



TRAVEL MEDIA

GROW YOUR BUSINESS THROUGH TRAVEL MEDIA

Your Story. Your Experience. Your Opportunity.

Cariboo Chilcotin Coast Tourism partners with regional operators to increase visibility, attract new visitors, and unlock global media opportunities — from accommodations and tours to Indigenous experiences, outdoor adventures, restaurants, and cultural attractions. Travel media — journalists, writers, bloggers, photographers, broadcasters, and influencers — help tell your story to highly engaged audiences worldwide.

The Power of Public Relations

Organic Awareness: Build widespread consumer demand by placing your experience in major print, digital, and television channels.

Content Amplification: Leverage verified editorial reviews and social assets across your own organic marketing channels.

Targeted Reach: Connect directly with niche communities interested in what you offer.

Benefits of Working with Media

- ✓ Increase destination awareness
- ✓ Generate valuable third-party credibility
- ✓ Reach targeted, high-intent audiences
- ✓ Create repurposable marketing content
- ✓ Enhance online presence and brand recognition
- ✓ Support long-term visitation growth
- ✓ Showcase unique experiences and stories

Who We Work With

CCCT works with operators across all categories:

Accommodations • Tours • Attractions

Restaurants • Transportation services

Indigenous tourism experiences

Outdoor adventures • Cultural attractions

What Media Are Looking For

- Unique and immersive experiences
- Authentic local and Indigenous stories
- Seasonal and time-sensitive opportunities
- Sustainability and conservation initiatives
- Culinary, agritourism, and wellness experiences
- Outdoor recreation and adventure
- Community and cultural connections

Tools & Newsletter & Resources Available: Travel media coaching, FAM tours, Destination BC resources, and industry research.

Media Success Spotlight

A local eco-adventure operator collaborated with the CCCT to refine their brand narrative and optimize their image assets. By hosting a specialized press itinerary organized with CCCT, they secured major third-party editorial features — resulting in an immediate surge in organic digital reach and a noticeable boost in direct seasonal bookings.

How It Works

From your experience to the global traveller — the CCCT media pathway explained.

Strategic Media Workflow Pipeline

How regional experiences are amplified through institutional networks to reach the global traveller:



What Is a Familiarization (FAM) Tour?

A FAM tour brings journalists, travel writers, or content creators directly to your operation — at no cost to them — so they can experience your product firsthand and write authentically about it. CCCT organizes and manages FAM tours in partnership with Destination BC and Destination Canada. Your role as an operator is to host, welcome, and share your story. You can choose to host media on a complimentary basis or offer them a media rate, and this can be either a full or partial host. A full host typically includes accommodation, meals, and activities, while a partial host may cover only select elements, such as accommodation or specific experiences.

After the visit: Coverage can appear from 4 weeks to 18 months later and be a single issue or long-term digital content. CCCT will share links and assets with you as they go live — content you can reshare across your own channels to maximize reach.

The Media-ready Narrative Transformation

Media professionals seek authentic, compelling, human-interest narratives — not plain product descriptions. See how updating basic marketing text creates irresistible editorial hooks:

Traditional Framework (Before)	Experiential Narrative Hook (After Transformation)
We are eco-friendly.	Off-grid eco-adventures that reconnect travellers with nature while supporting sustainable tourism.
We offer horseback riding tours.	Reconnect with nature through guided horseback adventures across the Cariboo’s breathtaking backcountry landscapes.
We offer guided kayaking tours.	Sunrise kayaking experiences through wildlife-rich waters for travellers seeking authentic nature-based escapes.

Get Ready & Get Started

Your practical guide to working with CCCT travel media – from preparation to partnership.

Are You Media-Ready? Checklist

- [] Do I have rights-cleared, high-resolution photography? (*minimum 300 dpi, JPEG or TIFF, no watermarks*)
- [] Do I have a variety of shots? *Landscapes, action, people, food, interiors – editors need options*
- [] Can I respond to press inquiries within 24 hours? *Speed matters – editorial windows are tight*
- [] Do I have 3 unique narrative story angles drafted?
- [] Is my website secure, mobile-friendly, and up-to-date?
- [] Am I logistically ready to host media on-site?
- [] Have I provided CCCT with my newest updates?
- [] Am I or is someone on my team media trained and willing to do interviews?

Keep Us Updated

Please notify CCCT of: new products or experiences, new facilities, seasonal offerings, awards, sustainability initiatives, new photo or video assets, and business changes.

The more we know, the better we can represent your business to media and trade partners worldwide.

How to Get Started

Step 1: Contact Julia: Reach out to share your story angles, new offerings, or hosting capacity.

Step 2: Submit your assets: Send high-resolution images, updated bios, and any seasonal opportunities.

Step 3: We pitch: CCCT and Destination BC identify the best editorial opportunities and pitch your story to aligned media.

Step 4: Host & share: Welcome media on-site, share your experience authentically, and let CCCT handle logistics.

Travel Media Newsletter Sign-Up

Subscribe to our biannual newsletter for story call-outs, media opportunities, hosting openings, industry trends, and workshop updates.

Photo & Asset Standards

- Minimum 300 dpi • JPEG or TIFF format
- Having photographer's agreement and clear photo credit requirements
- A mix of landscape (16:9 or 3:2) and vertical shots
- No logos, watermarks, or text overlays
- Have signed model releases on file for all people shown
- Variety: action, landscape, portrait, food, detail
- Caption ready: location, activity, season noted

Tip: *A strong image library is the single biggest factor in securing media placement. Invest here first.*

What Global Editors Seek

- Authentic, community-led cultural perspectives and historic linkages.
- Tangible off-grid initiatives, carbon mitigation, and wildlife stewardship.
- Melding rigorous outdoor recreation with culinary and wellness depth.