



April, 2008

What is good PR?

There are four main objectives to good PR when dealing with the Canadian tourism industry and with the press:

“Arouse Interest”

Focus on what is new in your area, what is unique to the area and what is “off the beaten track”. Writers want to discover something that the rest of the world doesn’t know about yet.

“Establish Credibility”

Be honest. If something is not quite up to snuff, don’t try to acquire publicity for it. Ask yourself, “Is this tourism product market ready”? If you are not sure, consult members of the tourism industry who have participated in marketplaces or trade shows for their opinions.

“Client Service”

Treat the industry “front line” and the press as your clients. Go the extra mile. If you can be counted on to provide up-to-date and accurate information in a timely manner and you are especially good at putting together dynamite itineraries, you will quickly become known to media.

“Obtain Results”

Keep a record of all publicity. Try to get copies of any print or web articles produced. Track TV or online broadcasts that feature your area or its tourism product. Find out what an ad would have cost using the same amount of online, print or broadcast time. Track calls and bookings that you receive as a result of the publicity.

The importance of industry contacts

Network, network, network!!!

Get to know those in the tourism industry who offer a product that compliments your own.

- Package your tourism product with complimentary product in your region.
- Get a presence on the internet.
- Information-share with your local representatives and with key industry contacts at large.
- Employ a “key contact” person at your tourism organization to effectively communicate with the media and with lead PR professionals within the Canadian tourism industry.
- Build relationships at the federal, provincial and regional levels of tourism. Gather valuable industry information from their “industry partner” websites.
- Educate your “front line” industry representatives via area product tours, travel trade and media marketplace attendance.

Media relations

There are thousands of print and electronic media outlets and thousands of writers, broadcasters, etc. who produce for these media outlets.

- Target your print, broadcast and online media carefully.
- Research and build an effective list of key media contacts.
- Pitch newsworthy story ideas on your region on an ongoing basis.
- Get your region and your tourism operators involved with existing media relations programs at the federal, provincial and regional levels.
- Host individual or group media tours to your area.
- Always maintain accurate, up-to-date websites, blogs, etc.

Results

- Develop a tracking system and share with all staff, particularly your front line who respond to emails, phone calls, etc.
- Communicate the results of this tracking with all members of your marketing team.
- Gain a greater understanding of how search engine optimization works (SEO).
- Hire a reputable tracking company to track any traditional media coverage in print and broadcast outlets.
- Conduct informal visitor surveys every year.
- Post all editorial coverage at your tourism site for others to view.

What is CLEAR Communications?

CLEAR Communications is a PR company that specializes in Canadian travel, lifestyle and food. We enjoy an excellent working relationship with media who write, broadcast and photograph for markets around the world, including Canada, the U.S., Germany and the UK. Our industry clients include or have included Canadian Badlands Limited, Parks Canada, Hudson's Bay Company (Hbc), Tourism New Brunswick, Savour Ontario, Paddling Ontario, the Varley Gallery, and Northumberland Tourism.

Our Industry Expertise:

- Superior Canadian travel product knowledge
- Solid network of industry contacts in both private and public sectors



- Familiarity with existing tourism industry media relations programs
- Excellent program delivery

Our Media Expertise:

Ability to target media markets and social networkers that best suit our client's product (adventure, mature, group travel, outdoor, ethnic)

- Media contacts across Canada and around the world
- Known for our client service

Services offered:

CLEAR Communications provides full PR services including:

Writing – story idea research and development, website content, blogs, press & trade releases, tourism guides, newsletters, brochures

Tourism product development – advising Canadian tourism regions on market readiness

Translation and editing – reliable sources for editing and french translation

Full In-house Creative – expert web design, graphic design and print production

Event Planning – media receptions, marketplaces, book launches and tours

Media Relation Workshops – tailored to meet clients' needs

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