Black – Melissa Muntz

Blue – Kaitie Burger

Orange – Crystal Abrom

Green – Vanessa Junkin

**Opening Session**

* Core hours - certain set of hours that everyone works and meetings are scheduled, surrounding hours can be adjusted based on everyone’s personal schedule, flexible time remains unscheduled so everyone has time to themselves to catch up during the day
* Develop a ‘don’t do’ list — I don’t work for more than 3 hours without a break. I don’t eat lunch at my desk.
  + Develop with the team
* Core working hours - only meetings between 10-4, etc
* New values with technology are instant gratification, short-term rewards and no boundaries, no limits – these pull attention from larger projects
* Speed-obsessed vs. heart-centered
* “Random Rewards” – can’t stop checking email, Slack, social media – hoping there will be a fun “reward” there
* Identify key goals for the next three months and put them on the wall
* We are wired to want to complete tasks – but more important is making progress in meaningful work
* Meaningful Work
  + 1. Stop multitasking – “switching cost” – takes 25 minutes to get back into zone
  + 2. Work in attention sprints – people have about two hours a day of their best focus (could be 10 a.m.-noon); work in 60-90-minute “attention sprints”
  + 3. Put the “big stones” in first and work smaller projects around the larger ones
* Better to say “don’t” than “can’t” – example: I don’t skip my gym workout vs. I can’t… can’t makes it sound like you can do it later.
* Make a “stop doing” list

**Roundtables**

* Other DMOs are not having much success with desksides, media landscape has shifted, much more useful to invite freelancers to the destination
* Desksides with editors are good for “news items” not so much for a general pitch
* Many destinations are hosting events in major cities and inviting influencer and freelance media, many engage a pr firm to do this
* Some destinations are using a pr firm that is not travel and tourism focused, the agency is more likely to think outside the box with other focuses
* Be sure to be clear with your expectations to media, specifically say which partners should be mentioned
* Ask for a follow up report from influencers (60 days out)
* Many destinations are working with their states to host influencers (state foots some of the bill)
* Lean on your local influencers to provide influencer recommendations
* Some destination are giving VG advertisers brand/ad guidelines so that the ads in their publication look nice
* Madison - produces two visitor guides per year but ad sales are declining, trying to decide whether to produce once or twice per year
  + Some do quarterly reprints with tiny updates (new restaurant listing, etc)
  + Austin - no one big book, different mini guides produced for different interests (dingin guide, attractions guide, etc)
  + Guide should have companion pieces online that echo the same story (NOT a pdf of the guide)
  + Some create a rack card as a mini version of their visitor guide (saves cost and doesn’t need to be updated as often)
* Many are only doing group press trips for international media brought in by partners, other visits are typically individual customized visits
* Often when a big press trip spends only one night in your destination you become a tiny sidenote in a story, not the focus of the story
* Some are doing small niche fams for lower level media, focus on things in the destination that are undiscovered
* Local people don’t understand tourism, but they understand money saved
* Mobile welcome center - participates in local events even when there isn’t an obvious tourism tie
* Most are not getting much of a result from cold pitching, making personal connections with media is much more effective
* Influencers - request follow up reports at 60 & 90 days
* VG ad design - provide pre-vetted list of freelancers, etc. to share with partners
  + Breaking book into smaller pieces in segments - lodging, dining, attractions, winter, summer
  + Updating digital guide with changes regularly
* “The off season is on” - showcase why it’s positive to come to the region on a stereotypical off season aka cheaper hotel rooms, dining deals, etc.
* NTTW- be a tourist in your own town. Free admission, discounts, etc.
* Five things to do this weekend email/blog - make sure that county stakeholders see it to check the box that we’re covering
* Michael Smart PR - pitching email tips
* TravMedia pitches
* Media Marketplaces
  + Travel and words
  + NATJA
  + IMM
  + TMS- family
* Agency:
  + Find one who have worked with tour and travel
  + Who works with agencies who work with small budgets
  + Who is on your list and how often are you on in contact with them.
* Brand Ambassadors:
  + Supports the destination
    - We spoke on getting Terrisa Reviews more involved with us.
    - FInd local influencers
    - Do quarterly dinners with brand ambassadors- as a bonus!
    - Getting music influencers at Merriweather Post and Soundry
* Re-Branding:
  + Build Boards at the airport
  + Working with local community
* Local influencer swap
* Influncers:
  + ● Who have you published within the last 3 months
  + ● 3 pieces of your recent work
  + ● Speak with local CVB/DMO
  + ● 2.5 % engagement rate
  + ● FTC
  + ● Who is following them
  + ● Sip and mingle looking for host
* Visitor Guide:
  + ● Digital guide
  + ● Quarterly, annual
  + ● Mag. style guide
  + ● Companion piece (rack card) for the visitor guide drive folks to the welcome center for
* visual guide
* Some conferences mentioned: NATJA, IMM, TMS Family Travel
* Ambassadors can take writers places – for example, hiking
* Video: Ideal weekend in Columbia (different interests)
* Add To Itinerary button on website
* Ambassadors not paid but get incentives like going out
* Example of launching new brand at airport – don’t forget local community
* Fans of Frederick helped spread new logo – they are able to recommend places like restaurants when organization cannot
* Local influencer exchange: Laurel Highlands and Frederick
* Influencer tips: Call around to other CVBs, see what they have published, work with agency to vet them, put social tags in itinerary, 250K followers & 2.5+ percent engagement rate were examples
* Micro-influencers: Large engagement, less than 5,000 followers, in one example – write content for e-newsletter
* FTC says in-kind is payment
* Bad visitors guide ads? Examples were adding a design rate, curating list of local designers as a resource, not having ads
* Breaking visitors guide into different pieces (lodging, dining, attractions, winter, summer)
* Norman, OK – college town has dual cover with college
* Someone mentioned an embedded link to the guide in email signature
* FAMs: Work with others, building relationships with journalists may lead to extra coverage, smaller and more focused FAMs.
* Showing the value: Jefferson, LA mailed out something to residents to show how much they saved because of tourism
* Certified Tourism Ambassadors in Columbia, SC – firetrucks have visitors guides
* Tourism in your own town
* Mobile Visitors Center van
* Workshops with local partners

**Philly Who? Live Taping**Host – Kevin Chemidlin, managing editor, Cue 9 Creative; Speaker: Sarah Schwab, director of marketing and communications, Philadelphia Flyers

* Gritty revealed internally Sept. 13, 2018
* Introduced to community at event with kids and revealed on Tiwtter
* Initially lots of negative comments, some directed at marketing team.
* They figured someone would make fun of him – Penguins’ account said “lol ok” and Gritty said “Sleep with one eye open tonight, bird.” This turned things around and had an interview with Good Morning America that morning.
* Tweets – funny things, is this something Gritty would do?
* He was originally the second choice – but the previous “safe” idea was forgettable, less hairy, shorter, more huggable – Gritty is more of a high-five mascot.
* Be authentic; embrace your weird

**Small DMO with a Mecca next door**

* Hamilton County, Indiana
  + Tenderloin trail
    - surveyed restaurants and found that over 50 restaurants sell tenderloin sandwiches, the dmo now promotes tenderloin tuesdays (discount on the sandwich on their slowest day of the week)
    - Most all marketing materials mention tenderloin trail
    - 4th year for passport, 3rd year for branded t-shirt reward for completion (3 restaurants)
  + Differentiate from Indiannapolis
    - Slower pace, free parking, less traffic, green space, safer
    - Collaborate with Indy, slogan is just north of indy
* Spokane, Washington
  + No traffic, safe, clean, affordable, same experience for less money and with less people (see the same broadway show, boutique shopping, etc)
  + Jimmy Kimmel said that Gonzaga (in spokane) did not exist
    - Created 7 tweets trolling Jimmy Kimmel with #gonzagaexists
    - Kimmel opened every skit with a monologue about spokane for 10 days
* E-bike to large event outside of the county
* Get someone else to say that you are the “safer option” compared to the large city, “family oriented”
* What are you pitching:
  + Time
  + Affordability
  + Adventure
* Pitch Day
* The undiscovered
* Vip experience
* Family oriented
* Build off of what you have – Tenderloin Trail (<https://www.visithamiltoncounty.com/restaurants/tenderloin-trail/>)
* Office wanted to help restaurants
* Decided on Tuesdays in July after survey; 50+ restaurants in that area sell a tenderloin sandwich
* Sales of tenderloin sandwiches more than doubled to more than 9,000
  + Restaurants have stickers on doors showing they are part of trail
  + Staff member calls every restaurant each week to see how many were sold
* Own it
  + Marketing materials
  + Business Card has pic
  + Fourth year for passport
  + Third year for branded T-shirts
  + Trademarked in 2018 as “The Original”
  + Fill the passport and get a shirt
  + 10 media hits a year – Food & Wine, Chicago Tribune, Livability
* How are they different from Indianapolis?
  + Slower pace
  + Free parking (appealing to people from Chicago)
  + Less traffic
  + Trails
  + Green space
  + Safety
* Can’t tell story without neighbor – “Just north of Indy”
* Bike the Monon – partnership between Visit Indy & Visit Hamilton County
* Share writers/stories

Kate Hudson, Visit Spokane

* Seattle – larger neighbor (more than four hours away)
* How do you compete? – We can’t
* Seattle - $8M budget, Spokane $189K budget
* Play up strengths
  + Time
  + Affordability
  + Appeal to Adventurers
* Seize the Moments
  + Jimmy Kimmel said Gonzaga (located in Spokane) doesn’t exist
  + #GonzagaExists (called Gonzaga and asked if it was OK)
  + Got coverage for this – was talked about on show a lot
  + Earned media: Over $1 million
  + Be smarter

Stafford Wood, APR - Principal, Covalent Logic - Represents airport in Baton Rouge

* Baton Rouge airport is much smaller than MSY – airport in New Orleans area
* With smaller airport, she’s never left the house more than one hour in advance
* Media Pitch Day
  + Bring your best idea, best deal
  + If you don’t show up, not in budget
* Got on a smaller blog
* Sponsored smaller restaurant week (smaller airport/smaller restaurants)
  + Example - Italian -- … sponsored by BTR, who can take you to Rome
* Not about money you save, but total price – calculate that (with smaller airport – parking, driving, etc.)
* Partnering with CVBs on other end of trip
  + Grilled Cheese Fest example
  + Trip of the Week

Notes from audience questions/comments

* Get the airport to say where you’re going to – for example, Washington Dulles rather than “Welcome to Washington, D.C.” (when it’s in Virginia)
  + Working with cabs – Welcome to Fairfax County
* Playing up strengths of smaller areas: cheaper, parking/easy to get around, less people, less crowded, more relaxed, lower stress
* Safety – you don’t want to alienate partners, but example – Money Magazine named us the safest… (if they did) – “Family-oriented” can also work.
* Something to take photos with

**Creating Content That Matters**

* build image, drive visitation, build economy
* Content strategy
* prioritize high performing thins to do and reasons to visit focused content
* be efficient with internal capacity
* supper stakeholders via popular list-style articles
* maintain and enhance core and evergreen pages
* look for opportunities to cross over between focus areas and campaigns
* Planning and news gathering
  + marketing plans, event calendars
* calendars and assigning
* distribution
  + channel appropriate, organic v paid, audience focused
* marketing themes
* [visitphilly.com/research](http://visitphilly.com/research)
* events coverage - highlight out for full year of major highlights
* Production calendars - google sheets
  + quarterly look at website content
  + weekly production schedule for

**Hack Your Stress**

* Only 3% of journalists today rely on newswires
* #journorequests
* Scheduling
  + Doodle
  + calendly - people can book times to meet with you
  + [x.ai](http://x.ai) - fully automated personal assistant (paid)
* Agendas
  + Hugo
  + MeetNotes
* Video calls / screen sharing - Zoom, hangouts
* [bit.ly/mtgcost](http://bit.ly/mtgcost)
  + meeting cost calculator
* Password apps - 1password, lastpass, dash lane
* Monitoring / limiting time spent on apps
  + RescueTime - extension that places limits on certain sites
* Mindfulness / focus - Headspace, Calm, Brain.fm
* Editing - grammarly and Hemingway
* Text expanders - research for own devices. Help develop shortcuts to pre-written messages
* Reading: pocket, feedly, flipboard
* How to stay up to speed on what matters most
  + Muckrack.com/criteria - google name + muck rack
  + News guard tech - free browser extension
* Search : google alerts alternatives

**Managing Your Reputation in Today’s Evolving PR Climate**  
Lyndsey Estin and Anntal Silver, Kekst CNC

* Mistrust of establishments but higher expectations – do good and right all the time
* 24-hour news cycle
* Hyper-politicized with people passionate about issues
* Universal risk factors: product failure, labor issues, cyber attack, litigation…
* Case study – D&G’s China ads
  + Context and track record matter and can affect credibility
  + Importance of Chinese consumer
  + Brand presence in China
  + Offensive comments
  + Changing landscape
  + Launched videos Nov. 18 and pulled within 24 hours
  + On Diet Prada blog the next day
  + Texts were shared – made claim of being hacked
  + Apology video on Nov. 23 – not received well
  + February-March – Brand shunned, boycotts, no ads
* When an apology is warranted…
  + Timely
  + Genuine
  + In your voice
  + Rebuilding credibility is a long process
* Case study – Gucci’s balaclava sweater
  + U.S. cultural and political backdrops
  + Competitors in hot water over blackface imagery
  + Black History Month
  + Images shared of sweater – same day, apology issued and item pulled
  + CEO made available for interviews and met w/ African-American community.
  + Announce diversity and inclusion plan
  + More diversity in design process
  + Launched Changemakers Fund
  + Apology was part of the conversation from the start
  + Had to do more than just apologize
* Once you take a stand, you may be more expected to take a stand in the future
* Potential to take a hit if you don’t take a stand
* Overarching Lessons
  + Don’t have tunnel vision
  + Think ahead
  + Context and track record matter
  + No such thing as “local” crisis
  + Pay attention to broader industry landscape
  + Don’t commit unforced errors
  + Be source of info
  + Be prompt and deliberate
  + Don’t try to spin your way out of crisis
  + Sometimes the way a crisis is handled becomes the story
* Best Practices
  + Do a vulnerability assessment – list of every issue you might face
  + Know what your critics are saying and what industry is facing
  + Culture of prevention – monitoring and flag issues early
  + Crisis management protocols & procedures, manual s for key scenarios (update annually)
  + Conduct regular simulations
  + How to find 3rd party influencers who may help? Identify relevant partners on a clear day

**Food Ideas**

* Traverse City - Heritage Dinners
  + Created one night only menus highlighting international chefs
  + Brought 200 people into the venue during a slow season
  + “Taste of ……..” india, philippines, etc...
  + Focused on local media
* Indiana - James Beard Takeover
  + James Beard awards happen close by but Indy’s chefs have not won
  + Brought 5 best chefs in the city, top distillery, and top brewery to the city where the awards happen and held a party to feature their menus to award attendees
  + 100 national media attended (Forbes, Travel and Leisure, Eater, etc)
  + Concept of piggybacking on a larger event in another city, perception piece for the city
* Cleveland - innov8
  + Michael Simon (cleveland native) media dinner hosted event in new york
  + Explained culinary story and how it has evolved over time
  + Attracted guests from great publications, promoted awareness of culinary scene, not focused on the event itself but on promoting the scene back in cleveland
* Barbados - year of culinary experiences
  + Hoping to increase visits from the canadian market (culinary focused audience)
  + Identified personalities locally who could help with this promotion
  + 6 individual media visits plus a food and rum festival FAM

**Be Intentional: Make sure your message thrive by focusing on diversity and inclusion**

● Define WHAT is diversity and inclusion

● Conduct an organizational diversity and inclusion assessment

○ What is our cultural challenge

● Describe the diversity and inclusion challenge

○ What is the measurement of success

● Why are we doing this?

○ Goals

● Develop a diversity and inclusion budget

○ Properly funded

● What does diversity looks like for us?

● Ways to showcase the diversity

● Work with chamber in the area who can provide the resources

**Ultimate Brand Engagement: Leveraging Travel Social Influencers into Brand Ambassadors**Bonkosi Alyssa Horn, lululemon & Freedom Apothecary

* Understanding your destination as a brand
* Who do you want to speak to?
  + If it’s a family, is a family represented in marketing?
* Lululemon targets women in early 30s with money to spend, and if others like it, great
* What can you show that highlights the best aspects?
* Examples of previous ads – not everyone can identify with celebrities
* People want to see themselves in these places
* We’ll believe people we feel like we know
* We want to do what our friends are doing
* Are you selling a product or a lifestyle?
* Partner with people who can sell lifestyle – people who want to see themselves living it
* Go explore when you get there
* Influencers are an extension of the destination
* Does your target market see themselves in your destination?
* Ongoing relationships – example: someone could post about something and then you get a new product (something closes, etc.)
* Lululemon was lacking in diversity but had to do it in an authentic way
* Doesn’t have restrictions on what ambassadors say
* How to make a campaign live longer – deliver content like photography and build it into budget – spread throughout year

**Trends of 2019-2020**

Wellness

* Solo Travel
* Shorter trips
* Multi-generational
* Eco travel /sustainability
* Culinary travel
* Cannabis/cbd
* Cruises

Culinary Trends:

* Cannabis infused food
* Veggie forward/vegan
* Non alcoholic drinks
* Korean
* Food Fusions
* Hands on cooking / restaurant tours
* Ulgy food

Topics that should not be pitched in 2019-2020

* Glamping
* Farm- to -table
* Goat- yoga
* Ultra luxury
* National whateverry day
* Breweries & beer tours
* Girlfriend getaway
* Food trails

Luxury travel publication:

* Travel and leisure
* Conde nast traveler
* Robb report
* Departures
* Town & country
* Luxury travel
* Afar
* Forbes

Planning fam what you should and should not do :

* down/free time
* Unique story angles
* Small group/individual trips
* Itinerary input from writer
* Don't mix media and influencers
* Send well in itinerary in advance
* Too much food

What outlets producing the best travel content:

* Travel & leisure
* Conde nast traveler
* Cnn
* National geo travel
* New york times
* Afar
* Outside
* Bbc

Immediately deleted pitch:

* Wrong name/ outlet mentioned
* Irrelevant information for what i cover
* Too generic (evergreen) not linked to news or trends
* insensitive / discriminatory
* Spelling grammar
* Pitch to long
* Pitched to other media

2019 pop culture trends play on media:

* Moon landing 50th
* Games of thrones
* Woodstock 50th
* Stonewall 50th
* D-day
* South amerian solar eclipse
* 100th prohibit

Media gift most usable:

* Tote bag
* Local f&b
* Phone chargers/power banks
* Reusable water bottle
* Notebook & pen
* Gift cards/ uber code
* High quality backpacks or no pack

Travel Trends

* Sustainability
* Wellness
* Multi-Generational
* Culinary
* Cannabis/CBD
* Solo
* Shorter
* Cruises

TV Shows relating to travel

* Game of Thrones
* Rick Steves
* The Bachelor/Bachelorette
* Street Food
* Parts Unknown
* Amazing Race
* Conan without Borders
* Planet Earth

Food Trends

* Veggie/vegan
* Cannabis/CBD food
* High-end Asian
* Mocktails
* Fusion
* Hands-on/cooking tours
* Ugly food

Recovered Best

* New Orleans
* Puerto Rico
* California
* Florida
* NYC
* Hawaii
* Houston
* Las Vegas

Trending Destinations

* Detroit
* Charleston
* Nashville
* Savannah
* Houston
* Indianapolis
* Philly
* Asheville

Topics that should no longer be pitched

* Farm to table
* Ultra luxury
* Goat yoga
* National [whatever] Day
* Breweries
* Girlfriend Getaways
* Glamping
* Food trucks

Publications that focus on luxury travel

* Travel & Leisure
* Conde Nast
* Robb Report
* Departures
* AFAR
* Forbes
* Town & Country
* Luxury Travel

Remember when planning a FAM

* Include down time
* Unique story angles
* Itinerary input from writers
* Small group/individual
* Don’t mix media and influencers
* Send itinerary in advance
* Too much food
* Don’t invite them and rescind offer

Travel publications with best content

* AFAR
* NY Times
* Travel & Leisure
* Conde Nast Traveler
* CNN
* Outside
* BBC
* National Geographic Travel

Pet Peeves – Immediately delete pitch

* Wrong name/outlet
* Irrelevant info for what they cover
* Vague/evergreen
* Insensitive/discriminatory
* Spelling/grammar errors
* Too long
* Lead time too short
* Citing rival publication

2019 event/pop culture – travel

* Moon landing 50th anniversary
* Woodstock 50th anniversary
* Stonewall 50th anniversary
* D-Day 75th anniversary
* Royal baby
* Game of Thrones
* South American solar eclipse
* 100th anniversary of prohibition

Good Swag

* Local food & beverage
* Notebook and pen
* Phone charger/power bank
* Insulated water bottle/travel mug
* Gift certificate/Uber/comped stays
* High-quality backpack
* Nothing – no swag please
* Reusable totes

**Google Analytics**

* Monitor blog traffic over the long term (report engagement annually)
* Segment blog results from traditional media, they are not comparable
* For bloggers, it is important to see what types of content performs the best on their site
* Locals are just as interested in packages and promotions as visitors are
* Some DMOs are given permission to view (not edit) partner analytics accounts
* You have to engage (click on something) in order for google to track your time on page
  + If you go to a page and don’t click on anything, the time is not recorded

**Meetings and Conventions**

* Top trends in M&C space
  + Leaning into political topics that were previously controversial
  + Offering creativity in room setups (ie - offering more comfortable spaces, couches, etc)
  + Showcasing more-second tier cities that offer more hands-on happenings
  + Zoning in to showcase what makes a city unique - not everyone can extend a stay but people still want to get a vibe for where they are. Food highlights, unique attractions
  + Incorporating wellness into agendas (group runs, group fitness offerings)
* What grabs attention?
  + Timing & timely - showcasing subject lines
  + Connecting to a bigger trend & tying in relevancy
  + Pulling out key numbers and facts, big-name chefs right in the intro to a pitch
  + Offering to connect for people profiles, interviews
  + Research editorial calendars
    - Give a little and offer to tailor further
  + How your CVB can go above and beyond
* How is coverage shifting in M&C niche?
  + Looking for new ways to showcase existing info in ways beyond print
  + Websites as catch-all for coverage in digital if print deadlines are missed
  + Awards offerings - showcase property/destination in unique people-driven way
* What makes a successful press trip?
  + Highlighting something that you can’t experience via a fact sheet
  + Superlatives to catch attention - the highest, the biggest
  + Something very unusual
  + Value add/source opportunities for future coverage
  + Offering press trips with different tracks/options to customize for yourself
* Roundups of good restaurants near meeting venues - think SEO driven
* Itineraries for pre/post free time
* Roundups help to inspire

**East Coast Connections**

* Shayla Martin - DC - freelance - cultural travel, hotel openings (not chains), new museum openings, wellness, quirky historical travel, unexpected wine destinations, buzzing neighborhoods, telling the past of a current place (this building used to be a …….)
* Press trips should be less than 5 people, preferably individual
* A press trip does not guarantee positive coverage
* Do your research and send a tailored pitch, follow up after sending an email
* Don’t try to control every aspect of the experience (FAM), let some things happen naturally
* Tracey Minkin - [tracey.minkin@meredith.com](mailto:trqcey.minkin@meredith.com) - Alabama - writes for Coastal Living - only pitch if you can see the ocean from the destination
* Propose a fit that feels editorial, invite media to visit for a specific reason
* Don’t embed big photos in pitch emails
* Quarterly highlights emails are great - subject line can be “Spring 2018 Frederick Highlights”, content can be broken up by subject headlines (hotels, restaurants, etc)
* Use the subject line “trip invite - ……” to pitch a visit
* @shayla.martin - frelancer
* shayla@shaylamartin.com
  + ● Publications
    - Equinox.com
    - Architectural digest
  + ● Topics:
    - Cultural travel
    - Travel trend stories
    - Buzzing neighborhoods
  + ● Best practices:
    - ○ Don't shy away from troubled past
    - ○ Oldest part of the country
    - ○ Do share stories of forgiveness and redemption
    - ○ Don't only focus on what's new. Share the stories of the long standing
    - ○ Don’t ignore hard news
    - ○ Don't ignore what's important to the residents of your city
  + ● Press Trips:
    - ○ Press trips no later than five and longer than 4 days
    - ○ Press trip does NOT guarantee positive coverage
  + ● Do’s
    - ○ Do your research regarding writer
    - ○ Do send a tailored pitch instead of a press release
    - ○ Do sme name right
    - ○ Do ask me to have coffee
    - ○ Do ask to call
    - ○ Do follow up
    - ○ Do be honest about your goals for coverage for your destination
  + ● Don’t
    - ○ Don't reach out about press trips less than three weeks’ notice
    - ○ Don’t ask to change something
    - ○ Don't follow up more than twice
  + Ask writers: What’s the story do you want to tell?
* Tracey Minkin- editior
  + tracey.minkin@meredith.com
  + @tminkin
* Coastal living
* Print is changing -better images, less ads.
  + ● How good is your dropbox
  + ● Editorial photo
* Travel on Social :
  + ● What is the instagram play
  + ● What about live
  + ● How can it drive it digital
  + ● Can it tie to print
  + ● Is it fun?
  + ● Irresistible
* Think a year a head on print
* Think two months ahead on digital
* Invite for a good reason
* Know the brand

Some publications/info

* Doesn’t drink, but writes for Wine Enthusiast
  + Wine history, bottle shops, wine leaders, wine scene
* Furthermore.equinox.com
  + Doesn’t like to cover chain hotels but likes bed and breakfasts
* Architectural Digest
* Social justice
* Doesn’t do features often
* Daily Beast – personal essay
* Topics of interest
  + Cultural travel
  + African-American history
  + New hotel openings
  + New museum openings
  + Design
  + Wellness
  + Quirky historical travel
  + Initiatives from underrepresented
  + Travel trends
  + Restaurants (not new openings)
  + Buzzing neighborhoods
* Don’t shy away from/ignore
  + Troubled past – in oldest part of country
  + Forgiveness & redemption
  + Long-standing institutions
  + Hard news
  + What’s important to city & state – get in touch with local community
* Does not take hotel-sponsored press trips
* Some outlets do not allow sponsored trips
* Not a fan of “I’d like to see this in New York magazine”-type pitches
* Rare exceptions for press trips larger than a group of five/longer than four days
* A press trip does not guarantee positive coverage
* Do’s
  + Meet for coffee
  + Ask if you can call her (don’t just call)
  + Follow up
  + Do research
  + Honesty about goals
  + Spell her name right
* Don’ts
  + Ask for confirmed assignment
  + Control aspects
  + Ask to change article unless factually wrong
  + Less than three weeks’ notice
* She does not work for us – works for editor
* What’s the story that you want to tell?

Tracey Minkin

* Coastal Living – not all travel
* $13.00 – consumer-supported newsstand publication
* Photos & storytelling
* Yearly travel issue in the summer
* Print, digital and social
* When pitching, think…
  + Can I see the ocean?
  + Story to tell?
  + Discovery?
  + Nostalgia?
  + Wanderlust?
  + Aspirational?
  + See themselves there
* Digital
  + Is it coastal?
  + Fit their brand?
  + What’s like it on the site?
  + Clickable?
  + Shareable?
  + Irresistible?
  + How good is your Dropbox?
  + Look for successful stories on site
  + More success with high-res photos
* Social
  + Do you “get” social?
  + Instagram, live
  + Drive to digital
  + Can it tie to print?
  + Is it fun?
  + Compulsively watchable?
  + Irresistible?
* Please do…
  + Follow on social
  + Think a year ahead in print, two months for digital
  + Make her life easy (editors are overworked)
* Clear subject lines
* Quarterly highlights

**Rajan Datar**   
Host of The Travel Show on the BBC

* Get inside lives of people who live there
* Audience – 73M people, independent, educated, curious
* Look for real, authentic people; surprise (counterintuitive, interesting), narrative
* Drone is important
* Shareable in clip form
* Don’t send blanket press releases
  + Some block certain words – solution, innovation, exceptional, pioneering, exclusive, etc.
* Most clicked last year – Exploring Ethiopia as a blind traveler
* Three weeks to a month for pitching and four-week turnaround for production

**Storytelling**

* Don’t focus too much on trends, new locations are great and don’t have to be trending
* Be brief when pitching, just a few sentences is more than enough for an initial email
* The creation of stories often takes a long time
* Most media hate tote bags as giveaways, they love food

**Transcend to Lifestyle Media**

* Men’s Journal - Getaways, four-day weekends, and feature stories
  + Producing 20 stories online per day
  + Lots of roundups
  + Hold onto ideas for a long time
  + Can take FAMs but usually has story angle prepared already
* What stories resonate best audiences?
  + Gray - design magazine, ‘checking in’ series is roundup of hotels. Working 2-3 months out. Email for EdCal
  + Men’s Journal - looking at full package - if focusing on lodging, also talking about rec nearby, dining, etc
  + CNN - news coverage perspective, showcasing people doing things. series: once in a lifetime
* Trends
  + The “Brooklyn” of XYZ
  + Uses of new media
  + CNN - unique history of things

**Authenticity**

* Abigail Abesamis - freelance food and travel writer
* Nneka Okona - freelance food and travel writer - [nnekamokona@gmail.com](mailto:nnekamokona@gmail.com)
  + Shares stories of african american chefs
  + Likes writing profiles, place and destination through a person’s perspective
* Regan Stephens - Philadelphia Magazine - [rstephens@phillymag.com](mailto:rstephens@phillymag.com)
* Don’t use the term “guilt-free”, no one wants to think about how food makes them feel guilty
* Farm to table is not revolutionary, really needs a specific angle otherwise don’t pitch it
* Be careful using the term “authentic” when referring to a particular food
* Don’t call something ethnic or exotic, nothing is exotic to everyone
* Philly Mag does not typically cover events, looking for evergreen content
* What are the most compelling trends in culinary diversity?
  + Highlighting marginalized chefs & creators
  + Tier 2 cities exploding in culinary scenes
* HuffPost has themes for f/b each month (ie June - southern food & chefs)
* What trends are on the way out?
  + Guilt-free, skinny XYZ
  + Restricted dieting ie paleo, whole 30
  + “for the gram” experiences - high end cocktails, etc
  + farm to table - how are you doing it differently? what’s the history of it?
* Things to deter following up on pitches
  + organic, sustainable, farm to table - what’s the extent of the experience?
  + authenticity as disempowering
  + exotic
* Highlighting the place via a person
* Regan - ice cream and cheese
* If covering food events, specify that interviews, photos, etc. can be coordinated
* Philly mag does not cover food events

**The Best Outlet You’re Not Reading**

* + Sommer Mathis- Editor in Chief , Atlas Obscura
    - sommer.mathis@atlasobscurea.com
    - Looking for interesting things to do and see
    - Places Pages- new
    - Gastro Obscure Foods- unique food or dishes.
    - HIstory (unusual or forgotten history)
    - Story pitches: place, hidden, and wonder
  + Lauren Vespolie- The National (Amtrak publication)
    - By monthly. Located in the seatback of each seat - 32 million people
    - 47% male/ 53% female
    - Educated
    - No children
    - 48 age average
    - Content:
      * Raillife
      * Made in america
      * The national conversation
      * Next stop
      * Field notes
      * American passion
      * End of the line - weekender, an itinerary story, and Rest along the rails
    - Pitch:
      * Travel helps
      * Uniquely American stories with a sense of place
      * Check out: inke-live.com
  + John Capone, Whalebone
    - john@whalebonemag.com
    - Big instagram/ social media
    - Content:
      * Photographer driven content
      * Surf oriented
      * Narrative over news
  + Emily Saladino, Vinepair
    - emily@vinepair.com
    - Digital publication
    - Storytelling platform
    - Age 21-44
    - Anything drinks related
    - Earn about 75k
    - NY, Washington D. C, LA, Chicago
    - Known for:
      * reviews/buying guides
      * Booze news
      * Longform journalism
      * Know how to & etiquette
      * Travel guides
      * Recipe
      * Vinepair trips

Sommer Mathis   
Atlas Obscura

* Guide to world’s hidden wonders
* Exploration is for everyone and can be done anywhere
* Community-driven atlas entries – place and food entries with searchable database.
  + “Been there” and “Want to go” buttons
  + People use it to keep track of travels
  + Leaderboards – who is adding the most places where
  + The type of things that aren’t in a guidebook
* Gastro Obscura – Food
  + Food rituals
* History in travel coverage – women building bridge example – people will think of it when they walk on bridge
* Unusual or forgotten history
  + Elevator engineer example
* Los Angeles page – stories relating to Los Angeles – guides to places people think they know
* Hosts local events in seven U.S. cities and getting ready to expand
  + Places you can’t normally go
* Doesn’t cover travel, but unusual stories about places
* Three pillars: Place, hidden, wonder
* Community submissions are fact-checked and published by staff

Lauren Vespoli  
The National – Amtrak

* Launched in 2016 – part of Inc. in Brooklyn
* Seatback pocket of Amtrak every other month
* About 70 percent written by freelancers

Readers

* 47 percent male, 53 percent female
* Middle-aged, no kids in household, college educated, 66 percent employed, 22 percent retired
* “See where the train can take you”
  + 500 destinations in 46 states
* Regional storytelling
  + Last glove maker of Gloversville, NY
  + Texas telephone museum
  + Mile High Pie in New Orleans
  + Photo portfolios
* Sections
  + Rail Life – dispatches from country, timely
  + Made in America – creating goods and jobs
  + National Conversation – with American icon
  + Next Stop – profile of major American city through personalities, groups and trends
  + Field Notes – Narrative travel feature by prominent writer
  + American Passion – examples: guy trying to breed hottest pepper, Philadelphia Kennel Club dog show
  + End of the Line – Service-focused travel section
  + Rest Along the Rails – hotels
* First kids’ issue coming August/September
* Lead time: 3-4 months out
* Pitch to specific rubrics
  + Uniquely American stories with a sense of place – not just what’s new

John Capone  
Whalebone

* Started as a surf/travel/sun/sea mag, now more general
* People keep and collect it
* $8.99 at Whole Foods – people also buy rare ones for $100
* 94 percent of readers had seen The Office, so they did an issue based around it
* Want content to be evergreen
* Different people humanized – TSA, for example
* Montauks of a place – little towns
* Quality over quantity
* Space issue in the fall
* Narrative over news, photographer-driven content
* Surf-oriented, but not necessarily surfing

Emily Saladino  
Vinepair

* Digital first
* “Drinking is culture”
* Wine, beer, spirits, coffee, water
* 70 percent of readers are ages 21-44 – geared toward millenials
* Higher-income audience
* D.C. and Philadelphia on their list of regions where they are hot
* Think and talk about what we are drinking
* Types of articles
  + Reviews and buying guides
  + Booze News – clicky
  + Long form
  + Know how & etiquette
  + Recipes
  + Travel Guides
  + Bartography – Bartender involved in community
* Launched a quarterly publication with more long form and photo driven
* Has a podcast – question to discuss
* Just launched trips
* Using drinks to tell stories
* Food and beverage connection to destination
* Inclusivity is paramount
* Prefer to be pitched via email

**Good Morning Philadelphia**  
Oneika Raymond, Oneika the Traveller

* Narrative writing
* Destinations people may not have thought of
* Experiential travel
* Take readers on a journey
* Her experience is different as a black person – black women will reach out to her with questions
* Think about target audience
* Proponent of single travel – Romantic getaways as a single person
* Digital series – Travel Channel – Big City, Little Budget
* NBC New York
* Your Morning – Canada
* The Social – Canada
* She will pitch producer or producer will pitch her
* Doesn’t like press releases
  + Usually deletes them
  + Not relevant to her
  + Address her directly
* Doesn’t like DMs
* Personalized cold pitches are best
  + Hi, writing from \_\_\_ - want to collaborate – can we hop on a call?
* Calendar fills up quickly
* Campaign – set number of deliverables
* Doesn’t promise segments
* Interested in visiting Albuquerque, S. California, Montana, Chicago – destinations not covered as much
* Quirky topics – cowgirl, goat yoga
* FAMs are rare for her
* After visit – digital press kit
* Give her time to produce content on the fly
* Likes having input in itinerary – collaborative because she knows what she writes about and what audience wants

**Site Visits and FAMs**

* It’s not necessary for media to stay at a feature hotel, they are often happy to just take a tour and stay somewhere else
* It’s important to put faces to stays (include local characters with stories in media visits)
* Look for the unique thing about what looks like a generic hotel and showcase it
* Set them up with unique experiences
* Free time important
* Meal vouchers
* Mid-morning/early afternoon break
* Different tracks – Arts track, foodie track, adventure track
* Local ambassadors – training session with people
* Check in with them – breakfast or dinner
* If it has a person and phone number – be there

**Seasonal trends and promotions to grab media headlines**

* Survey visitors to gain information about what is popular
  + See what trends might be shifting year over year
* Find american traveler trends and point to something specific in your destination that fits
* People don’t know when they are crossing county lines, so it makes sense to offer multiple county season itineraries
* Where people are traveling –Google Consumer Surveys (about $1,500)
* Examples: Scallop season, cherry blossoms, whale season, monarchs
* Primary reason for people visiting
* Affordable - promote offseason with comparisons in price
* What stands out? Put at forefront

**Getting the most out of your PRSA membership**

* Use the online portal to tap into media contacts and network with other DMO PR people
* Call for presentations is available as a tab in the portal and there is also an email in August
  + Looking for presentations that answer the unknown

**In Data We Trust**

* People interested in staying in places like converted barns, larger houses/groups, tiny homes
* Airplane etiquette – what is the most annoying thing people do on a plane
* Some CVBs work with airports
* Go to journalist with data

**Editors’ Roundtable**  
Amy Virshup, NY Times  
Julie Cosgrove, AFAR  
Mariel Clark, Travel Channel  
George Stone, National Geographic Traveler

* NYT examples – Dutch history in Hudson River Valley, package on overtourism
* Travel Channel – 50 States of \_\_\_\_ (burgers, cupcakes, etc.)
* AFAR – celebrating 10 years – guiding and inspiring travelers – experiential travel
  + Sent a blind writer on safari
  + Diversity of voices
  + Has an LGBT hub (started two weeks ago)
* NYT – digital first, AFAR – keep on coffee table
* Travel Channel – specific, tailored content – budget-conscious, solo, multi-generational
  + Interest in off-the-beaten-path, find places nobody else has written about, small town
* AFAR – also off-the-beaten-path, and off-the-beaten-path destinations in more well-known areas – wander more
* Travel Channel – important to have great video and social assets
* AFAR – Six issues, but six stories a day online
* NY Times – Annoying to get same release three times
* NY Times does not accept press trips and writers cannot have gone on a FAM for the past three years
* Travel Channel – do not ever promise coverage – experiencing broader area is better
* Full disclosure from writers important
* NYT’s 52 places, 36 hours – something new, natural event (solar eclipse), change, big events, undiscovered beaches
* People like getting input on itinerary, personalization
* Familiarize yourself with publications and editorial calendar