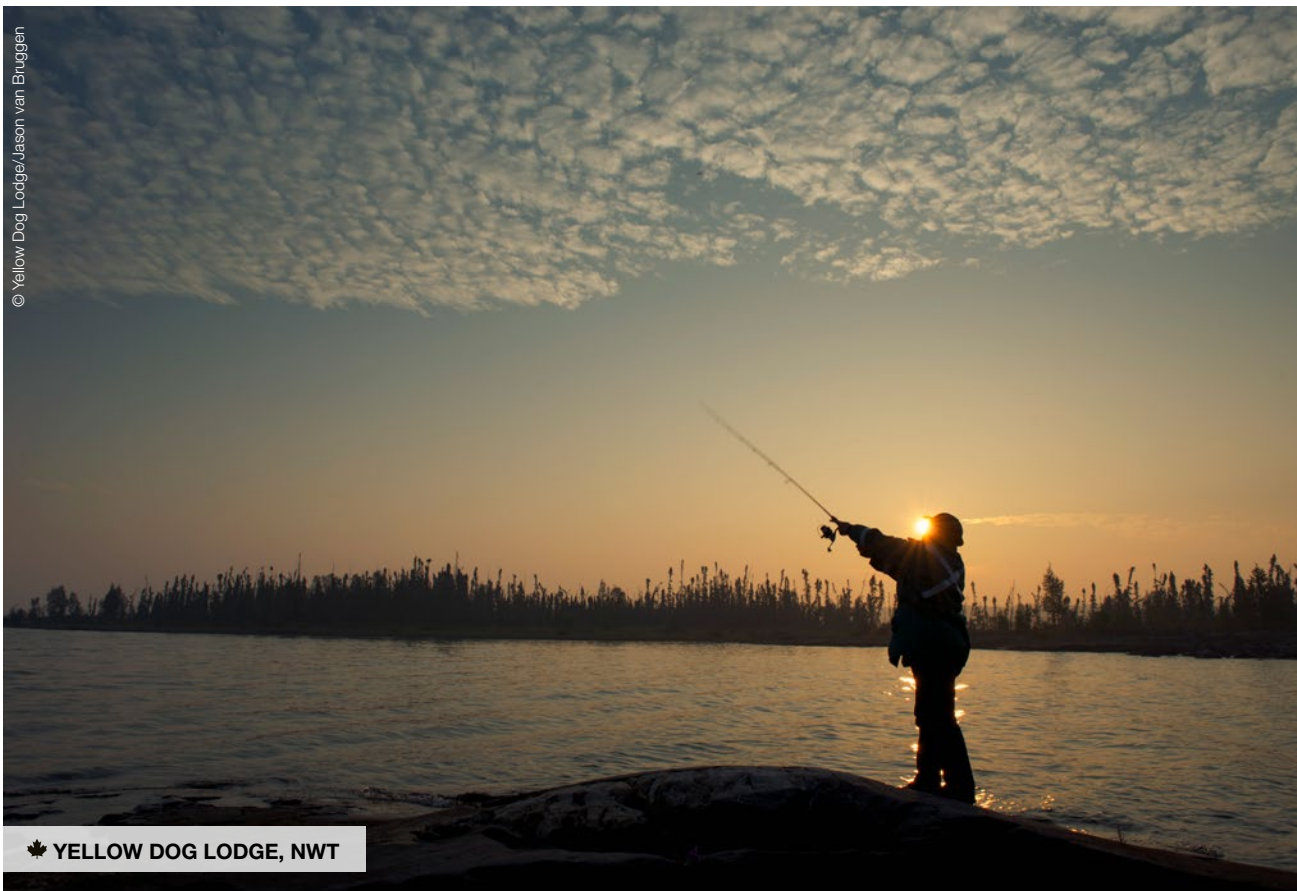
 www.twitter.com/DestinationCAN

 www.instagram.com/ExploreCanada

 www.youtube.com/canadiantourism

 www.pinterest.com/ExploreCanada

 www.canadakeepexploring.tumblr.com



MEDIA MONITORING AND HOW TO MEASURE RESULTS

A STRONG, DYNAMIC INTERNATIONAL MEDIA/INFLUENCER PROGRAM should do a number of things:

- Raise awareness of your business/experience and drive visitation to your website.
- Increase social media engagement.
- Generate leads.
- Nurture and build relationships not only with your media /influencers and stakeholders but also with your potential guests.
- Convert to real business.

Google Analytics and Google Alerts are free tools that will help determine if the increased exposure through earned media is driving more attention to your website and, if so, how long consumers are spending there and if they are converting into sales.

Paid services [Media Miser](#), Cision and [Burrelles Luce](#) send daily clippings of articles within international markets directly to your inbox, but they are expensive. This is where having your own CRM system for capturing media data and following up regarding stories helps you to track your earned media as cost effectively as possible. Training your reservations team, guides, tour operators and front desk to simply ask the question, “Where did you hear about us?” and then recording the answers will also help you track how your earned media strategy is working

MEDIA RELATIONS AND CRISIS COMMUNICATIONS/ISSUES MANAGEMENT

It is important to have a risk/issues management plan for your tourism business. Your PMO/DMO and DC teams are trained to respond to local and regional emergencies that impact tourism and visitors. With the advent of social media and citizen journalism, often a negative story can break and go viral before local organizations have time to respond.

Here’s how you can help:

- Report any trends around cancellations to your DMO/PMO, particularly if they are occurring from the same market. This may be an indication of a story within the market with wrong information and which should be corrected.
- Keep your PMO/DMO updated on potential natural hazards (i.e. forest fires, droughts, wildlife incidents, flooding) that may restrict access and visitation.
- Monitor your own social media and news channels for any potential issues and consult with your PMO/DMO on appropriate responses.

AVAILABLE SUPPORT RESOURCES

Your PMO/DMO has a media relations person or team who may be able to help you earn more international publicity. Keep them updated with new experiences, images, availability and pricing. A benefit of attending shows like GoMedia Canada and Rendez-vous Canada is meeting your media relations representatives and international in-market teams.

Attached to this kit is a market overview for each of our international destinations that will provide invaluable insights as you build your international media and influencer outreach program.



WORKING WITH PR AGENCIES AND TOURISM ASSOCIATIONS

IF YOU ARE LOOKING FOR ONGOING SUPPORT, consider hiring a PR agency or contractor. A monthly retainer or project fee will apply depending on the scope of services you require. A PR agency or contractor will be able to assist you with some or all of the following:

- Developing a PR plan and timeline based on your objectives
- Providing news ideas that will keep your messages compelling and in the mind of target audiences
- Crafting and distributing your news releases to target media lists,
- Supporting your social media efforts and ensuring your news reaches the right contacts
- Assisting with media FAM tours and special events

Professional, membership-based tourism associations have meetings and events throughout the year that offer networking opportunities and professional development to help build capacity within you and your team. Annual fees apply, although many offer conferences with non-member registration available.

Examples include:

- [Travel Media Association of Canada](#)
- [Society of American Travel Writers](#)
- [Canadian Public Relations Society](#)
- [Public Relations Society of America – Travel and Tourism Section](#)
- [Adventure Travel Trade Association](#)

APPENDIX A: WRITING YOUR OWN NEWS RELEASE

The ultimate goal for a new release is to intrigue the reader into wanting to share the story. As mentioned earlier, your target audience (media and influencers) receives hundreds of news releases every day, has little time to review them and gets frustrated if the sent information is deemed not useful.

TIPS AND TECHNIQUES FOR PREPARING NEWS RELEASES

- ✓ Decide on a specific angle or hook for the media or influencer you are targeting. Also think about the organization's or influencer's audience, as this is your ultimate target audience.
- ✓ News releases are typically one to two pages' maximum, starting with a summary of the story followed by details and background information.
- ✓ Include dates, prices and other relevant information up front. Don't make the journalist have to dig into the release or your website for this basic information.
- ✓ Feature concise and informative quotes from key stakeholders. This strengthens the story by adding a the human perspective. However, before placing a quotes from stakeholders in a press release, get their consent and ensure they are comfortable being interviewed in person by a reporter or influencer if need be.
- ✓ Indicate whether images are available and include a link to find them online.
- ✓ Include your social media addresses and hashtags.
- ✓ Include DC's hashtag #ExploreCanada.
- ✓ Always include a media contact name, website, phone number and email address.
- ✓ Before sending your release, confirm that the information is consistent with information on your website. Also ensure frontline staff have seen a copy of the release and know your internal media contact, so they can efficiently refer media enquiries.

EXAMPLES

BC's Four-Season Resorts Promise Sunny Adventures

Skis and snowboards may reign in winter, but BC's four-season resorts keep the adrenaline pumping when the weather turns fine ([more here....](#))

Air Canada's New Service from Montréal to Casablanca takes off!

First Air Canada flight to Africa affirms city's strategic role in the airline's international growth.

MONTREAL, June 4, 2016 /CNW Telbec/ - The arrival of flight AC1936 at Casablanca's Mohammed V International Airport this morning marks the successful launch of non-stop service between Montreal and Casablanca, Air Canada's first African route and the only scheduled non-stop service to North Africa by a North American [carrier](#).

Iron Chef Champion Rob Feenie Takes Toronto

Chef Rob Feenie, one of Canada's most celebrated chefs, is bringing his globally inspired cuisine to Toronto with the opening of Cactus Club Cafe's first eastern location [...](#)

Today, all information can live online. Media and influencers work quickly. The web is their first destination when looking for news, story ideas and contacts, and your company website is your communications frontline. By putting your media kit on your website, you make your information more easily accessible (and many reporters happy!). Here are examples of media centres that have been recognized by media:

- [Newfoundland and Labrador](#)
- [Tourism Whistler](#)
- [Tourisme Montréal](#)

Added inspirational pieces will help further build your relationship with international media and influencers by showing off your creativity:

- ✓ A “Fun Facts” sheet that shares quirky or surprising information about the experience, area, owners, weather and/or history.
- ✓ Proactive (even pre-written) story suggestions and angles for journalists to explore. Check out DC’s [media centre](#) for examples of [pre-written stories](#).



🍁 CHURCHILL WILD, MB

APPENDIX B: USEFUL RESOURCES

PARTNERSHIPS AND AVAILABLE RESOURCES

From Destination Canada

- [Brand Canada Library](#)
- Marketing/media/trade campaign partnerships
- [Explorer Quotient® \(EQ\)](#)
- [Research services and reporting](#)

From PMOs/DMOs across Canada

All of Canada's provincial and territorial tourism marketing organizations [PMO] have media relations support initiatives. Likewise, regional travel associations and local/regional destination marketing organizations can provide support for media relations. Please contact your PMO and/or DMO for more information.

Online resources like [HARO](#) and [TravMedia](#).

Online style guides for writing for media like [Canadian Press Style Guides](#).

INTERNATIONAL MEDIA RELATIONS CHECK LIST

- ✓ Is your business already well known within the domestic market?
- ✓ Do you have a protocol established within your business to handle media inquiries?
- ✓ Have you met your regional or local DMO media relations contacts and kept them up to date on your product and experiences?
- ✓ Are you comfortable hosting media/influencers at a reduced rate or on a complimentary basis?
- ✓ Do you have the tools in place to track the ROI for hosting international media/influencers?
- ✓ Are your website and social media channels up to date, including information on your experiences, preferably available 6-12 months into the future (in order to match timelines required for long-lead stories)?
- ✓ Is it easily apparent on your website where media can find your press materials and the correct media contact?
- ✓ Have you identified other experiences within your area or region with whom you can collaborate and provide support when international media/influencers come to visit your area?
- ✓ Are you aware of the cultural needs of the different international markets?

GLOSSARY OF TOURISM/MEDIA TERMS

1. **DMO:** Destination Marketing Organization (i.e. Tourism Toronto)
2. **PMO:** Provincial Marketing Organization (i.e. Tourism Newfoundland & Labrador)
3. **NTO:** National Tourism Organization (i.e. Destination Canada)
4. **RTA/RTO:** Regional Tourism Association/ Organization
5. **FIT:** Free & Independent Traveller
6. **VFR:** Visiting Friends & Relatives
7. **FAM:** Familiarization Trips, Press Trips, Media Visits
8. **FAMIL:** Familiarization Trips, Press Trips, Media Visits (Australia)
9. **B-roll:** Previously recorded video footage, often shown in the background, which can be used to bolster a news story about your experience or destination
10. **Story Ideas:** Content that product specialists pitch to media
11. **Story Hook:** The story angle that captures media/ influencers' attention
12. **B2B (Business to Business):** When you are speaking to other industry businesses/partners
13. **B2C (Business to Consumer):** When you are speaking directly to consumers about your products and services (print, online and broadcast media)
14. **Long Lead vs Short Lead Media:** The difference between stories that will be published/posted/ broadcast within a short time frame vs stories that may be published 6-12 months following a media visit
15. **Boiler Plate:** A standard [final paragraph](#) that sums up pertinent information regarding an event, business or experience
16. **SATW:** Society of American Travel Writers
17. **TMAC:** Travel Media Association of Canada
18. **WTO:** Word Tourism Organization
19. **TBEX:** Travel Blogger's Exchange
20. **Influencer:** Someone active on social media who has an engaged audience and can influence opinion or action
21. **Vlogger:** A video blogger (check out [Matador Network's](#) list of top travel vloggers)



🍁 OWL RAFTING, ON

