

HOST WITH THE MOST

MEDIA OPPORTUNITIES

Publicity can be a very effective marketing tool for tourism operators. Positive media can have an extensive reach, is regarded as credible and can significantly raise the profile of your business in a very cost effective manner.

In order to capitalise on opportunities, tourism businesses should prepare a media kit and when appropriate, distribute a media release.

A media kit is a pre-packaged collection of materials that can be circulated to the media for promotional use. A media kit should include:

MEDIA KIT

CURRENT MEDIA RELEASES

FACT SHEET ABOUT YOUR TOURISM PRODUCT

BACKGROUND ON THE HISTORY OF YOUR BUSINESS

RECENT AWARDS

BIOGRAPHY ON YOUR PRODUCTS

LATEST BROCHURES

A SELECTION OF HI RES IMAGES AND LOGO

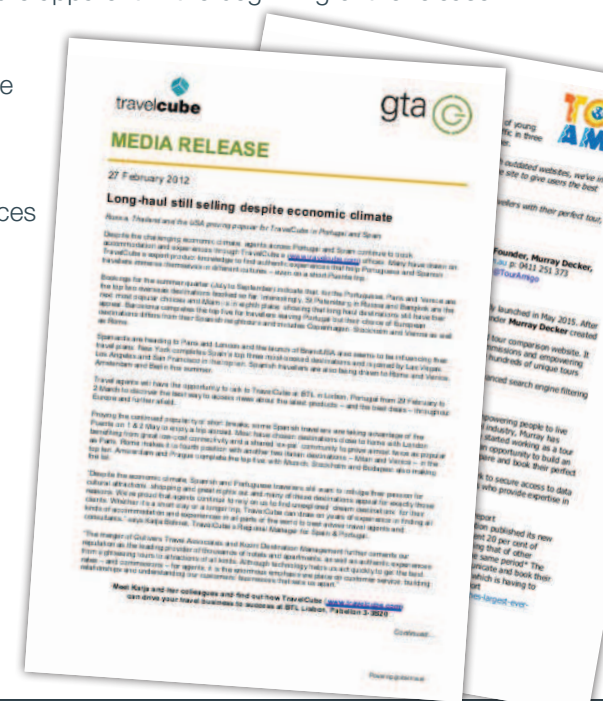
MEDIA CONTACT INFORMATION

MEDIA RELEASE

A media release is a written statement providing information that is ready to publish. It's distributed to a journalist or editor in order to make an announcement about something you would like to report.

Ensure that:

- ✓ Your story has a 'hook' with an exciting heading and opens with a short strong message that captures the reader's attention immediately
- ✓ Key messages are identified and they are apparent in the beginning of the release
- ✓ Include who, what, where, why
- ✓ Use clear, easy to understand language
- ✓ Grammar, punctuation and spelling is perfect
- ✓ You provide quotes from credible sources
- ✓ Copy is written in the third person
- ✓ You provide a few high resolution images that match the story
- ✓ You distribute your release to key target media and follow up to see if further information is required
- ✓ Send a copy to **media@queensland.com** and your **RTO/LTO** so that they can share your news with their contacts



FAMILIARISATIONS

A familiarisation (famil) provides opportunities for third parties such as distribution partners and journalists, to experience your product first hand to then educate and influence others when making choices about their holidays. FAMILs are a cost effective manner to promote your tourism product to a wide network of trade and media.

HOW TO HOST A SUCCESSFUL FAMIL:

BEFORE

- ✓ Should you be approached to host a famil, do your research to ensure that the participants have the ability to influence others to patronise your product.
- ✓ FAMILs are usually free of charge (FOC). If you are unable to offer complimentary services, consider offering a reduced rate.
- ✓ Become familiar with their itinerary. When will they arrive and leave? Where have they been? Have they experienced a competitor's product?
- ✓ Ensure famil participants experience your product as a customer would and do not be tempted to deliver more than you would a paying customer.
- ✓ Consider cultural sensitivities and cater accordingly.
- ✓ Ensure all staff is aware of famil participants.
- ✓ Prepare information for each participant, providing appropriate materials such as biographies, images, etc.

DURING

- ✓ Be professional, well presented and groomed. If appropriate, provide refreshments. FAMILs are often very cramped and your visitors may appreciate the gesture.
- ✓ Ensure participants are welcomed by either yourself or a key member of staff.
- ✓ This is your chance to impress... make sure everything is operating and looking its best.
- ✓ Ensure participants are appropriately escorted and provide an overview of your product / services.
- ✓ Allow time to answer questions.
- ✓ Present an information kit including materials, photos, etc. Offer to post this if appropriate.

AFTER

- ✓ Send a thank you and follow up.
- ✓ Keep participants informed of changes and updates on your product by adding them to your contact database.
- ✓ Follow up on any sales leads made available by the famil.

