

Getting Your Story into the Travel Media

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Who Are the Travel Media?

Print Publications

- **Travel Trade Magazines** - for travel agents and the tourism industry
- **Consumer Travel Magazines** - General Interest (Conde Nast Traveler, National Geographic Traveler, Budget Travel, etc.)
- **Custom Publishing and Branded/Membership Magazines** (airline, hotel, AAA, American Express)
- **Consumer Travel Magazines** - Specialized (RV travel, paddler, birder, reunion)
- **General Interest Magazines** that include travel stories (women's & men's magazines, lifestyle magazines)
- **Newspapers** with a travel section

Online Publications

- Online Versions of Travel Magazines
- Online Only Travel Magazines (gonomad.com, Pology.com)
- Online Travel Guides/Resources (About.com, Frommers.com, Fodors.com)
- Travel Review and Booking sites (tripadvisor.com, kayak.com)
- Travel Blogs (range from magazine quality to garbage)

Television/Video

- Travel Shows produced for broadcast or cable TV
- Travel segments on news, variety or talk shows
- Travel video produced for the internet

The Competition

You're competing with every other story in the world for a very limited number of outlets.

Every travel writer and editor is being bombarded with hundreds of story ideas every day. Less than 1% will be chosen by any one outlet for publication.

How Do You Stand Out From the Crowd?

- Great Stories
- A well-written, complete press release with photos
- An updated, working website in English
- Visibility on other websites/calendars
- Media Outreach/Networking

Define Your Story (Stories)

It's up to you what you
want your story to be.



What Kinds of Stories Get Published?

- A day in...
- Walking tour of...
- A unique venue (shop, attraction, hotel, restaurant) in...
- The history/evolution/re-emergence of ...
- Profile of a significant or interesting person (artisan, business owner, community leader)

Lists Are Hot

- Top 5 dim sum restaurants in Chinatown,
- Best places to hear live XX music
- Top XXX tailors or dress makers
- Most unexpected imports from XXX
- 6 XXX public artists to look out for
- 7 unusual souvenirs from XXX

How to experience a particular custom: What Goes Without Saying, Shouldn't.

- The proper way to eat chicken's feet
- Etiquette in a Korean spa
- Best strategy for eating at a Korean BBQ
- Introduction to dim sum
- How to order a custom suit
- Mah jong for beginners

*Known and Lesser Known Ethnic Attractions

- **Identifiable landmarks** (buildings, icons, public art, what goes on the postcard?)
- **A tourism product** - a tour, a museum, a class or workshop (cooking, craft, dance)
- **An event**, whether annually or more frequent, public religious ceremonies beyond festivals (Filipino Holy Week, Japanese New Year)
- **Cultural shops** (not every shop, only those with some cultural flavor)
- **Temples/churches**
- **Craftspeople/artisans/artists** (shoemaker, dress maker, wood carver, metal worker, instrument maker), not just in a cultural center, but as a business
- **Cultural services** - Chinese/Thai massage, Korean Spa, Restaurants/ethnic markets

Note: Have Flexible borders for maps and stories. Include related attractions outside, but near your borders

Visually Frame Your Story



Nisei Week Where?



**Could Be
Anywhere**



Nisei Week in LA- Walking Away



Nisei Week, Little Tokyo, Los Angeles



Print publications and travel TV are looking for something ORIGINAL, quirky and compelling.



Depth and detail make the story.

- Cambodian American Cou-tour - a visit to Cambodia Town's Top Fashion Designers
- Handle with Care: Japanese American potters make tea cups for Japan relief
- Are you a Korean Spa Virgen? Five Things You Should Know Before You Go
- What Makes a Perfect Pork Dumpling? Chinatown's Dim Sum Master Shares the Secret
- Path of the Savior: Christ the Redeemer Statue's Adventurous Journey to Filipino Town

Web publications are looking for traffic.

The best stories are common stories people are looking for.

- Chinese New Year in Los Angeles
- Los Angeles Walking Tours
- Best Sushi Restaurants in Los Angeles

***Have your public presence ready before reaching out.**

- **Website** – in English, **up to date** with working links and contact info
- **Twitter** account
- **Facebook** (not a substitute for a website)
- **Digital photos** for media
- **Press Kit** – fact sheet, press release, map, photos (don't print unless requested, digital press kits are usually preferred)

Components of a Good Press Release: Increase Your Chances of Coverage

Pre-format the content in multiple ways from shortest to longest.

1. **Tweet** – for events, write a tweet including your Twitter address and a website with the full event/venue/story information.
2. **Calendar announcement** - who, what, date, times, where, admission, parking, metro
3. **Story** - write the article for them including all the interesting angles about what makes this an interesting story, so they don't have to call you.
4. **Photos** – Include good professional **photos** to improve your chances
5. **Contact Info** for someone who can answer questions, not a press release service

How to Get Your Press Release Out

- Work with the LA CVB to get your events included in their newsletter.
- Travel and Tourism E-Blasts
 - Hospitality Newsmaker Alert
 - Travelwriters.com
 - NATJA
 - SATW
 - MediaKitty.com
 - Travel Publicity Leads
- Buy a travel media list

Travel Writers Are Your Friends – Court Them!

- Invite them to events, tours, dinners, press trips. 1 on 1 is best, but groups work too.
- Follow them on Twitter and interact. Message or mention them with targeted info.
- Connect on Linked In and Facebook
- Comment on related travel blogs when appropriate (Get Google Alerts)

Plan ahead for events.

- Print features – 1 year.
- Print calendar announcements - **3 to 6 months**.
- Online calendars - **1 month** or more.
- For major anniversary events (25th, 50th, 75th) Start planning at least **2 years ahead** so that you're ready to publicize 1 year ahead.
- Get your **website** updated as early as possible.

Help Writing Your Story

- Journalism Interns
- Anthropology Interns
- PR Interns
- Web Design Students