

MEDIA HOSTING ETIQUETTE

Press Trips, also known as familiarization tours (fam tours), are where an individual journalist or group of media visit a region to learn about its attractions and story angles. Tourism Abbotsford hosts media and influencers year-round in addition to one or two group fam tours.

Knowing our region and strongest story angles, we invite media whose publications best fit our stories or influencers whose brands are in alignment. We then choose partners whose product and/or service will best showcase what differentiates our region.

It's important to note that most media are not paid to write their stories and have the freedom to provide as much coverage as they choose. True editorial gives each writer this flexibility, unlike sponsored content that comes at a cost, yet the messaging is more controlled. Canadian law requires transparency with sponsored posts (i.e. #sponsored #gifted), which also indicates that the social posting and coverage was not authentically earned. In other words, the content is biased. Tourism Abbotsford seeks earned editorial coverage.

In addition, knowing the media's time is valuable we are respectful of their time. They are pitched by public relations agencies to visit destinations across the world and, knowing this, we are always grateful that they chose to visit Abbotsford. To help our partners provide a successful hosting experience, we have prepared an etiquette list:

- Provide a complimentary visit and be generous. Go above and beyond--the impression you leave will determine the level of coverage received. Remember, their articles provide third-party credibility and help with SEO as their articles flood the internet. When people search for places to go and see in Abbotsford, we want you to be a part of this search.
- If possible, be available to meet the journalist or influencer so he/she can interview you.
 - Provide updates about anything new and exciting that might be happening.
 - If you aren't available, perhaps a senior staff member is available.
- Please let your staff know that the influencer is coming so that there are no awkward moments upon arrival. (i.e. the media provides his/her name and staff doesn't know who he/she is)
- Provide updates and images to Tourism Abbotsford and Summer Dhillon, regularly, so that we can share these images with the media. Most media are not photojournalists and are dependent on us to provide high resolution photography. The same applies with videography.