

## North America Visiting Journalist Program Request Form

Regions, Cities and Industry Partners are eligible for Destination British Columbia's support through the Visiting Journalist program.

Destination BC will consider supporting requests for media visits which:

- Promote British Columbia as a travel destination in print, online or broadcast media,
- represent more than one travel/hospitality industry partner,
- reflect a confirmed assignment by the journalist and editor,
- provide unpaid editorial coverage in our key geographic and sector/vertical markets and support our key strategies,
- represent a publication with minimum monthly readership of 50,000
  - higher circulations may be required based on market and demographic (contact Destination BC's Media Relations department for television / online requirements);
- provide three weeks advance notice.

In order to qualify for support the applicant must demonstrate that they are also making an equal investment in the press trip.

Destination British Columbia's primary means of support will be air or ground transportation. Industry is expected to provide media with accommodations, meals and activities.

When providing support, Destination BC should be recognized to media, industry partners and key stakeholders as a contributing partner. This should include name and contact information of a Destination BC travel media representative, Super Natural BC logo, as well as the HelloBC.com website and social media accounts. For example, the following should be included in the journalist's itinerary:

<p><b>Destination British Columbia</b> 12<sup>th</sup> Floor, 510 Burrard Street Vancouver, BC V6C 3A8 Phone: 604-660-2861 <a href="http://www.HelloBC.com">www.HelloBC.com</a> Twitter + Instagram: @HelloBC</p> <p>Tag posts with <b>#exploreBC</b> to share with Destination BC's followers.</p> <p><b>Mika Ryan</b> Manager, Travel Media Relations Phone: 604-660-3762 <a href="mailto:Mika.Ryan@DestinationBC.ca">Mika.Ryan@DestinationBC.ca</a></p>	
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Any coverage resulting from Destination BC funded projects should be provided to Destination British Columbia's Media Relations team in a timely manner.

Spouse / companion flights are not covered and cannot be booked by Destination BC.



**\*Please note that any flight changes and change fees once booked by Destination British Columbia are the responsibility of the requesting partner or visiting journalist.**

<b>Details (To be completed by requesting partner)</b>		
	<b>From, Date, Airport, Airline, Flight #</b>	<b>To, Date, Airport, Airline, Flight #</b>
Requested Flights and indicate aisle or window preference		
Requested Car Rental		
Requesting BC industry partner, include contact information		
Name and description of media outlet		
Would you like to receive story ideas and invitations from Destination British Columbia by email?		
Full names as appearing on travel identification		
<b>For US media only:</b> Please include full name (as appearing in passport), gender, date of birth, passport number and expiry date.		
Geographic area / demographics		
Circulation / Audience size		
Advertising rates		



Online exposure (provide full details, including extent of coverage and audience analytics)	
Social media	Twitter account: Number of Twitter followers: Instagram account: Number of Instagram followers: Facebook account: Number of Facebook followers: Pinterest account: Number of Pinterest followers: Other:
Journalist's email address	
Journalist's telephone number	
Journalist's home or office address	
Journalist's emergency contact number while travelling	
Visit dates	
Feature content / interest	
Feature length	
Airdate / Publication date	
Name of commissioning editor	



<p>Coverage for <a href="http://www.HelloBC.com">www.HelloBC.com</a> ?</p> <p>For Social Media Influencers: Will #explorebc and @HelloBC be tagged in posts?</p> <p>Can Destination BC re-post photos (with credit) on our @HelloBC accounts?</p>	
<p>Please provide links to samples of journalist's travel stories published in the last 12 months</p>	

Your personal information is collected by Destination BC Corp. ("Destination BC") pursuant to section 26 (c) of the *Freedom of Information and Protection of Privacy Act* (BC) for the purposes of considering your request for support and, if your request is accepted, for arranging for your visit to British Columbia. All questions regarding the collection of your personal information by Destination BC may be directed to: Mika Ryan, Manager, Travel Media Relations, 12<sup>th</sup> Floor, 510 Burrard Street, Vancouver, BC V6C 3A8 Phone: 604-660-3762