Working with the Media

Presented by Monica Poling
PR & Media Manager, AIANTA
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
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.
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

<table>
<thead>
<tr>
<th>Print</th>
<th>Broadcast</th>
<th>Digital / Other</th>
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</thead>
<tbody>
<tr>
<td>• Newspaper: Daily</td>
<td>• Network Television</td>
<td>• Wire Service(s)</td>
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<tr>
<td>• Newspaper: Local</td>
<td>• Cable Television</td>
<td>• Online News Sites</td>
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<td>• Magazine (Consumer)</td>
<td>• Radio</td>
<td>• Blogs</td>
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<td>• Magazine (Trade)</td>
<td></td>
<td>• Review Sites (TripAdvisor, etc.)</td>
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<tr>
<td>• Newsletters</td>
<td></td>
<td>• Social Media</td>
</tr>
</tbody>
</table>
Types of Media

- Newspapers
- Digital
- Magazines
- Television
- Radio

Earned 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

Tulalip 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 ...

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 ...

More results from tulalipresortcasino.com »

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 Home. Great customer service...
Earned Media

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
Media (Then)
Media (Now)
Media (Always)

What You Want

What They Want

Success
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

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

- Relevant
  - Appeals to a wide audience
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  - 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
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.

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

Oreo Cookie

Power out? No problem.

YOU CAN STILL DUNK IN THE DARK

6:48 PM - 3 Feb 2013

14,657 Retweets 6,799 Likes
Newsjacking

![Life of a news story](image_url)

- Breaking news
- Public excitement grows
- Journalists scramble for additional information
- Peak
- Old News
- Done

Newsjack here

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Newsjacking

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

**National parks suffer vandalism, overflowing toilets during government shutdown**

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

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.
Use Google Trends to track what’s trending.

http://trends.google.com
### Google Trends

<table>
<thead>
<tr>
<th>Rank</th>
<th>Term</th>
<th>Searches</th>
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<tbody>
<tr>
<td>1</td>
<td>Anthony Davis</td>
<td>200K+</td>
</tr>
<tr>
<td>2</td>
<td>Lakers</td>
<td>200K+</td>
</tr>
<tr>
<td>3</td>
<td>Classroom</td>
<td>100K+</td>
</tr>
<tr>
<td>4</td>
<td>Atlanta weather</td>
<td>100K+</td>
</tr>
<tr>
<td>5</td>
<td>Canvas</td>
<td>100K+</td>
</tr>
</tbody>
</table>

**1. Anthony Davis**

Anthony Davis has told Pelicans he won't re-sign  
ESPN • 13h ago

**2. Lakers**

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

**3. Classroom**

Madison teachers prepare to bring Black Lives Matter into the classroom  
Madison.com • 7h ago

**4. Atlanta weather**

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

**5. Canvas**

Abandoned building becomes canvas for artists  
KAUZ • 1h ago
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

New Shoshone-Bannock casino to open Feb. 13
FORT HALL — The Shoshone-Bannock Tribes have announc...
idaohostatejournal.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 PM ...
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

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 Australia**
  - 22 February 2019 | Sydney, Australia

- **IMM Germany**
  - 5 March 2019 | Berlin, Germany

- **IMM USA**
  - January 24, 2019 | New York, USA

- **IMM UK**
  - 25 March 2019 | London, UK

- **IMM Brazil**
  - 1 April 2019 | São Paulo, Brazil

VISIT THEOSA.COM
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
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
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)

Home
About
Events
Mailing List Signup
Photos
Create a Page

See More

Posts

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

Related Pages

American Indian Film Institute
Nonprofit Organization

AIANTA
American Indian Alaska Native Tourism Association
Stay Active on Social Media

Native American

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
50.8K Tweets

#RoyalRumble
WWE fans react to the Royal Rumble winners 🏆

#HarrisTownHall
6.7K Tweets

#TheBachelor
43.4K Tweets

#KidsBakingChampionship
Cotton

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/fashion... @Hiptpico @yellowtail @beyondbuckskin

#nativeamerican

AIANTA
American Indian Alaska Native Tourism Association
Target Travel Trades

- Travel Weekly
- Travel Pulse
- TravelAge West
- Recommend
- Jax Fax
- Travel Insider
Delta Targets Jennifer Aniston in Latest Open Skies Salvo

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

Delta mocked over 'bitter' video targeting Jennifer Aniston

ROSHINA JOWAHEER
Jul 22nd 2017 4:00PM
Cultural tourism pro Monica Poling shares her vices in 140 characters or less. Hotels, books, #NativeAmerica, math & #Canada. !! @TravelGlitter @OfficialAIANTA

**Disney Announces Opening Dates for Avatar, Star Wars**

By Monica Poling

catravelpulse.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  |  twitter  |  Open in Who Shared

Wrong byline?
Working with International Media
Overseas Media

Top Overseas Markets to Indian Country 2016

- United Kingdom
- Germany
- People's Republic of China
- France
- Australia
- Korea, South
- Spain
- Italy
- Colombia
- Japan
International Media

- Understand Your Market
- Attend Tradeshows/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
Zurückschalten in der Präräie


Cowboys, Indianer und viel City-Flair

„Das National Cowboy & Western Heritage Museum in OKC 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)

„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

Merle Gaul, America Unlimited

„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
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