



Working with the Media

Presented by Monica Poling
PR & Media Manager, AIANTA



AIANTA

American Indian Alaska Native
Tourism Association

Understanding **Media/Public Relations**




Media Relations

Media relations, or publicity, is a powerful tool for **influencing and changing behavior.**

It provides **critical, third-party endorsement** for a product, service, issue or organization.

--PR Quick Start


German Travel Trade

 **Made for minds.**

Search TOP STORIES

TOP STORIES MEDIA CENTER TV RADIO LEARN GERMAN

GERMANY BREXIT WORLD BUSINESS SCIENCE ENVIRONMENT CULTURE SPORTS






Advertisement



TOP STORIES / ENVIRONMENT / GLOBAL IDEAS


GLOBAL IDEAS

America's Plains Indians bring back bison to their lands

Plains Indians and conservationists are reintroducing the iconic American buffalo to public lands and reservations, a century after the creature's decline.



Advertisement


Date 08.01.2019

Author Enrique Gili

Related Subjects [Biodiversity](#), [Environment](#), [Wildlife](#), [Data journalism](#)

Keywords [Global Ideas](#), [Environment](#), [biodiversity](#), [wildlife](#), [bison](#), [Native Americans](#)

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Media Relations

Smithsonian.com **SUBSCRIBE** SMARTNEWS HISTORY SCIENCE INGENUITY ARTS & CULTURE TRAVEL AT THE

citizenship and personal identity. Multiple galleries in the lower Manhattan destination will take guests through Robinson's life with artifacts including baseball equipment from famous games and the wedding dress worn by his wife, Rachel. A theater reminiscent of an old-time stadium will show a feature with interviews, historic footage and home videos of Robinson and the era he lived in.

Stewart Indian School Museum and Cultural Center

Carson City, Nevada

Opening Fall 2019



(some) Types of Media

Print

- Newspaper: Daily
- Newspaper: Local
- Magazine (Consumer)
- Magazine (Trade)
- Newsletters

Broadcast

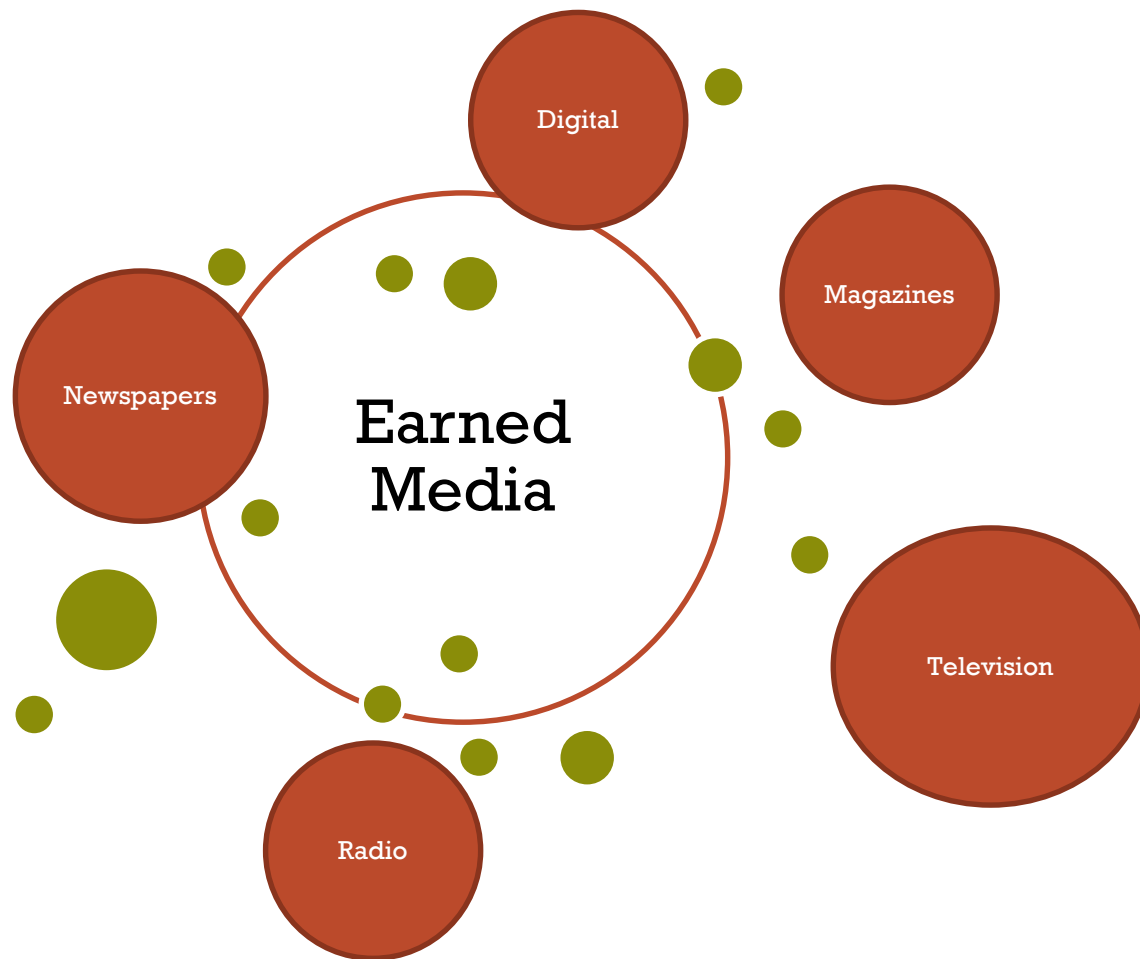
- Network Television
- Cable Television
- Radio

Digital / Other

- Wire Service(s)
- Online News Sites
- Blogs
- Review Sites (TripAdvisor, etc.)
- Social Media



Types of Media



Earned Media

Earned media (or free media)
refers to publicity gained
without payment.

“Earned media is the **most
trusted and credible** form of
content for a brand or
organization”

Search Results



tulip resort casino



All

Maps

Images

News

Videos

More

Settings

Tools

About 666,000 results (0.74 seconds)

Tulip Resort Casino

<https://www.tulalipresortcasino.com/> ▼

Tulalip Resort Casino – official site. Seattle area location offering gaming, luxury accommodations, entertainment, and fine dining.

Resort

Accommodations - T Spa -
Amenities - Packages & Specials

Dining

Tula Bene - Eagles Buffet - Blackfish -
Cedars Cafe - ...

Entertainment

Tulalip Resort Casino – Enjoy
fabulous activities and ...

[More results from tulalipresortcasino.com »](#)

Gaming

Slots - Poker - Jackpot Winners -
Table Games - ...

ONE Club

ONE club members get a point for
every dollar of slot play. That's ...

Packages & Specials

Tulalip Resort Casino - Take
advantage of our valuable ...

TULALIP RESORT CASINO \$167 (\$247) - Updated 2019 Prices ...

<https://www.tripadvisor.com> > ... > Washington (WA) > Marysville > Marysville Hotels ▼

★★★★★ Rating: 4.5 - 1,324 reviews - Price range: \$\$ (Based on Average Nightly Rates for a Standard Room from our Partners)

10200 Quil Ceda Blvd, Marysville, WA 98271-9163. ... Went to visit friends in the area and decided to stay at the hotel. It's a beautiful high class facility with multiple dining choices, fun slots to play and a luxury room with all the amenities.

Tulalip Resort Casino - Home | Facebook

<https://www.facebook.com> > Places > Tulalip, Washington > Landmark ▼

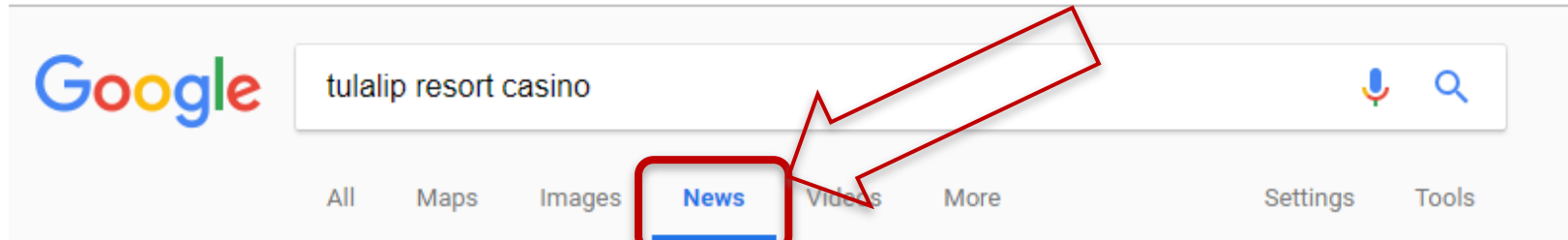
★★★★★ Rating: 4 - 13,146 votes

Tulalip Resort Casino - 10200 Quil Ceda Blvd, Tulalip, Washington 98271 - Rated 4 based on 13146 Reviews "Home away from Hone. Great customer service..."



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Earned Media



About 2,690 results (0.24 seconds)



The Guess Who Will Rock **Tulalip Resort Casino** in May 2019

Business Wire (press release) - Jan 25, 2019

TULALIP, Wash.-(BUSINESS WIRE)--The Canadian rock band The Guess Who will be performing live in **Tulalip Resort Casino's** Orca ...



Celebrate Lunar New Year on February 5 at **Tulalip Resort Casino**

Capitol Hill Times - Jan 23, 2019

Tulalip, WA – Celebrate the Year of the Pig on Tuesday, February 5 at **Tulalip Resort Casino**. Property-wide Lunar New Year events include the ...

Aristocrat Installs its First Tribal Lottery System (TLS) Games in ...

PRNewswire (press release) - Jan 2, 2019

"**Tulalip Resort Casino** and Quil Ceda Creek Casino are excited to be the first properties to introduce Aristocrat cabinets and games into the ...



116th St Intersection Debuts New Signals This Weekend

Everett Post (press release) (blog) - Jan 26, 2019

Besides helping the local get around a little faster, the project was also designed with the Outlet Mall and **Tulalip Resort Casino** in mind; visitors ...

The Media Landscape In 80 Years



Media is Changing Rapidly



1940



1980



2020



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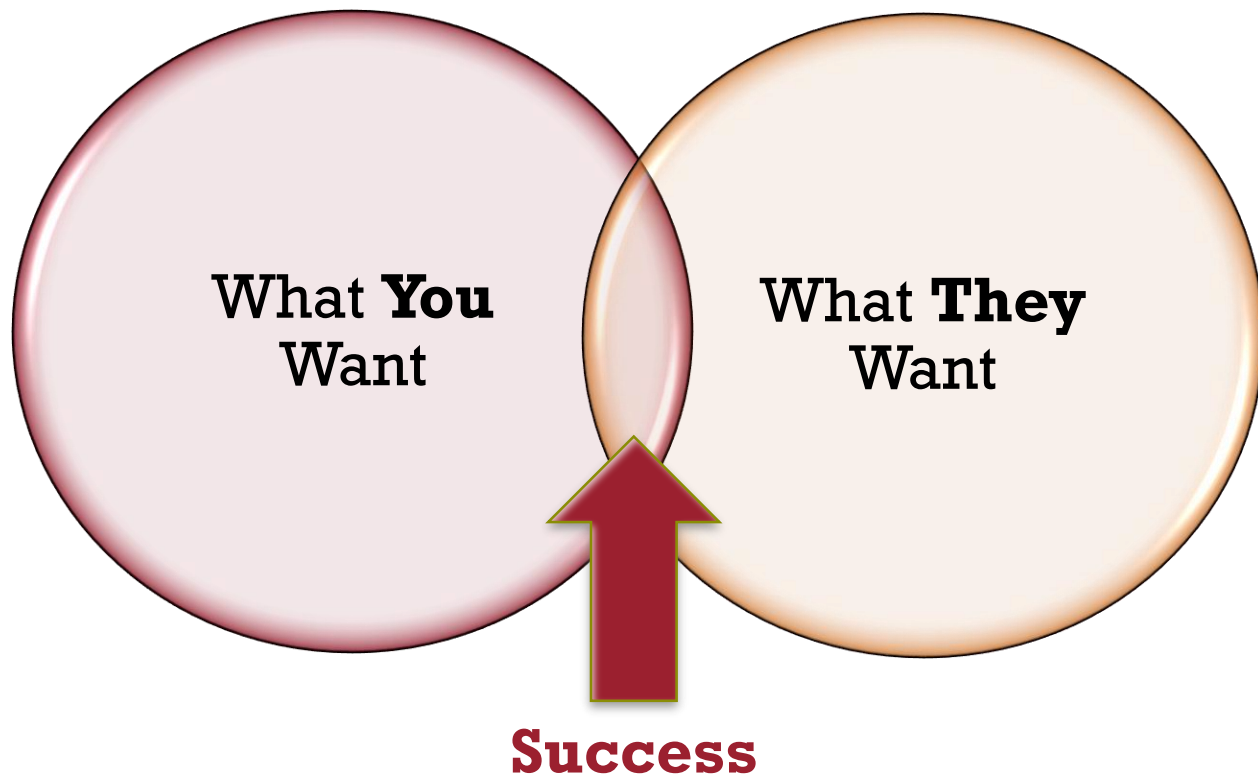
Media (Then)



Media (Now)



Media (Always)



Telling a Good Story



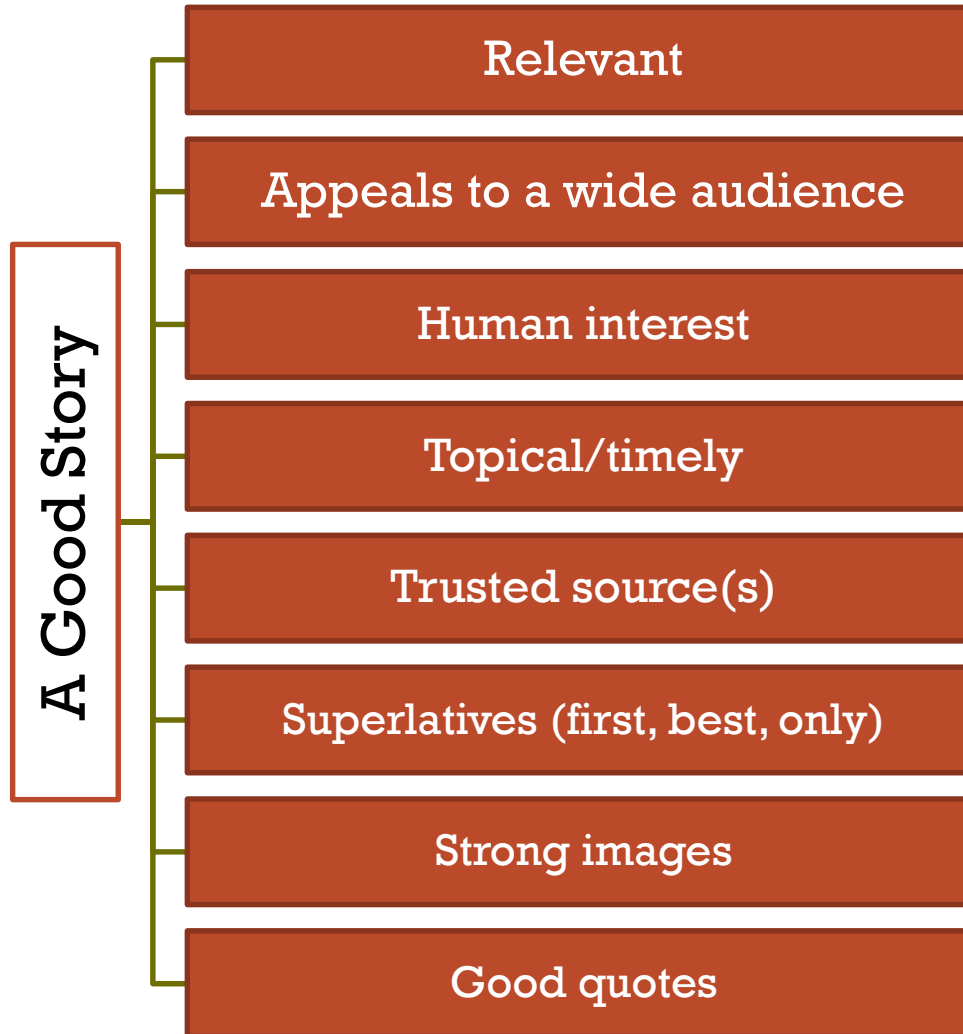
Journalism

Journalism is
“**storytelling with a purpose.**”

Creating a good story means finding and verifying important or interesting information and then presenting it in a way that **engages the audience.**

--The Elements of Journalism

A Good Story



A Good Story

■ Relevant

- Appeals to a wide audience
- Human interest
- Topical/timely
- Trusted source(s)
- Superlatives (first, best, only)
- Strong images
- Good quotes

Relevant



Pitch: Traverse Alaska has introduced its 2019 Intimate Iditarod Experience.

Relevant

Pitch to...?

- Jane Smith, Crime Reporter, KOB-TV News
- Janeen Christoff, Editor-in-Chief, TravelPulse.com
- Renee Brinks, Contributing Editor, Travel Weekly
- John Lewis, Features Editor, Islands Magazine

Relevant



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RIVER CRUISES: EVOLVING OPTIONS
FOR CUSTOMIZED TRAVEL



News & Featured Destinations

Our Voices

Resources

Hotel & Cruise Search

Site Search



Renee Brincks

Contributing editor



Renee Brincks edits the Alaska eNewsletter for Travel Weekly and writes destination features for the publication's print and digital platforms. She first explored Alaska while working for a tour company in Juneau, and has since covered the state for BBC Travel, Sunset, Alaska Airlines Beyond and others. Her travel, culture and culinary stories also appear in National Geographic Traveler, Hemispheres, Zagat, the San Francisco Chronicle and the Des Moines Register.

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More Articles by Renee Brincks



Mush! Traverse Alaska offers Iditarod adventure

As mushers prepare for this year's Iditarod Trail Sled Dog Race, a new tour will take guests behind the scenes for eight days...



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Relevant

- **Renee Brinks, Contributing Editor, Travel Weekly**
 - Covers Alaska for Travel Weekly
- Jane Smith, Crime Reporter, KOB-TV News
 - Let's hope Iditarod is not crime news
- Janeen Christoff, Editor-in-Chief, TravelPulse.com
 - A possible pitch, but the Editor-in-Chief doesn't usually do much writing
- John Lewis, Features Editor, Islands Magazine
 - Islands Magazine mostly covers tropical islands.

Relevant

- News must be relevant to the journalist pitched
- Must also be relevant to your **target audience**

Relevant

Arizona Target Demographics

- Adventure Travelers
- Heritage Travelers
- Wellness Travel
- Culinary Travel

Arizona Top International Markets

- Mexico
- Canada

Relevant??



Most Relevant



Relevant



(some) Video Games Set in Arizona

- American Truck Simulator
- Call of Duty: Advanced Warfare
- Cars
- Harley-Davidson: Race Across America
- Tiger Woods PGA Tour 14
- Wasteland 2

A Good Story

- Relevant
- **Appeals to a Wide Audience**
- Human interest
- Topical/timely
- Trusted source(s)
- Superlatives (first, best, only)
- Strong images
- Good quotes

Appeals to a Wide Audience



Pitch:

Mia Taylor

Contributing Editor

TravelPulse.com

Appeals to a Wide Audience

- AIANTA Launches New Website
- Air Canada Revamps its Business Class Service
- Why You Should Never Use a Travel Agent
- Native American Restaurant Emphasizes Farm-to-Table Cuisine

Appeals to a Wide Audience

- **Native American Restaurant Emphasizes Farm-to-Table Cuisine**
 - Farm-to-table is kind of 2015, but still appeals to a wide audience
- Air Canada Revamps its Business Class Service
 - Might appeal to some, but mostly relevant in Canada
- AIANTA Launches New Website
 - Website launches pretty much appeal to no one.
- Why You Should Never Use a Travel Agent
 - Might appeal to a wide audience, but trade magazines only cover stories that favor travel agents.

A Good Story

- Relevant
- Appeals to a Wide Audience
- Human interest
- **Topical/Timely**
- Trusted source(s)
- Superlatives (first, best, only)
- Strong images
- Good quotes

Topical/Timely



Pitch:

On February 9, 2019, which would be the best story to pitch?

Topical/Timely

- Plan Early for Your Holiday Travels with a New Snowboarding Package by G Adventures
- Celebrate Valentine's Day with an All-Inclusive Trip to Sedona
- Pueblo Harvest Café Served Up 10,000 Slices of Oven-Fired Pizza in 2018
- Heavy Snowfall Could Lead to Record Wildflower Season in Monument Valley Says Floral Expert

Topical/Timely

- **Heavy Snowfall Could Lead to Record Wildflower Season in Monument Valley Says Expert Florist**
 - Wide audience appeal, topical, includes expert opinion
- Pueblo Harvest Café Served Up 10,000 Slices of Oven-Fired Pizza in 2018
 - February 9 is National Pizza Day, so some online outlets may want this; it's still better to give a few days notice.
- Celebrate Valentine's Day with an All-Inclusive Trip to Sedona
 - February 9 is generally too late for Valentine's Day feature stories. Even online writers usually want at least a week.
- Plan Early for Your Holiday Travels with a New Package by G Adventures
 - Too early for holiday coverage (unless the tour operator is offering an early-bird booking discount)

Advance Notice

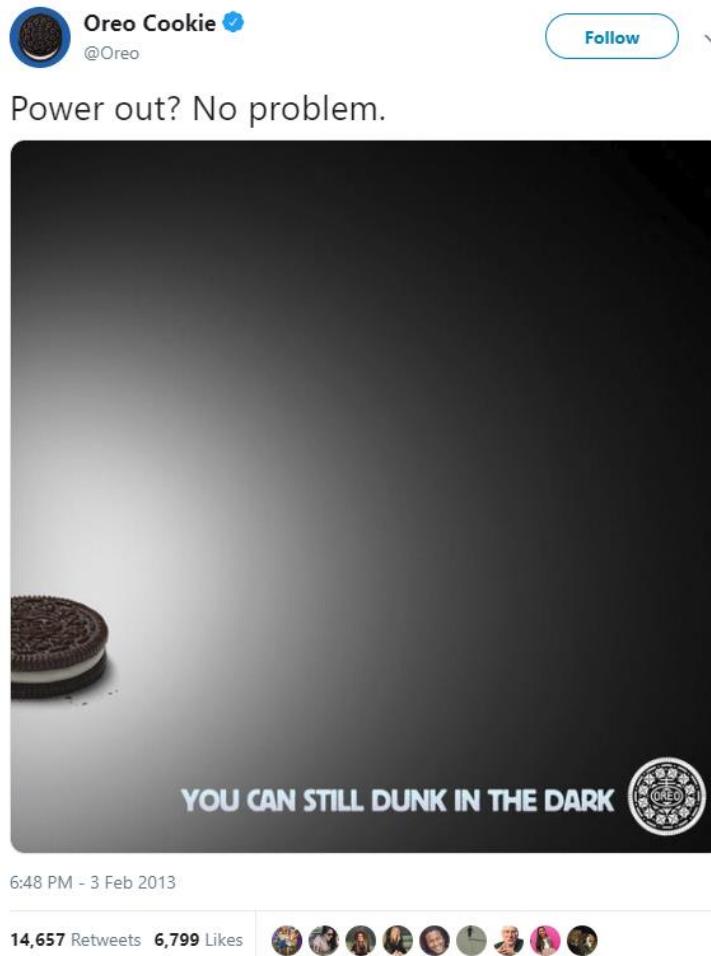
- **Breaking News**
 - Immediate
- **Feature Stories**
 - Depends on outlet
 - Magazines up to three or four months
 - Online at least a week or two

Topical/Timely

Newsjacking

Newsjacking is the art and science of **injecting your ideas into a breaking news story** so you and your ideas get noticed.

Newsjacking



Newsjacking



Newsjacking

- **December 22, 2018:** Federal Government Shutdown
- **December 31, 2018:** National Parks Suffer...



By –
Ellen
Knickmeyer,
Associated
Press

By –
Jocelyn
Gecker,
Associated
Press

48

comments

Share ...



National parks suffer vandalism, overflowing toilets during government shutdown

Nation Dec 31, 2018 5:54 PM EST

WASHINGTON — Human feces, overflowing garbage, illegal off-roading and other damaging behavior in fragile areas were beginning to overwhelm some of



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Newsjacking

Navajo Nation parks staying open during federal shutdown

BY ASSOCIATED PRESS

Published: Wednesday, October 2nd, 2013 at 6:07am

Updated: Wednesday, October 2nd, 2013 at 6:07am


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 PRINT

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WINDOW ROCK, Ariz. (AP) — Navajo Nation officials say the tribe's parks aren't affected by the federal government shutdown.

Navajo Nation Parks and Recreation Department Manager Martin Begaye announced Tuesday that "all Navajo Nation tribal parks are fully operating and open to the public."

The Navajo tribal parks are open seven days a week with the exception of Christmas, New Year's and Thanksgiving.

The parks include Little Colorado River Navajo Tribal Park, Lake Powell Navajo Tribal Park, Monument Valley Navajo Tribal Park, Four Corners Monument, Bowl Canyon Recreation Area and Window Rock Navajo Tribal Park.



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Topical/Timely



Use Google Trends to track what's trending.

<http://trends.google.com>

Google Trends

Monday, January 28, 2019



1 Anthony Davis

[Anthony Davis has told Pelicans he won't re-sign](#) ESPN • 13h ago

200K+
searches



2 Lakers

[Anthony Davis has told Pelicans he won't re-sign, agent says](#) ESPN • 13h ago

200K+
searches



3 Classroom

[Madison teachers prepare to bring Black Lives Matter into the classroom](#) Madison.com • 7h ago

100K+
searches



4 Atlanta weather

[Snowstorm to hit Atlanta during Super Bowl week. What could possibly go wr...](#) USA TODAY • 4h ago

100K+
searches



5 Canvas

[Abandoned building becomes canvas for artists](#) KAUZ • 1h ago

100K+
searches



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Google Trends

● cactus league
Search term

+ Compare

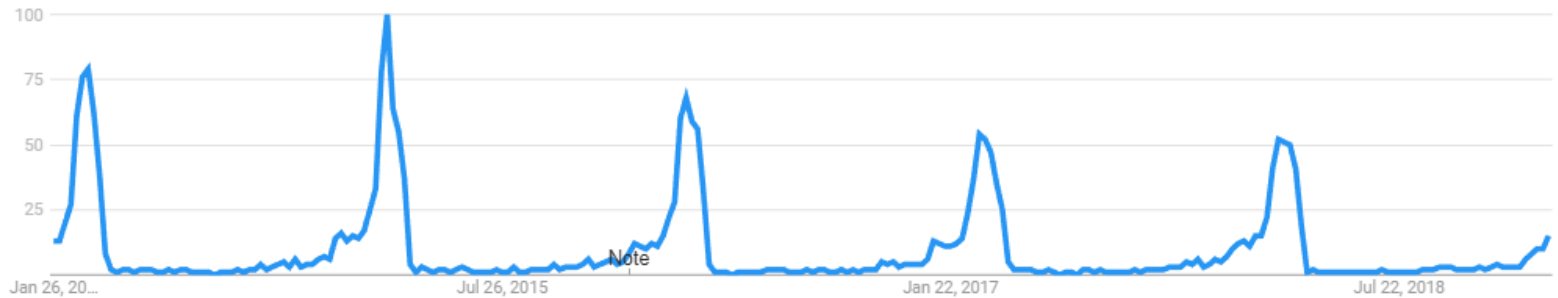
United States ▼

Past 5 years ▼

All categories ▼

Web Search ▼

Interest over time ?



A Good Story

- Relevant
- Appeals to a Wide Audience
- Human interest
- Topical/timely
- Trusted source(s)
- Superlatives (first, best, only)
- **Strong images**
- Good quotes

Strong Images



- Nearly all media/social media stories are accompanied by an image
- Native Americans are not well represented in stock image sites
- If you don't provide a photo, you are stuck with what the media chooses

The Pitch



Reaching the Media

- Press Releases/Media Advisories
 - Email individually
 - Mass email/mail merge/email distribution services
 - Newswire services
- Social Media
 - Twitter remains a favored source for journalists
- Pitch
 - Email or call directly
- Media Events
 - Press conferences
 - Tradeshows
 - Fam trips

Are Press Releases Dead?

- 53 percent of journalist (U.S.) and 41 percent (outside the U.S.) don't use press releases to find new story ideas.
- 29 percent (U.S.) and 36 percent (non-U.S.) “somewhat” rely on press releases
- 16 percent (globally) use press releases but would prefer a different format.


Are Press Releases Dead?


- The press release lets you tell your story
 - You can't control what a writer produces, but your press release can act as backup if they get it wrong
- It helps reporters fact check
 - Be sure to Include important/relevant data and quotes from executives
- Helps with SEO and Google indexing
 - Carefully placed links in your press releases can help Google find relevant pages on your site, which can help with SEO.
 - Distributing a press release with a newswire service can help extend that reach.


Using Social Media


- 34 percent use social media platforms as their first news source.
- 37 percent expect to spend more time on Twitter and Instagram this year. 27 percent of reporters said that Twitter is their primary news source.
- 70 percent said that the way Facebook and Twitter rank news sources isn't helpful to their work.


Using Social Media

Monica Poling


News Feed


Messenger


Watch


Marketplace


Shortcuts


American Indian Al... 18

Travel Glitter 20+


NativeAmerica.Travel 20+


GW Cultural Herita... 1


Nametests


See More...


Explore


Groups

Pages


Events

Fundraisers


Games




New Shoshone-Bannock casino to open Feb. 13
FORT HALL — The Shoshone-Bannock Tribes have announc...
idahostatejournal.com
20 hours ago · 3 shares



Shoshone-Bannock Casino Hotel announces opening date | East Idaho News
The following is a news release from the Shoshone-Bannock ...
eastidahonews.com
Yesterday · 35 shares



2126 Shoshone Cir, Danville, CA 94526 - MLS 40850693 - Coldwell Banker
OPEN HOUSE: Saturday, January 26, 2019 12:00 PM - 4:00 ...
coldwellbankerhomes.com
13 minutes ago · 1 shares



Fort Washakie School announces plan to release Shoshone Language app
Fort Washakie School has announced they'll be hosting an ap...
county10.com
5 hours ago · 54 shares

Perfecting the Pitch

- 52 percent (U.S.) and 45 percent (non-U.S.) consider relationships with PR pros and agencies “mutually beneficial, but not quite a partnership.”
- More than 41 percent think about a story’s potential for social media sharing when considering if they should write about it.

Perfecting the Pitch

- Write a compelling subject line
 - Don't be boring
- Keep your pitches short
 - Most journalists prefer two-three sentence pitches with a link back to a source for more information (such as a press release)
- Keep your pitches personal/don't mass pitch
 - Avoid the "spray and pray"
 - Read the journalist's work; see if it is relevant to your story
- Remember to include a Call to Action and your contact info
 - If you need more information or I can provide additional sources...
 - Include your email/phone number at the bottom of the pitch so it's easy to find
- Follow up
 - But don't be annoying

Media Events

- Press conferences
- Tradeshows
- Media Marketplaces
- Fam trips

Media Marketplace

visittheusa.com

TRAVMEDIA'S INTERNATIONAL MEDIA MARKETPLACE

Click on upcoming 2018/2019 IMM event in your region

IMM France 12 March 2019 Paris, France	IMM Asia 16 October 2018 Singapore, Asia	IMM USA January 24, 2019 New York, USA
IMM Australia 22 February 2019 Sydney, Australia	IMM Germany 5 March 2019 Berlin, Germany	IMM UK 25 March 2019 London, UK
IMM Brazil 1 April 2019 São Paulo, Brazil		

Media Fam Trips

...when our journalists, tour operators and travel agents experience a destination first-hand, they are able to **better relay information** to their **readers and clients**. Since their jobs involve dispersing information to large numbers of people, this is a valuable tool.

--Arizona Office of Tourism

Updating Your **Media List**



Form Partnerships

- State Tourism Offices
- Convention & Visitors Bureaus
- Chambers of Commerce
- Tour Operators
- Other Local Organizations
- AIANTA

AIANTA Members in the News



Plains Region

Plains Region Tribes & Members

Kansas | Montana | Nebraska | North Dakota | Oklahoma | South Dakota | Texas | Wyoming

America's Plains Indians bring back bison to their lands

One of those descendants is Jason Baldes from the Eastern Shoshone tribe. He's also the executive director of the Wind River Advocacy Center in Fort Washakie, Wyoming. His ancestors' lives were closely linked to the large mammals. // [Deutsche Welle](#); Jan. 8, 2019

Marta Churchwell: Native American art on display in Miami cultural center

Early last year, Spiva Center for the Arts presented the exhibit, "Native American Contemporary," featuring the work of 18 Native American artists representing 14 tribes, primarily from Northeast Oklahoma. It was the first time in Spiva's 70-year history that it presented an exhibit focusing exclusively on Native American art. // [The Joplin Globe](#); Jan. 6, 2019

Creating a successful economic future in northern Montana through tourism

As the new director of Aaniiih Nakoda Tours / Discover Fort Belknap, we have much planned and many ideas. That work includes continuing to improve our visitor infrastructure in the Fort Belknap Indian Community. It includes building more recreation opportunities like hiking trails and better promoting the experiences we are known for. Most importantly, it means continuing to build relationships with our neighbors, so we can all promote our region and expand the length of our visitor season. // [Indian Country Today](#); Dec. 31, 2018



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Search Other Tribes

- Follow them on Social Media
- Check Out Their Newsrooms
- Google their News Coverage
- Set up Google Alerts

Other Ideas

- Follow News Sites (RSS Feeds, Social Media Sites)
- Partner
- Stay Active on Social Media
- Always Include the Travel Trade Media in Your Searches

Stay Active on Social Media



Association of Tribal Archives, Libraries, and Museums ✓
@ATALM

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About

Events

Mailing List Signup

Photos


See more

Create a Page

Liked Following Share ...

See All

Posts




Association of Tribal Archives, Libraries, and Museums 10 hrs ·

If you have never gone to visit the Havasupai and seen the waterfalls and the land that they live on and take care of in the bottom of the Grand Canyon, making the time to visit with them and learn from them about their relationship and history with the Grand Canyon (before the top and the bottom of the Canyon), its plants and animals is a very wonderful opportunity.

Newly expressed agency on one's own land--

"The Havasupai Tribe has decided not to allow outfitters to esco...

See More



APNEWS.COM

Tribal land known for waterfalls won't allow tour guides

FLAGSTAFF, Ariz. (AP) — The thousands of tourists who travel to a...

Donate Send Message

ATALM provides culturally relevant training for tribal archives, libraries, and museums, encourages ...

See More

Community See All

Invite your friends to like this Page

17,635 people like this

17,811 people follow this

Lorrie Kazan and 1 other like this or have checked in

About See All

Typically replies within an hour
Send Message

www.atalm.org

Nonprofit Organization

Price Range \$\$

Opens tomorrow
Closed Now

Suggest Edits

Related Pages


American Indian Film I...
Nonprofit Organization


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Native American

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**Palms Trading Co.** @palmstrading [Follow](#)

**NAVA** @NativeVoters [Follow](#)

[Find people you know](#)

Trends for you

#IAmTheNight

Chris Pine & Patty Jenkins reunite, TONIGHT on TNT

Promoted by I Am The Night

Schultz

211K Tweets

Whitaker

60.8K Tweets

#SAGAwards

Check out the winners and highlights from the 2019 SAG Awards

#RentLive

80.8K Tweets

#RoyalRumble

WWE fans react to the Royal Rumble winners

#HarrisTownHall

6,165 Tweets

#TheBachelor

43.4K Tweets

#KidsBakingChampionship


Colton

Palms Trading Co. @palmstrading


Authentic Native American Art You Can Trust. Family owned and operated since 1933, providing Native American jewelry, pottery and arts at high value.


Natives in America @NativeInAmerica


An online literary publication for Native American, Alaska Native & Native Hawaiian youth. | Tweets by @mredshirtshaw


**Eluxe Magazine** @eluxemagazine · Jan 25


Native Americans are absolutely killing it in the world of #ethicalfashion! Check out what some of the best brands are doing here: [eluxemagazine.com/fashion/fashio...](#) @Hiptipico @Byellowtail @beyondbuckskin #nativeamerican



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Target Travel Trades

- Travel Weekly
- Travel Pulse
- TravelAge West
- Recommend
- Jax Fax
- Travel Insider

Target Travel Trades

Last updated: 09:12 PM ET, Wed July 26 2017

Delta Targets Jennifer Aniston in Latest Open Skies Salvo

AIRLINES & AIRPORTS | DELTA AIR LINES | MONICA POLING | JULY 19, 2017

Aol.

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💖 Lifestyle

⚽ Sport

▶ Video

HOW DO
YOU want to
BANK?

FREE CHECKING, NO MON



SANDIA.C

Delta mocked over 'bitter' video targeting Jennifer Aniston

ROSHINA JOWAHEER

Jul 22nd 2017 4:00PM



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Vet Journalists—Muckrack.com



Monica Poling

📍 Los Angeles, CA

📄 Freelance Writer — [Freelance](#)

🌐 [Canada, Travel](#)

As seen in: [MSN](#), [MSN South Africa](#), [Fox News](#), [Stuff.co.nz](#), [News & Observer](#), [The Charlotte Observer](#), [The State](#), [Roanoke Times](#), [Honolulu Star-Advertiser](#), [The Telegraph \(Macon\)](#) and more

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Cultural tourism pro Monica Poling shares her vices in 140 characters or less. Hotels, books, [#NativeAmerica](#), math & [#Canada](#). !! [@TravelGlitter](#) [@OfficialAIANTA](#)

ARTICLES

🔍 SEARCH ARTICLES

SEE ALL ARTICLES →

Disney Announces Opening Dates for Avatar, Star Wars

By [Monica Poling](#)

[ca.travelpulse.com](#) — If you're beyond ready to head to a galaxy far, far away, there's good news. Disney has announced the opening of its Star Wars-themed lands at Walt Disney World Resorts and Disneyland Parks this week. The new themed lands, which are the largest-ever, single-themed land expansions at either park, will open at 2019. When open, each land will feature all the fanfare and magic expected of Disney.

4 MONTHS AGO | [f](#) | [in](#) | [t](#) | [🔗](#) Open in Who Shared

Wrong byline?

Contact Information

Get email and phone contact information for Monica by joining Muck Rack.

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Social Media



Twitter



LinkedIn

Are You a Journalist?

Create a free Muck Rack account to customize your profile and upload a portfolio of your best work.

[Create a Portfolio](#)



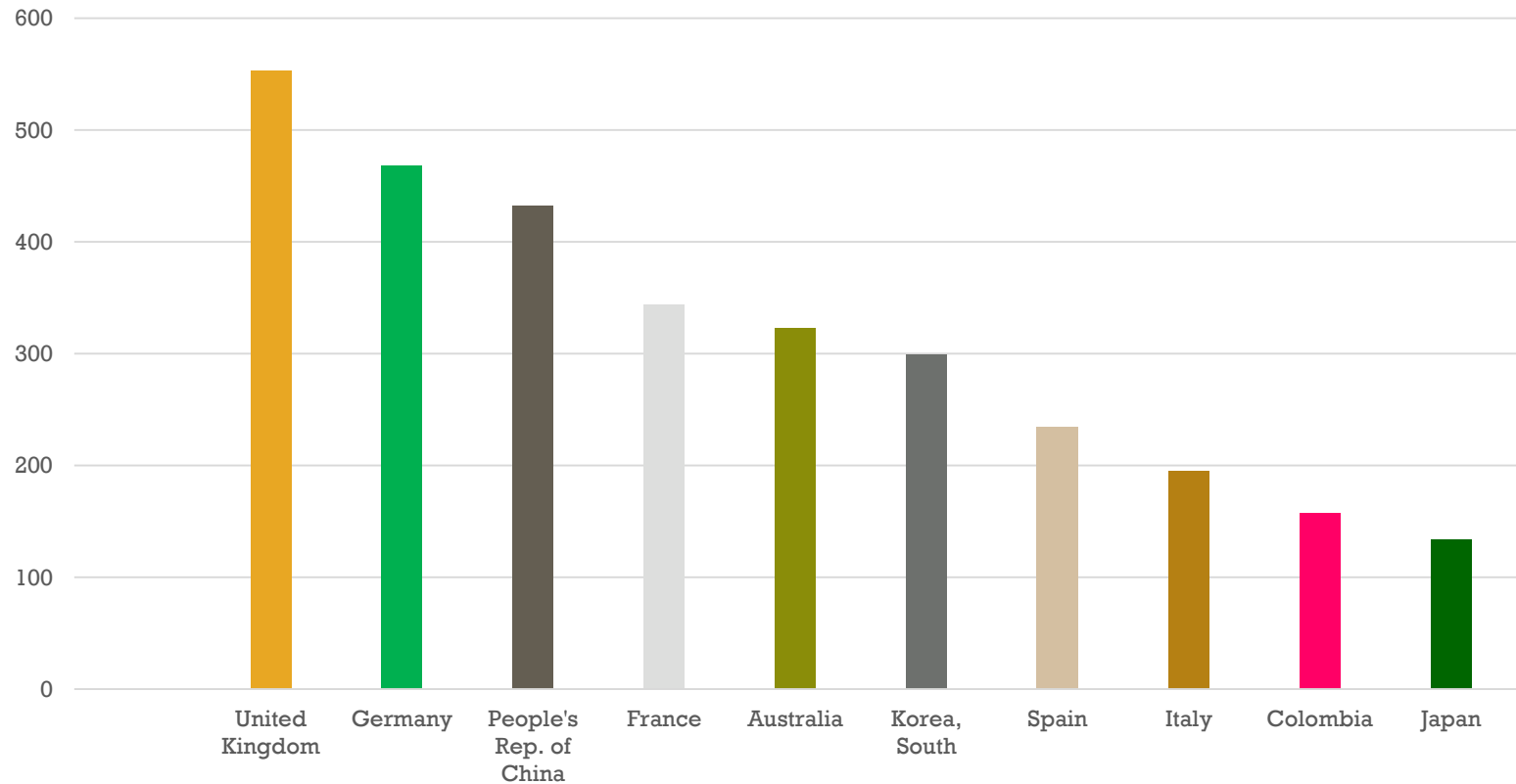
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Working with **International Media**



Overseas Media

Top Overseas Markets to Indian Country 2016



International Media

- Understand Your Market
- Attend Tradeshow/Events
- Target Travel Trade Media
- Translate Your Media Releases/Pitches

Canada Market

- In 2017, Canada delivered the largest inbound travel market to the US with 20.2 million visitors.
- Canadians made 31 million overnight trips in 2016; 61% were to the US.
- The provinces of Ontario, British Columbia, and Quebec account for the largest share of visitors to the United States.

Canadians Look For...

- Cross-border Shopping
- Sightseeing
- Experiential Tourism
- Culinary Tourism
- Cultural Tourism
- Sports Tourism
- Adventure Travel
- Meetings, Incentives, Conferences and Events Travel (MICE)

Mexico Market

- In 2016, 18.7 million Mexicans traveled to the US
- Mexicans make up 24.8 percent of the total of foreign arrivals to the US.
- Travel to the US decreased 7.5 percent in 2017 (over 2016).
- Mexico remains the second-largest source of international travelers to the US.
- By 2022, the Mexico market is expected to reach 19.8 million visitors.

Mexico Market

- Wholesale operators continue to be an important distribution channel in Mexico.
- The younger population is starting to buy more travel packages on the internet.
- Travelers often have the option to pay for their travel to the United States by debit or credit card in fixed installments with no interest.

Mexico Market

- Top destinations for Mexico are
 - California
 - Nevada
 - Texas
 - Florida
 - New York
- Then New Mexico, Colorado, Illinois and Georgia.

Mexicans Look For...

- Mexicans enjoy destinations that offer
 - Shopping
 - Gaming
 - Entertainment
 - Amusement parks
 - A cosmopolitan environment.
- Natural parks and other outdoor destinations are typically not popular among Mexicans
 - Skiing is an exception.
 - Mexicans visit resorts in Colorado, New Mexico, and Utah to ski.

U.K. Market

- Top four U.S. states visited
 - Florida
 - New York
 - California
 - Nevada
- Activities
 - Shopping
 - Sightseeing
 - National Parks
 - Fine Dining
 - Guided Tours

U.K. Market

- Often repeat visitors
 - Opportunity for destinations beyond traditional gateways.
- The National Park Service centennial (2016) still generates interest in the UK
- Culinary tourism
- Authenticity (seeing the 'real' America)
Cultural tourism, musical heritage, small towns and historical sites are also of interest.

German Market

- 82 million people
- 6 weeks vacation per year on average
- World's greatest travelers per capita
- Experienced travelers
- Low unemployment (3.3% in Nov. 2018)
- Competition from other destinations

German Travelers Look For...

- Shopping
- National Parks
- Cultural Tourism
- Native Americans
- Outdoor Activities
- Fine Dining

FVW--German Travel Trade

Zurückschalten in der Prärie

Kansas und Oklahoma sind typische US-Ziele für Reisende. Für Veranstalter ist das eine Chance und Herausforderung: **Cowboys, Indianer und viel City-Flair**

HOLGER M. JACOBS

Receptives? Was ist das?“ Die Frage, ob sie mit Incoming-Agenturen kooperiert, bringt Kris Larkin in Cottonwood Falls sichtlich in Verlegenheit. Bisher bringt sie ihre acht komfortablen Lark Inn Guest Houses, darunter eine umgebaute Kirche, auch ohne Receptives und ohne Marketingplan zu verwalten.

nahe kommen. Auf dem Flint Hills National Trail, einer 150 Kilometer langen ehemaligen Bahnstrecke, geht es zu Fuß oder dem Rad durch die Prärie. Apropos: Historische Routen wie der Santa Fe Trail, der Oregon Trail und der Chisholm Trail führen durch die Region – Wildwestflair ist hier überall zu spüren.

„Das National Cowboy & Western Heritage Museum in Oklahoma City ist für mich eines der Top-Museen weltweit. Ob Rodeo, Kunst, Cowboy-Geschichte oder Indianerkultur, da ist wirklich für jeden etwas dabei. Die Region ist ideal für alle, die sich für die amerikanische Kultur und Geschichte interessieren.“

Michael Bötschi, Knecht Reisen (Schweiz)



PRIVAT

„Die Region bietet mehr als erwartet: eine grüne, abwechslungsreiche Landschaft, sehr freundliche Menschen, tolle und dabei preiswerte Städte wie Wichita, Tulsa oder Oklahoma City. Für Indianerfans sind das Cherokee Heritage Center und das Chickasaw Cultural Center die perfekte Kombination.“

Dirk Büttner, Argus Reisen



PRIVAT

„Mich haben die großen Städte überrascht, in denen wirklich viel los ist – das habe ich mir provinzieller vorgestellt. So können Wiederholer Kultur und Kulinarik in den Cities mit Landurlaub verbinden. Auch die tollen Aussichtspunkte auf die Tallgrass Prairie der Flint Hills sind beeindruckend.“

Merle Guul, America Unlimited



PRIVAT

„Hier kann man das Amerika hinter der touristischen Kulisse entdecken, die Faszination des Normalen erfahren. Zum Beispiel in Städtchen wie Pawhuska, die ihren alten Charme teilweise erhalten haben und nun durch Leute mit Leidenschaft wieder Leben eingehaucht bekommen.“

Kolja Kassner, Canusa Touristik



PRIVAT

Italian Market

- 62.1 million
- Online booking is becoming more complex and more popular.
- Travelers average age is between 35 and 54.
- Seniors represent an emerging segment
- Mainly from urban areas with medium-high social/cultural profile
- Decision making is in the hands of women

Italian Travelers are Looking For...

- Active & cultural trips
- Prefer organized tours with Italian speaking guides
- Last-minute bookers

China Market

- In 2015, nearly 2.6 million Chinese travelers visited the US
- 5 million visitors from China by 2020
- The average age of Chinese travelers to the U.S. is mid-thirties
- Average travel party size is 1.8 people
- Travelers visit an average of 1.8 states
- The median length of trip is seven to fourteen days.

China Market—Top Activities

- Shopping 87%
- Sightseeing 81%
- Fine Dining 51%
- National Parks/Monuments 45%
- Art Gallery/Museum 42%
- Small towns/Countryside 41%
- Amusement/Theme Park 36%
- Historical locations 30%
- Cultural/Ethnic Heritage Sites 24%

Opportunities with AIANTA

- **Showcase USA-Italy**

- Exclusive press event with AIANTA; pre-scheduled meetings; networking opportunities

- **ITB Berlin**

- Pre-scheduled meetings; Brand USA Media Breakfast; on-the-spot interviews; virtual marketplace

- **World Travel Market (UK)**

- Media events; pre-scheduled meetings

- **U.S. Travel Association's IPW**

- Media Marketplace

Thank You

