

## Program Overview

Destination BC is committed to inclusion and inclusive travel that prioritizes a diversity of lived experiences. We aim to support stories that authentically include and engage a wide array of identity dimensions. To view the types of stories that we support, please visit our [Media Room](#).

### Eligibility

Regions, cities and industry partners are eligible for Destination British Columbia's support through the North American 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,
- meaningfully incorporate a minimum of two BC communities (ie. an overnight stay, key experiences, guided activities, meals) that could contribute directly to coverage
- 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 and/or represent a digital platform or channel with a minimum audience of 50,000 followers
  - higher circulations may be required based on market and demographic (contact Destination BC's Travel Media Relations department for television requirements),
- provide three weeks advance notice.

*Due to systemic barriers, we understand that not all journalists may have equal access in establishing the above listed criteria. As such, we find it important to note that criteria (such as minimum circulation) is reviewed on a case-by-case basis.*

### Support

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

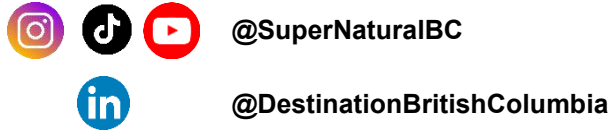
Please note:

- All flights will be booked at the standard fare and do not include checked luggage. Any changes to flights after booking by Destination British Columbia, including associated change fees, are the responsibility of the requesting partner or visiting journalist.
- Spouse / companion flights are not covered and cannot be booked by Destination BC.

### Partnership

Destination BC believes in partnership. To us, this means collaborative, connective and relational work. 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, the SuperNaturalBC.com website and social media accounts. Please also include names, logos and links to the specific [Destination BC Iconic area or route](#) in all itineraries. Logos can be accessed [here](#). Please see the example below of what to include in the journalist's itinerary. We also ask and appreciate if the hosting partner can provide Destination BC with a copy or link to the final itinerary and resulting coverage.

**Official Destination BC social media accounts:**



<p><b>Destination British Columbia</b> 12<sup>th</sup> Floor, 510 Burrard Street Vancouver, BC V6C 3A8 <a href="http://www.SuperNaturalBC.com">www.SuperNaturalBC.com</a> @SuperNaturalBC</p> <p>Tag posts with <b>#exploreBC</b> to share with Destination BC's followers.</p> <p><b>Sabrina Robson</b> Manager, Travel Media Relations Phone: 604-953-6708 <a href="mailto:Sabrina.Robson@DestinationBC.ca">Sabrina.Robson@DestinationBC.ca</a></p>	
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**Activities:** It is your sole responsibility to understand the nature of the activities in which you may choose to participate on this trip, including any risks associated with these activities. Your participation in any such activities is voluntary, and Destination BC or its hosting partners will not be in any way responsible for any resulting injury or loss. The individuals or entities responsible for the activities may require you to sign waivers or other legal documents as a condition of your participation in the activities.

**Travel and Other Insurance:** It is your sole responsibility to arrange and pay for any insurance that you consider necessary or advisable in connection with your trip, including life, travel, accident, medical, property or other insurance.

## Request Form To Be Completed

The following table asks for information related to your press trip assistance request. This form needs to be fully completed to be processed.

**Your privacy is important to us.** 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: Sabrina Robson, A/Manager, Travel Media Relations, 12th Floor, 510 Burrard Street, Vancouver, BC V6C 3A8 Phone: 604-953-6708

- Would you like to receive story ideas and invitations from Destination British Columbia by email?**
- We’d love to amplify your work. Can Destination BC repost content (photos and articles related to this trip, with credit) on our social channels, @SuperNaturalBC**

<b>TRIP DETAILS</b> <i>(to be completed collaboratively by requesting partner with journalist)</i>		
<b>Visit dates</b>		
<b>Requested flight details</b> <i>(Indicate preferred airline/flight, aisle or window preference and frequent flyer number, if available)</i>	<b>Arriving Trip</b> Date (month, day, year): Departure city: Arrival City:	<b>Return Trip</b> Date (month, day, year): Departure city: Arrival City:
<b>Requested car rental</b>		
<b>Accessibility needs</b> <i>(ie - wheelchair assistance, service animal)</i>		
<b>Requesting BC industry partner</b> <i>(Please include contact details)</i>		
<b>Please list the BC communities included in this itinerary</b> <i>(Minimum 2, please include a brief explanation)</i>	Example: Vancouver – arrival and overnight Victoria – overnight and hosted dinner Whistler – transfers and experience	



<b>Name and description of media outlet</b>	
<b>JOURNALIST/CREW DETAILS</b>	
<b>Total number of travellers in group</b>	
<b>Preferred name and pronunciation</b> <i>(Please include for all crew members)</i>  <i>*A separate form for each media outlet will need to be completed</i>	
<b>Legal name</b> <i>(Full name as it appears on your passport / travel identification)</i>	
<b>Pronouns</b> <i>(For example they/them/theirs, she/her/hers, he/him/his)</i>	
<b>Date of birth</b> <i>(mm-dd-yyyy)</i>	
<b>Email address</b>	
<b>Telephone/mobile number</b> <i>(required for flight bookings)</i>	
<b>For international media</b> <i>(required for flight bookings)</i>	Gender marker as it appears on passport: Passport number: Passport Expiry date (mm-dd-yyyy):  Nationality:



<p><b>Dimensions of Identity (OPTIONAL)</b></p>	<p>We know forms can feel impersonal and that your identity isn't a checkbox. As it feels comfortable to you, in your own words could you please share with our team how you describe yourself and the different parts of your identity or experience? For example, this might be things like "I have an invisible disability", "I grew up speaking Portuguese and learned English as an adult", "I am a woman of colour", "I am a two-spirit Indigenous person and a parent", "I am a gay cisgender white man".</p>
<p><b>Home or office address</b></p>	
<p><b>Language/s</b> <i>(What language/s do you communicate in and create content in?)</i></p>	
<p><b>Full participation, dietary and accessibility needs</b> <i>(Physical access needs, health concerns, preferred communication formats, ASL interpretation, dietary requirements)</i></p>	
<p><b>Any phobias that you would like us to be aware of?</b></p>	
<p><b>Journalist's emergency contact person while travelling</b></p>	<p>Name: Phone number: Alternate phone number: Relationship:</p>
<p><b>(OPTIONAL) Please share with us what inclusive and responsible travel means to you?</b> Asked another way, what does contributing to inclusive and responsible travel look like to you?</p>	
<p><b>MEDIA OUTLET AND COVERAGE DETAILS</b></p>	
<p><b>Media Outlet</b></p>	
<p><b>Market area / demographics</b></p>	
<p><b>Circulation / Audience size</b></p>	

<b>Social media</b>	<p><b>For content creators: #ExploreBC, @SuperNaturalBC must be tagged in posts.</b></p> <p>Instagram account handle: @</p> <p>Facebook account link:</p> <p>YouTube account:</p> <p>TikTok: @</p> <p>LinkedIn:</p>
<b>Feature Content / Interest</b>	
<p><b>(OPTIONAL) Please tell us how you embed inclusive and responsible travel values into the work you do, the content you create and the stories you share?</b></p>	
<b>Airdate / Publication date</b>	
<b>Name of commissioning editor</b>	
<b>Past articles written by journalist</b>  <i>(Please provide links to samples of work. Preferably travel related stories published in the last 12 months)</i>	

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