

## TIP SHEET #16

# WORKING WITH TRAVEL MEDIA

### Who are Travel Media?

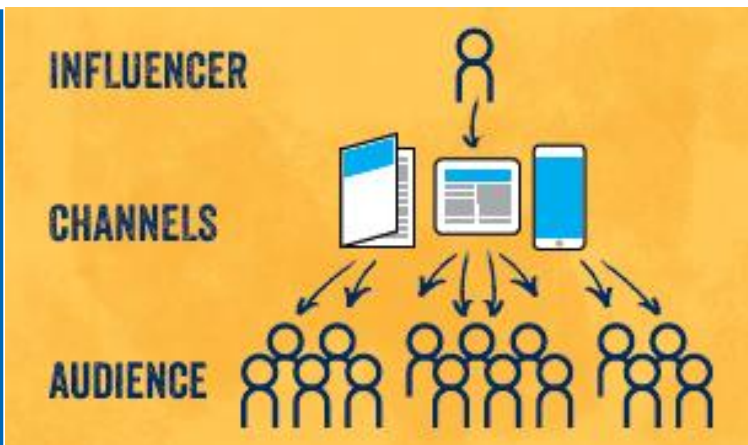
Travel Media can be bloggers, Instagrammers, journalists, photographers, travel writers, or video crews who specialize in sharing travel and lifestyle stories with their audience. Working with Travel Media is a marketing investment for your business at a relatively low cost. Brands and destinations around the world have recognized the value of working with Travel Media to reach new potential visitors and extend reach to new markets and channels. You could be featured in magazines, newspapers, YouTube, or Instagram for example.

The stories told and shared by Travel Media create exposure, build awareness, and drive inspiration and action, such as choosing to take part in your experience. Travel Media have the ability to deliver a message to a broader audience. And, their audiences trust the message they receive.

Tourism Nova Scotia has a team and programs in place to connect you to the world of Travel Media and, can share insights to help you choose an influencer who is a good fit for your experience and business. Reach out to our [Travel Media](#) team if you want to learn more.

### TRAVEL MEDIA

Hosting travel media to take part in your experience can raise your profile and help create awareness about your business with new audiences.



### Working with Travel Media to find the right fit

Choosing an influencer or travel writer involves some research. It's important to find the right fit!

**Ensure there is alignment:** Ensure there is alignment with what you offer and the media guest's channel and audience. Knowing what kind of content gets the most engagement can help you identify the interests of that audience and if it's a match for your business.

**Quality/Quantity?** It's not always about reach. Quality engagement with an audience that leads to results – that's what is most important. More reach isn't always as impactful as connecting with an interested audience.

**Trust the media:** The media are going to know their audience best. Trust them to tell your story in a

way that is going to capture the hearts of their followers.

**Local influencers:** Invite active community members to take part in your experience. Are there local B&Bs, restaurants, or coffee shops that see a lot of visitors? Ask them to recommend your experience!

**Engaging local photographers:** Is there a local photographer with a strong social presence that could take part in your experience? They may want to capture a unique perspective. Could you have permission their to share their photography to promote your experience? Consider opportunities like negotiating for some photos or posts on their social channels in exchange for access to your experience.

**Ensure authenticity:** You want the media to take part in your experience as any visitor would. This ensures they are telling the story from a visitor's perspective and what they share reflects the actual experience that you're offering.

**Timing:** Can the media guest make it to your business when your experience is available? If not, can you offer an additional date and sell the remaining seats too?

**It's a marketing investment:** If you decide to reach out and invite a travel media guest to take part in your experience, you are doing so in exchange for access to their trusting and engaged audience. It's a business transaction. Often the only investment required is a complimentary experience, accommodation, or meal. Think of the value and impact of this reach available to you for the minimal cost of hosting!

## Hosting Travel Media influencers

Tours in a destination can last from a couple of days to several weeks and may involve individuals or small groups. Below are some tips from Tourism Nova Scotia's Travel Media team on hosting these important marketing partners:

**Homework:** You know that this media guest and their audience is a good fit for your business. Take some extra time to learn about the person visiting you. This will help you make a great connection when they arrive resulting in a positive working relationship. This also indicates that you value their time and appreciate the opportunity to work with them.

**Be prepared:** Make sure your staff are provided with information about the media guest's visit such as who they are, where they're from, and their arrival and departure times. For accommodations, have room keys ready for check in, assist with luggage, consider a personalized note in the room to welcome them, and overall, respect their time.

**Court and create relationships:** You will be initiating the relationship by hosting them. Establish yourself as an expert on your product and destination. This trust and rapport is important, not only for now but as an investment in future collaboration projects too.

**Communicate:** Prepare materials on key information such as rates, historical information, interesting facts, and contact information. Offer to email it to them after their visit or even mail a hard copy of materials depending on their preference.

**Share your social media handles:** Provide your social accounts and commonly used hashtags for consideration.

Make it easy for your Travel Media guest to share with their followers, extend their reach with aligned audiences, and increase connectivity with your business. Be sure to include #VisitNovaScotia or your local destination marketing organization and experience partners.

**Create a great first impression:** Keep in mind that Travel Media professionals sell destinations. They want to feel 100% confident that their audience will have a great experience with you too. They have relationships to foster and/or protect just as much as you do. If they are treated well, they will feel confident in your business and be more willing to promote you. Could you learn how to say welcome in their language? If they have special requests, take them into consideration. These kinds of things can take a little more time, but they will go a long way in creating a memorable experience for your media guests.

**Continue to nurture the relationship:** After they depart, send a thank you note! If your Travel Media guest was on a multi-day tour, they will be going home with an overwhelming amount of information about Nova Scotia. You want to ensure that you remain on their radar. Like you would for any guest, answer any follow-up questions quickly.