



**Travel Media Relations**

Building your media profile





## TODAY'S SESSION

- Overview of current trends with travel media
- Chris Johns: freelance writer for Globe & Mail, Toronto Life, enRoute Magazine and many other national and international publications.
  - How to host a journalist so you both get the most out of the visit (and equally important, what not to do as well!)
- Lynne MacKay & Pierre Guevremont, Ironworks Distillery
  - How to share story ideas and who to share them with
- Avery Gavel, Five Fishermen Restaurant
  - How to partner with the Nova Scotia Tourism Agency and other organizations to build your profile with travel media
- Nova Scotia Tourism Agency's Media Relations Plan Highlights for 2014

## CHANGING MEDIA SCENE

- Traditional media outlets have changed dramatically in recent years
- Only 4 dedicated full-time travel editors across all major North American newspapers
- More freelance writers than ever before
- Bloggers now important part of the scene



"The good news is we're sending you overseas for this feature."

## TRENDS: Travel & Niche Magazines

- Despite this new digital age for readers, travel and niche publications continue to enjoy healthy circulation numbers
- Magazines are using online as an extension of their print edition
- Editorially, they are looking for how to experience a destination in addition to what makes a place special, unique, distinctive.
  - 'top' lists
  - cuisine
  - outdoor experiences
  - quick getaways
  - girl getaways
  - family/grandparents travel
  - health & wellness

## TRENDS: Daily/Weekly Newspapers

- Economic shifts in recent years have caused most major newspapers to either completely drop their travel section or reduce their dedicated staff.
- Most newspapers now have an on-line version which provides for greater editorial freedom.
- Newspapers are using wire services or parent companies for 'free' travel articles.
- Online readership surpassing print editions.

## TRENDS: Freelancers

- North American freelancers look at destinations for multiple stories for various outlets.
- European journalists for the most part are content with one confirmed assignment; however it usually has high reach/circulation.
- Journalists are now becoming bloggers, tweeters and online video producers
- Freelancers are often our direct link to high profile magazines and newspapers looking to write about trends and unique/differential angles on what makes Nova Scotia a travel destination.
- More freelancers seeking assignments closer to home

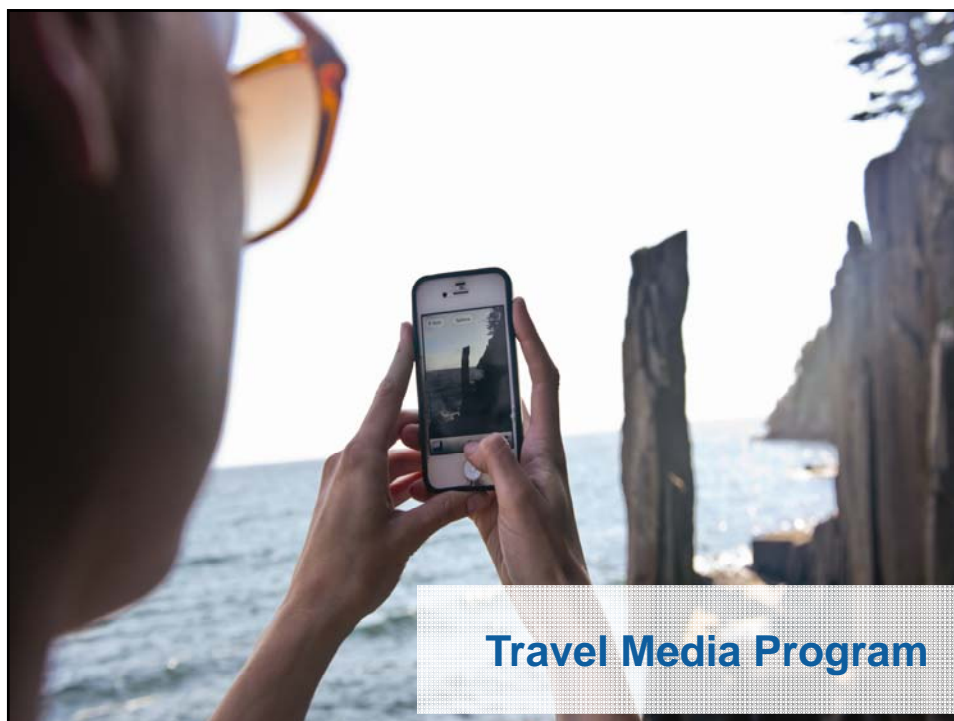
## TRENDS: Social Media / Online

- Publishers are experimenting with online publishing and social media as traditional travel print guides become a smaller part of the market
- More app and online start-ups will come into the market focusing on niche areas of travel
- Non-publishing companies and communities will tap into the online travel-information market:
  - Games companies, broadcasters and internet developers will migrate into publishing as travel providers seek to create imaginative digital storytelling for a traveller's "arc" (planning to post-trip and memories)
- Travel blogging has moved from a hobby to a full-time, profession
- Multimedia content has a long shelf-life









## MEDIA PLAN

- Project strong positive image for Nova Scotia in target markets
- Build awareness for authenticity and distinctiveness of Nova Scotia as a travel destination
- Raise visibility for Nova Scotia's icons, scenic beauty, cuisine, outdoor activities, hospitable people, ease of access
- Support Nova Scotia's overall marketing efforts and programs in the target markets to extend the reach of the advertising campaign by increasing media coverage
- Media targets for 2014:
  - Circulation: 2 billion
  - Advertising equivalent: \$15.5 million

## 2014 HIGHLIGHTS

- Media Marketplaces:
- Work directly with in-market reps and our partners (ie. CTC, ACTP, RTIA's, etc) to support individual and group requests from core domestic & international markets
- Increase the number of preferred suppliers on the FAM Inventory List (accommodations, restaurants, attractions)
- Nova Scotia Travel Media Road Trip

## JOIN OUR FAM PROGRAM

- Opportunities to present the products and experiences
- Press trips can last from a couple of days to a couple of weeks
- May involve individuals or a small group.
- Travel Media guests can include
  - TV / film / video
  - Radio
  - Newspaper / magazine writers
  - Photojournalists
  - Bloggers



## FAM TOUR PROGRAM

### What we need:

- Accommodations / Restaurants: minimum 30-50% discount on all goods and services (exclusive of HST and gratuities)
- Activities: minimum 15-30% discount on services for activities.
- Attractions: complimentary admission
- Direct billing (direct deposit)

### What you get:

- Enhanced awareness of your business / community to media outlets in target markets
- 3<sup>rd</sup> party endorsement
- Reference copies



## FAM TOUR PROGRAM



### *"Super Nova"*

By Julie Daurel, Maisons Côté Ouest Magazine (FRA)

April/May 2013

Circulation: 120,000

Advertising Value: \$159,342

We hosted Julie and her photographer in September 2012 in partnership with Destination Southwest Nova, Destination Halifax and the Canadian Tourism Commission. The 12-page colour article features images from Halifax to Lunenburg to the Annapolis Valley, focusing on unique architecture, local cuisine and colourful characters they met along the way.

### *"Nova Scotia's Eastern Shore Offers Up Rewards to Visitors"*

By Michael Benedict (CAN)

April 17, 2013

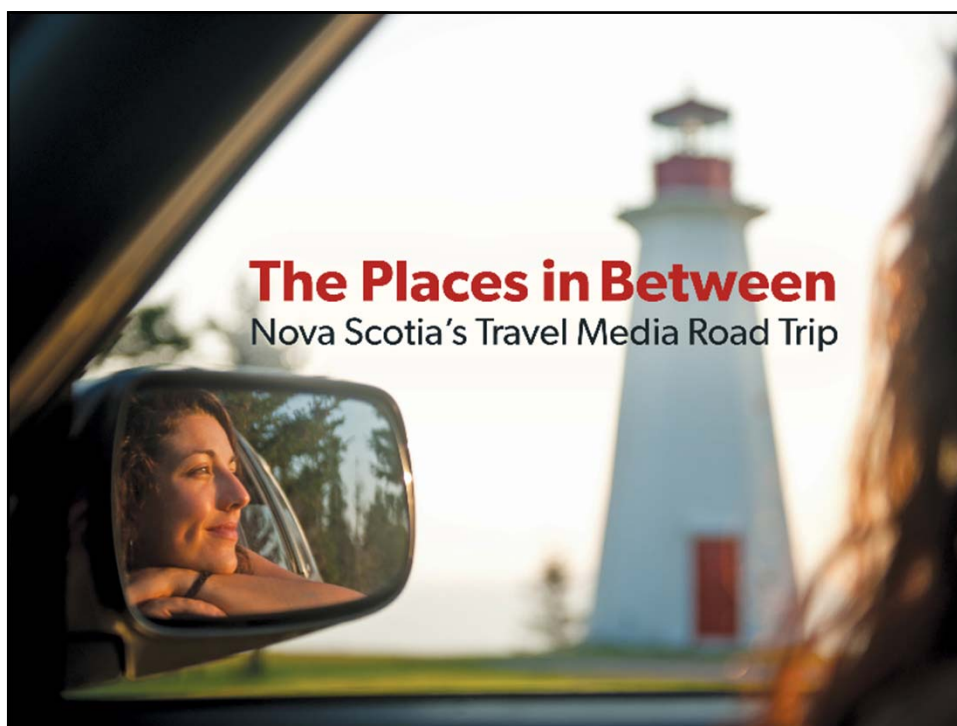
Circulation: 590,969

Advertising Value: \$6,000

Michael visited the Eastern Shore in 2012 on holiday and was so impressed with its charm, he turned it into a work holiday and submitted an article that was featured on both Canada.com and in the Vancouver Province (online). In partnership with Destination Eastern and Northumberland Shores, we provided recommendations on where to visit and who to meet.







## GOAL

Host a unique FAM / press trip opportunity targeted to the best travel media from across the country and from our key markets to enhance awareness of Nova Scotia as a travel destination



## OVERVIEW

June 8-14, 2014:

- travel in small groups in rally format
- customized itineraries
- hosted check-points each evening
- finale event in Halifax
- social media integration



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## TARGET MARKETS

- **Canada (20 media)**
  - Ontario
  - Quebec
  - Atlantic Canada
  - Western Canada
- **United States (12 media)**
  - Mid-Atlantic
  - New England
- **Europe (8 media)**
  - United Kingdom
  - Germany



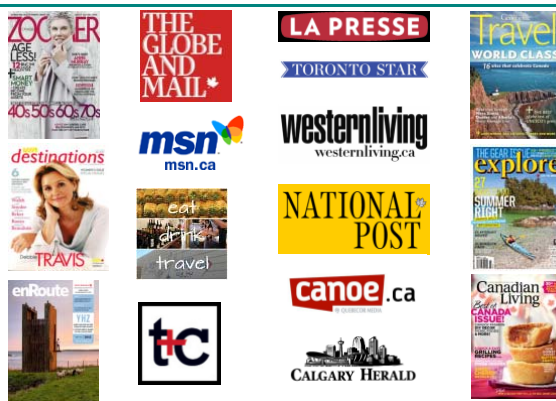
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## CANADA

### Target: 20 media

- National magazines, newspapers, TV
- High volume travel websites
- Top producing freelancers:



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## USA

### Target: 12 media

- Focus on mid-Atlantic / New England reach
- Regional magazines / newspapers
- High volume travel websites
- Top producing freelancers:



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## UK & GERMANY

### Target: 8 media

- National travel magazines
- Regional / national dailies
- Trade publications
- High volume travel websites
- Top producing freelancers:



## WELCOME RECEPTION

- review logistics
- rally team assignments
- entertainment / culinary demos
- social media opportunities
- meet locals



## ITINERARIES

- groups of 4 x 10 minivans
- 10 itineraries
- 5 days to travel throughout specific regions, discovering stories



## FINALE

- Taste of Nova Scotia dinner with participants and partners
- Share stories
- Highlights of the week (social media)
- Entertainment
- Giveaways / media kit





## TRAVEL MEDIA RELATIONS

- Dedicated to maintaining valuable relationships with travel media
- Provide media with services & programs designed to make it easier for them to learn - and publish - about NS
  - Research
  - Itinerary planning
  - Image requirements
  - Direct contacts / interviews
  - Destination information

But we cannot do this alone! **We require the cooperation and assistance of valuable industry partners throughout the province!**



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## TRAVEL MEDIA TEAM

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[www.novascotia.com/travelmedia](http://www.novascotia.com/travelmedia)

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