



NORTH AMERICAN VISITING JOURNALIST PROGRAM PROFILE FORM

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

Tourism BC will consider support requests for media visits which:

- 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 readerships 50,000
 - higher circulations may be required based on market and demographic (contact Tourism BC's Media Relations department for television / online requirements);
- three weeks advance notice is requested.

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

Tourism 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, TBC should be recognized to media, industry partners and key stakeholders as a contributing partner. This should include name and contact information of a TBC travel media representative, consumer information for HELLO BC (website and phone number), and where possible the TBC logo (see below for example):

When writing articles on British Columbia, you may want to include the Tourism British Columbia toll free number: 1-800-Hello BC (435-5622) and website: HelloBC.com. These services provide free help and advice in planning or booking a BC vacation.

Tourism British Columbia

12th Floor, 510 Burrard Street

Vancouver, BC V6C 3A8

Phone: 604-660-2861

Fax: 604-660-3383

Toll-free Information & Reservations: 1-800 HELLO BC (435-5622)

www.hellobc.com

Cindy Burr

Travel Media Specialist

Phone: 604-660-3767

Cindy.Burr@tourismbc.com

Any coverage resulting from TBC funded projects should be provided to Tourism British Columbia's Media Relations team in a timely manner.

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

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

Details (To be completed by requesting partner)		
	From, Date, Airport, Airline, Flight #	To, Date, Airport, Airline, Flight #
Requested Flights		
Requested Car Rental		
Requested Other (_____)		
Requesting BC Industry partner, include contact information		
Name and description of media outlet		
Total number of travellers in group (please provide separate forms for each outlet)		
Market area / demographics		
Circulation / Audience size		
Advertising rates		
Online exposure (provide full details, including extent of coverage and audience analytics)		
Media/Crew full names as appearing on passport		
Please include title, gender, date of birth, passport # and expiry date.		

Please include full contact information including emergency contact and/or mobile number while travelling	
Visit dates	
Feature Content / Interest	
Airdate / Publication date	
Coverage for Tourism BC (i.e. will 1-800 HelloBC or www.HelloBC.com be included?)	
Accommodation preference, if any? Does the journalist intend to mention the hosting hotel(s) in the article? If so, please provide details.	
Does the journalist intend to mention specific restaurants in their article?	
Dietary and/or physical access requirements, if any	
Past articles written by journalist	