

## North America Visiting Journalist Program Request Form

Regions, Cities and Industry Partners are eligible for Destination British Columbia's support through the 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,
- 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
  - higher circulations may be required based on market and demographic (contact Destination BC's Media Relations department for television / online requirements);
- provide three weeks advance notice.

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

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

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

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 HelloBC.com website and social media accounts. Information on activities, insurance and COVID-19 should also be included. The following is an example of what to include in the journalist's itinerary:

**Destination British Columbia**

12<sup>th</sup> Floor, 510 Burrard Street

Vancouver, BC V6C 3A8

[www.HelloBC.com](http://www.HelloBC.com)

Twitter + Instagram: @HelloBC

Tag posts with **#exploreBC** to share with Destination BC's followers.

**Mika Ryan**

Manager, Travel Media Relations

Phone: (604) 953-6730

[Mika.Ryan@DestinationBC.ca](mailto:Mika.Ryan@DestinationBC.ca)



**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 (including any medical or quarantine costs that are related to COVID), accident, medical, property or other insurance.

Before travelling in British Columbia, please familiarize yourself with the following information regarding COVID-19:

- BC Centre for Disease Control  
<http://www.bccdc.ca/health-info/diseases-conditions/covid-19>
- Government of Canada - COVID – 19: Travel, testing, quarantine and borders  
<https://travel.gc.ca/travel-covid>
- Government of Canada – ArriveCAN  
<https://www.canada.ca/en/public-health/services/diseases/coronavirus-disease-covid-19/arrivecan.html>
- HelloBC.com – Know Before You Go  
<https://www.hellobc.com/know-before-you-go>

**Please note:**

- Any flight changes and change fees once booked by Destination British Columbia are the responsibility of the requesting partner or visiting journalist.
- Spouse / companion flights are not covered and cannot be booked by Destination BC.

Details (To be completed by requesting partner)		
	From, Date, Airport, Airline, Flight #	To, Date, Airport, Airline, Flight #
Requested Flights and indicate aisle or window preference		
Requested Car Rental		
Requesting BC industry partner, include contact information		

Name and description of media outlet	
Would you like to receive story ideas and invitations from Destination British Columbia by email?	
Full names as appearing on travel identification	
Date of birth	
<b>For US media only:</b> Please include full name (as appearing in passport), gender, date of birth, passport number and expiry date	
Journalist's email address	
Journalist's telephone/mobile number (required for booking)	
Journalist's home or office address	
Visit dates	
Geographic area / demographics	
Circulation / Audience size	
Online exposure (provide full details, including extent of coverage and audience analytics)	

Social media	Twitter account: Number of Twitter followers: Instagram account: Number of Instagram followers: Facebook account: Number of Facebook followers: Pinterest account: Number of Pinterest followers: Other:
Journalist's emergency contact number while travelling	
Dietary and/or physical access requirements, if any	
Feature content / interest	
Feature length	
Airdate / Publication date	
Name of commissioning editor	
Coverage for <a href="http://www.HelloBC.com">www.HelloBC.com</a> ? Can Destination BC re-post photos (with credit) on our @HelloBC accounts?  For Social Media Influencers: #ExploreBC and @HelloBC must be tagged in posts	
Please provide links to samples of journalist's travel stories published in the last 12 months	



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: Mika Ryan, Manager, Travel Media Relations, 12<sup>th</sup> Floor, 510 Burrard Street, Vancouver, BC V6C 3A8  
Phone: 604-953-6730