



THE VALUE OF EARNED MEDIA

LUNCH & LEARN WEBINAR



AGENDA

1. **Introductions**
2. **Value of Earned Media**
3. **Canadian Program Results**
4. **Outdoor Travel Trends**
5. **Q&A**
6. **Conclusion**



WHAT IS EARNED MEDIA?

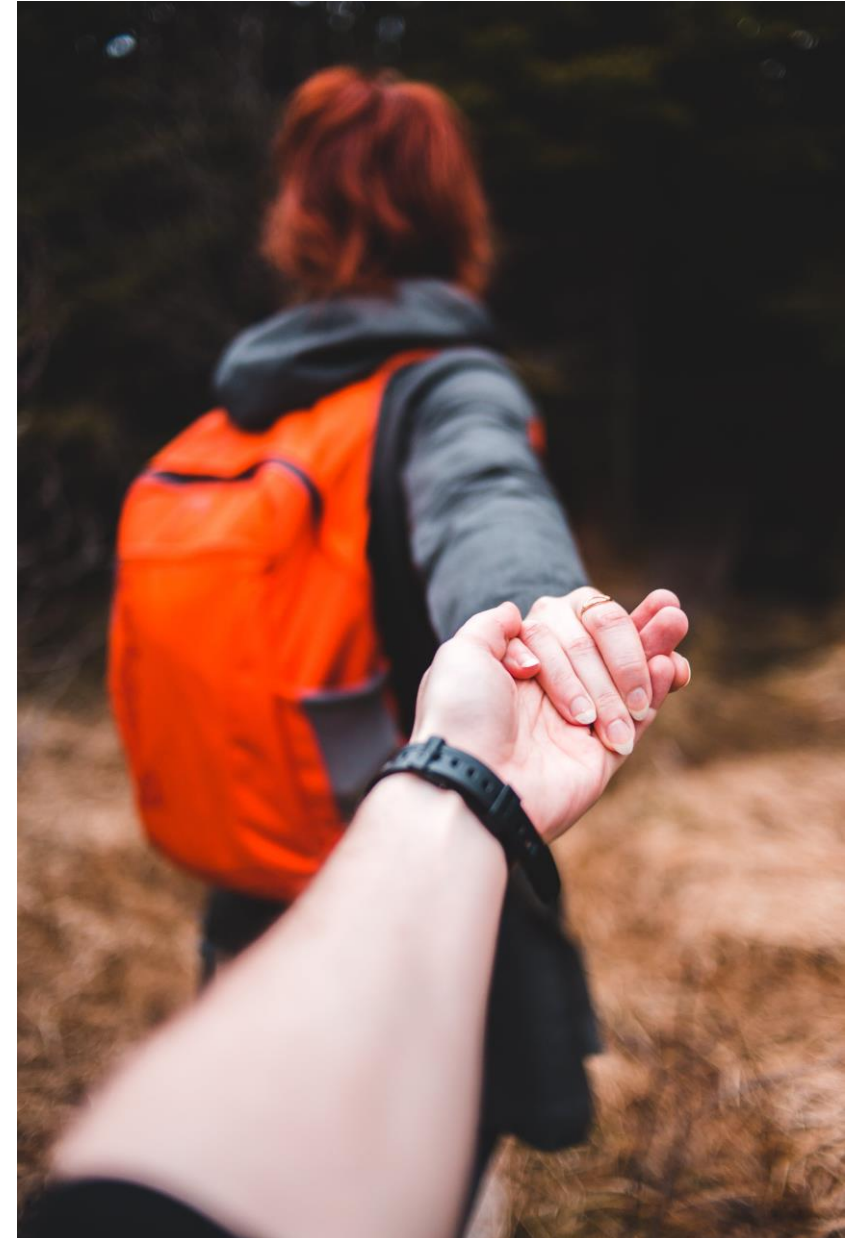
Earned media is any material posted about your brand or organization that **you haven't paid for or created yourself**.

In the travel and tourism industry, this looks like coverage of your destination or attraction through a third-party outlet or securing an endorsement with no money exchanged.

- Media Relations
- Influencer Relations
- Blogger Relations
- Link Building
- Word-of-mouth

Unlike paid or owned media, where you are in control of your message, earned media comes with a **calculated risk** and **level of trust** because you are leaving it up to *other people* to tell your story.

But the payoff can be huge...



VALUE OF EARNED MEDIA

90% of people will **choose a product that comes with a person's recommendation** (even if they don't know that person) over one lacking this endorsement.

78% of people **rave about their favorite recent experiences** to people they know at least once per week.

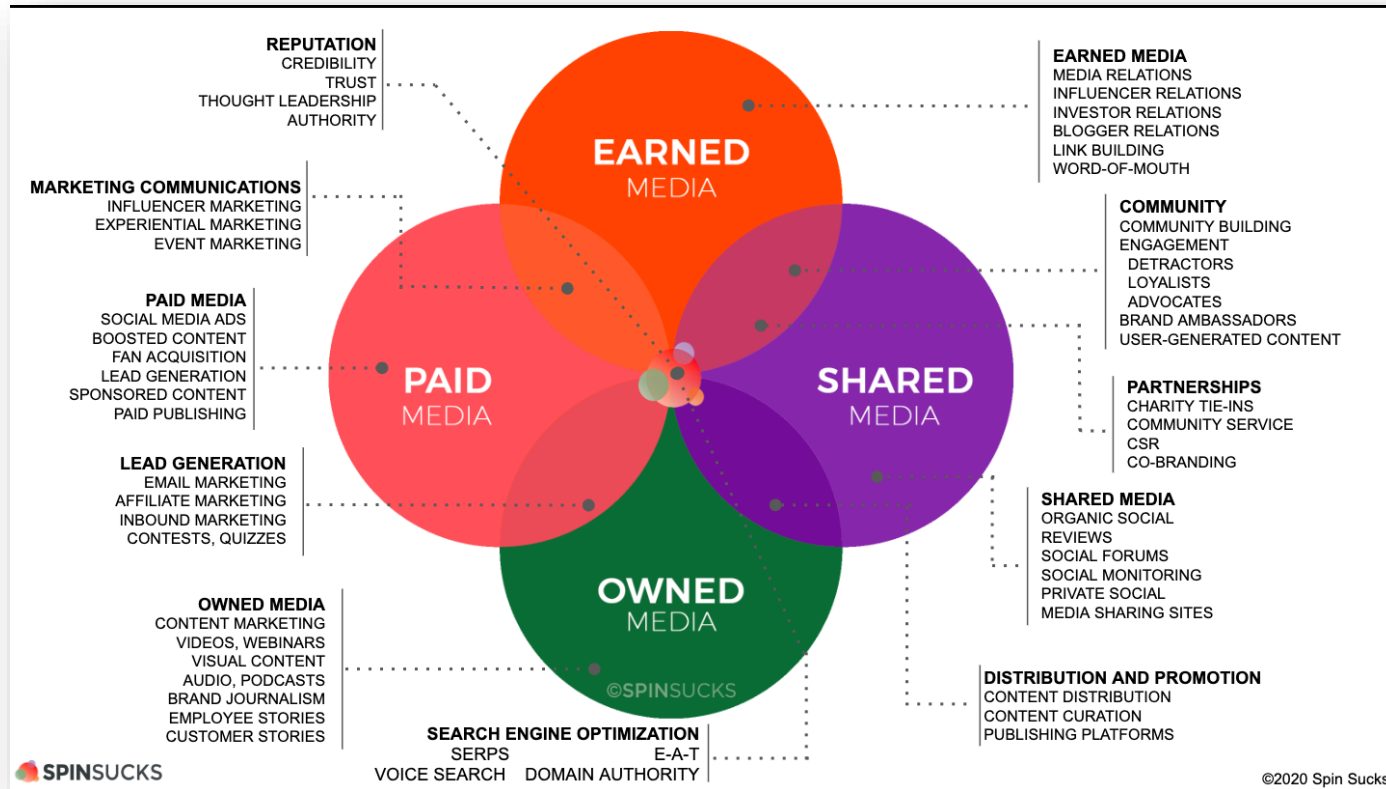
88% of people **had the highest level of trust** in a brand when a friend or family member recommended it.

26% of people will **completely avoid a brand** if their friend or family tells a negative story about their experience.

21% of people will **lose trust in a brand**, whether they've been a customer or not, **because of bad word-of-mouth**.

92% of consumers around the world say they **trust earned media** above all other forms of advertising.

EARNED MEDIA IN YOUR TOURISM MARKETING MIX



Tourism marketing efforts should consist of a mix of **paid, earned, shared and owned** media tactics to ensure that each touchpoint and channel work together to provide a unified, strategic message.

Earned media can be daunting because of the lack of control organizations have, but combining earned media with your paid, shared and owned tactics builds authenticity and develops trust with your audience.

TYPES OF MEDIA OUTREACH

Press Releases

A press release is a **newsworthy** statement prepared for the media that outlines the main facts of a story in a journalistic way. It should read like a news story, be written in the third person, focus on facts instead of emotions and cite quotes and sources. Press releases are sent for things like announcements, anniversaries, upcoming events, new attraction openings, etc.

Media Alerts

A media alert is sent out to invite media to a newsworthy event, ribbon cutting or press conference. It provides the main facts (who, what, where, when) and includes what photo or video opportunities the media can expect.



TYPES OF MEDIA OUTREACH

Pitches

You are your organization's greatest advocate. With proactive PR pitches, you get to identify and tell the stories that you want to share – the ones that position your destination or attraction as unique, compelling and different. Proactive story pitching is about active outreach, taking the initiative to get the word out, and finding the right media people and publications to partner and work with.

A pitch is a targeted email sent to a media member with a brief description of a story idea, explaining why it's a fit for that person, their publication and their audience. Pitches can be used to get an interview with a representative of your organization, feature a story about your destination, get coverage in a specific publication and more.



ADDITIONAL TACTICS

Media Hosting

Hosting media in-destination gives writers an insider look that they can't get from reading a website or visitor's guide. It allows them to experience the destination firsthand – visiting the main museums, trying the tastiest dishes, capturing the best outdoor views and meeting your friendliest partners.

Depending on the publication or type of writer, the media member may share their own experience or opinion of a destination. Others visit to see what they might learn from a destination for a deeper piece about a certain angle.

Influencer Marketing

Destinations can work with influencers in two different ways: earned vs. paid. Many times, destinations partner with influencers for **social coverage** to a target audience (could be based on geography, interest or lifestyle). Other times, destinations will partner with content creators for **specific deliverables**, such as photos, videos, blog posts and ghost-written copy that is owned or licensed by the destination.



EARNED MEDIA CASE STUDY: NYSTIA CANADIAN PR CO-OP

PROGRAM GOALS

01	Understand and leverage travel trends and patterns to influence perceptions of NYS among Canadian day-trippers and overnight visitors.
02	Inspire travel and visitation among leisure travelers in Toronto, Ottawa, Hamilton, Kingston, and surrounding areas within neighboring provinces of Canada.
03	Seek positive third-party endorsements of New York as a travel destination and highlight program partners through proactive PR, media and influencer relations.
04	Host writers to see and experience destinations and document travels firsthand.

EARNED MEDIA CASE STUDY

BTI highlighted the 16 program partners through proactive and reactive PR, influencer relations and hosted visits, positioning NYS as a **must-visit destination for 2022/2023**.

Representatives from our team attended the **Travel Media Association of Canada Annual Conference (TMAC)** and **Discover America Day (DAD)** to further build relationships with Canadian writers. We attended a virtual Munch & Mingle to network with Canadian media members and hosted our own **Munch & Mingle** in Toronto to showcase our NYS destinations.

We organized 11 media FAMs for Canadian writers, bloggers and influencers, who wrote about their experiences in partner destinations across TravelAwaits, Nuvo, Readers Digest, Active Over 50 and Modern Traveller.





RESULTS AT A GLANCE

16

Program Partners

11

Media FAM Trips

3

Media Events

75+

Social Posts

12

Articles

1

Conference

1

Featured Spread

2024 OUTDOOR TRAVEL TRENDS

Transcendent Travel

Travelers are seeking life-affirming moments and unforgettable experiences. They don't want to just sit on the beach, they are seeking out challenges that allow them to truly be present or embrace a moment in time that will have an impact on their lives beyond the immediate trip. In New York State, this could mean hiking a high peak in the Adirondacks or riding a hot air balloon over Letchworth State Park.

Forage Tourism

Taking farm-to-table dining to the next level, travelers are now interested in foraging for their food. Destinations, travel agencies and companies like Airbnb are offering foraging experiences where guests can learn how to find and prepare their food and gain knowledge they can take with them into their lives.

Water is the Main Event

Water is expected to continue being a main factor in trip planning, with the majority of vacationers agreeing that being near water makes them feel more relaxed.

Surprise/Flexible Travel

The younger generation of travelers want to be flexible and fluid with their travel plans. They don't want to plan a full itinerary ahead of time, they want to go with the flow and see where the trip takes them. Outdoor travel lends itself well to this trend as it already requires flexibility due to weather and often doesn't require advanced reservations.



2024 OUTDOOR TRAVEL TRENDS

Active Family Travel

Families are discovering that active travel is a great way to connect and explore the world together.

Shoulder Season Travel

There is been an increase in travel earlier in the spring and later in the fall. Travelers are looking to beat the summer crowds and enjoy more temperate weather. Shoulder season travel can help combat climate change and overtourism.

Analog Travel

Gen Z is starting to move away from incessant social media posting and is instead opting for older technology like Polaroid cameras, film cameras or camcorders to document their adventures. Travelers are looking to unplug their devices and recharge by spending time in nature. Disconnecting from their devices allows travelers to fully connect with their scenic surroundings. This also ties into the growing trend of **Silent Travel**, where visitors are looking to escape the overstimulation of daily life and simply rest and reset during their trip.

Neuroinclusive Travel

An estimated 15% of the world's population experiences some form of neurodiversity and organizations and destinations are working to offer greater accessibility to neurodiverse people. Outdoor attractions can offer neurodiverse people the opportunity to avoid travel pain points like large crowds, long lines and overstimulating locations.

Astrotourism

Travelers are looking to visit destinations devoid of pollution, crowds and traffic so they experience starry skies and astrological events.



2024 OUTDOOR CO-OP PROGRAM

The goal of this collaborative PR program is to promote world-class cities across New York State and the best of America's great outdoors.

The program will target media, influencers and publications located in drive and feeder markets who are interested in the outdoors, hiking, biking, kayaking, boating, waterways, etc.

Interested in learning more? Please let us know and we would love to talk to you!



QUESTIONS?





THANK YOU

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