

# Columbia Valley Tourism Guide to Working with Media



As a tourism operator in the Columbia Valley, working with media can significantly expand your reach and enhance your brand visibility. Partnering with Columbia Valley Tourism (CVT) and associated brands of Travel Columbia Valley, Tourism Radium, Invermere-Panorama, Tourism Radium & Columbia Valley Golf Trail allows you to leverage valuable media networks, share engaging content, and attract new audiences. These collaborations provide dynamic content for social media, blogs, and websites, creating excitement around the travel experiences of the region and leveraging the credibility of trusted media outlets to drive trip planning to the Columbia Valley.

We look forward to working together to share the amazing experiences and stories that make the Columbia Valley so special!

*Here's a few tips to help you navigate this process and make the most out of these partnerships!*

## Why Work with Travel Media?

- **Expand Your Reach:** Gain access to new audiences and potential visitors who may not be familiar with the Columbia Valley as a destination.
- **Create Engaging Content:** Collaborate on high-quality social media posts, blogs, photos, and videos that resonate with your target market.
- **Enhance Your Credibility:** Third-party endorsements from reputable media elevate your brand's trustworthiness and appeal.
- **Inspire Travel:** Share the unique travel experiences of the Columbia Valley to spark interest and encourage bookings.
- **Generate Shareable Assets:** Capture valuable content you can reuse and promote across your own marketing channels to extend its reach.

# Types of Travel Media

Collaborating with media can take various forms, from traditional outlets to the growing world of influencers and content creators. To maximize your impact, it's crucial to understand the different types of media and the benefits to working with each.

## Traditional Travel Media

Traditional travel media refers to journalists, travel writers, and bloggers who contribute to established outlets such as travel magazines, newspapers, guidebooks, and websites. They may have their own platforms or contribute guest articles to larger publications such as the Calgary Herald or Explore Magazine. Depending on the individual media and goals of the trip, these media professionals may need to experience your product firsthand, speak with you, or request more structured information about your business. Traditional travel media may be on assignment for a story with a confirmed piece, or working independently with pitches to outlets after the trip conclusion.

## Influencers

Influencers are individuals with a notable following on social media platforms like Instagram, Facebook, TikTok, and YouTube. Influencers engage with their audience through their own platforms and brand.

## Content Creators

Content creators are individuals who produce engaging digital content, such as high-quality videos, photos, reels, stories, and blogs. They may post on their personal social media accounts or provide content for direct posting on your business or CVT channels.

# Examples of Deliverables

When working with different media outlets, you can expect various deliverables, including:

- **Blogs:** Long-form articles posted online.
- **Social Media Posts:** Photos, stories, reels, videos or posts that tag your business and amplify your presence. Platforms include Instagram, Facebook, YouTube, TikTok; each platform has a different audience depending on the goals of the visit.
- **Photos & Videos:** Shared with CVT and/or business for use in marketing.
- **Newsletter Features:** Be included in a newsletter that reaches a wider audience.
- **Guidebook Feature:** Listing or information in a travel guidebook.
- **Story Placement:** Mention or feature from a journalist/travel writer in a publication.

# Make the Most of a Media Visit! How Your Business Can Benefit:

When a journalist, influencer, or content creator visits your business, it's an excellent opportunity to showcase everything you offer. Here are some ways you can ensure you make the most of these visits:

- **Share the Content:** Once the media piece is published, make sure to share it through your own social media, website, and email newsletters. Amplifying their content can drive more eyes to your business and create cross-promotion opportunities.
- **Engage with Them:** If possible, meet with the visiting media in person. Meeting media and sharing the story of your business and the destination is a fantastic opportunity!

## How to Handle Media Pitches

It's common for businesses to receive many inquiries from media and influencers (often through social media DM). If your business is receiving pitches from influencers or content creators, here's how you can navigate the process:

- **Get to Know the Media:** Ask for a media kit to learn more about the audience demographics, engagement rate, and past work examples.
- **Determine Value:** It's hard to assign direct ROI on working with media, but there are several ways we can look at the value add to your business, such as:
  - **Consider audience:** Make sure to consider the audience of the media (geography, demographics, etc.) with the target audience of your business, as well as engagement rate. Follower count is not the most important metric!
  - **Look at past partnerships:** It's important to look at the past experiences, trips, and partnerships of the travel media to see how they align with your brand and business. It can also be helpful to ask for references and examples of past projects.
  - **Determine niche:** Travel media typically have a "niche" or speciality. Take this into consideration when determining the fit of the media.
  - **Work with CVT:** Vet your media by reaching out to Kylie, Media & Communications Specialist at Columbia Valley Tourism for assistance in determining fit and next steps. There are also possibilities for support for travel media.
- **Negotiate in Kind Deals:** Media collaborations don't always have to involve cash payments. Consider negotiating in-kind deals such as offering a round of golf, a free night's stay, or a meal at your restaurant in exchange for deliverables (i.e. social media post, photos for your business use, etc.). Make sure to clearly out expectations and deliverables, including any deadlines and guidelines.

- **Collaborate with Columbia Valley Tourism:** CVT is often the intermediary between tourism operators and media, coordinating hosted trips and media projects through the seasons.
- **Media Intake Form:** Feel free to send inquiring media to fill out [Columbia Valley Tourism's Media Intake Form](#) for consideration for CVT partnerships.
- **Questions?** For more information or assistance, don't hesitate to contact Kylie at [Media@TravelColumbiaValley.com](mailto:Media@TravelColumbiaValley.com).

## How Columbia Valley Tourism Works with Media

Columbia Valley Tourism works with travel media regularly to help share the amazing stories and experiences in the Columbia Valley. CVT plays a significant role in media collaborations and often provides support to tourism operators through the following means:

- **Covering Hosting & Deliverable Fees:** Travel media, influencers and content creators often require hosting or deliverable fees to cover media visits to cover travel & production.
- **Collaborative Hosting:** CVT often works with local partners to provide the necessary support and match the correct fits for hosting media representatives, whether that's through accommodations, tours, or dining experiences.
- **Coordination & Negotiation:** CVT will work with the media to assist with the coordination of the media and the negotiations for deliverables.
- **Multi-Platform Deliverables:** CVT often chooses to work with media who can provide high value deliverables for our partners. Often, this looks like a multi-platform deliverable package featuring a mix of the deliverables mentioned above.

*Questions? Please reach out to Kylie Steedman, Media & Communications Specialist at Columbia Valley Tourism by contacting [Media@TravelColumbiaValley.com](mailto:Media@TravelColumbiaValley.com).*