

TRAVEL MEDIA TIPS

Are You Prepared for the Media?

- Do you have a press kit?
 - * If not, you may want to consider putting some quick reference material together that you can give to media. A fact sheet would be a good place to start and at least one good picture of your business in high resolution.
- Who are your spokespeople?
 - * If media calls, does your staff know who can answer media's questions? Does your staff know how to get a hold of those people? Do you have a media policy in your orientation?
- Hosting media.
 - * Have you considered whether or not you would host media complimentary or for a lower price, sometimes called a "media price?"

A Travel Writer is Staying at or Visiting Your Business...What Do You Do?

- Be sure staff knows the writer is there.
 - * Although we all preach good customer service, if a travel writer has a bad experience, it will not bode well for your business. The writer could include the info as a "tip/warning" to travelers or not mention your business in the story.
- If hosting a writer, set up a time to meet them.
 - * You may meet in your office, at lunch or dinner, or in the lobby. Take the writer on a tour of your facilities if time allows. The writer is staying with you so take advantage of the opportunity.
- Have press materials ready.
 - * If you have a press kit and photos, be sure to have them ready for the writer when he/she is at your business or you can leave them at the chamber prior to the travel writer's arrival and let us take care of making sure the writer has your information.

Tips on Interviewing with Travel Writers

- You're Never Off the Record
 - * No matter how much you like the writer, don't ever say anything you wouldn't want to see in print. There is no such thing as "off the record."
- Be Prepared
 - * You know the ins and outs of your business, but the writer may not even know your address. When answering questions, things that seem obvious to you - "we specialize in Italian cuisine", "our rooms are designed to make you feel like you're in paradise" - may not even register with the writer
- Speak simply
 - * Quotes should be short and concise.
- Remember the Reader
 - * When answering questions, keep in mind that potential guests will be reading your quotes. If you're interviewing for a story on family fun, gear answers toward families. If you're interviewing for a story on people traveling with their pets, answer questions with pet lovers in mind.
- Never say "no comment"
 - * If you don't know the answer to the question, tell the writer you'll get back to him/her. If you cannot answer the question, be honest about why you can't answer it.
- Be positive and smile!

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