

DESTINATION GOLDCOAST.™

MEDIA FAMIL FACTSHEET

DESTINATION GOLD COAST'S MEDIA FAMILIARISATION (FAMIL) PROGRAM IS DESIGNED TO ENABLE MEDIA GUESTS TO EXPERIENCE THE GOLD COAST AND ITS EXPERIENCES FIRST HAND. A MEDIA FAMIL VISIT ALLOWS THE PARTICIPANT TO GAIN VALUABLE INSIGHTS INTO THE DESTINATION, OUR LIFESTYLE, AND THE PRODUCTS AND EXPERIENCES ON OFFER. IT WILL HELP MEDIA TO DISCOVER WHAT IS SPECIAL ABOUT THE GOLD COAST AND YOUR PRODUCT.

In return, a media famil visit may generate positive publicity about the Gold Coast as a tourism destination and your product. "Publicity can generate a powerful media endorsement - which acts effectively as a word-of-mouth recommendation" (Source: Tourism Australia). It may help to increase awareness of and create positive attitudes towards the Gold Coast as a tourism destination across various media channels – TV, radio, newspapers, magazines and online. For example, a journalist may produce a travel feature in a magazine or newspaper that features the Gold Coast and/or your product after their visit.

HOW TO PARTICIPATE

Destination Gold Coast continually seeks new opportunities to generate positive publicity for the Gold Coast as a tourism destination. The year-around Media Famil Program is designed to offer participants the opportunity to experience the Gold Coast first hand.

Destination Gold Coast actively identifies media outlets that speak to the Gold Coast's key target markets and invites media guests to discover what the Gold Coast has to offer their audiences. Each media famil itinerary is then designed to showcase certain aspects and experiences of the Gold Coast that align with the interests of the target audience. During this process, Destination Gold Coast will include member products where possible. A formal request will be sent to members, asking if you wish to participate in a particular media famil visit.

Please note that media guests taking part in a media famil visit are under no obligation to produce a story resulting from this visit. Destination Gold Coast highly anticipates that a media famil visit will lead to positive publicity for the destination and your product, however, this cannot be guaranteed.

HOW TO MAKE THE MOST OF A MEDIA FAMIL VISIT

When you host media guests, you want to blow their socks off because if they love your product, they'll tell others about it and nothing sells better than glowing referrals and recommendations. Below we have included a few tips and tricks on how to maximise a media famil visit.

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BEFORE THEIR VISIT:

- Know who you are hosting. Find out who the participants are, what media outlets they are representing, their story angle and interests. Destination Gold Coast will always provide you with these details. However don't be afraid to ask questions and find out more if you're unsure about anything.
- Cater to their individual needs. Be aware of any dietary requirements, special requirements, or health issues of participants, and arrange activity accordingly.
- Don't pack too much in to the day – let them take time to enjoy the best of your experience.
- Prepare a media kit for participants to be provided on arrival (see below for more details).

DURING THEIR VISIT:

- Be a good host. Meet and greet your famil guest and treat them as VIPs during their stay.
- Take the time to show them your products and highlight key features and selling points for each product. Answer any of their questions and offer to email further information or additional answers as a follow up to the visit, and do so promptly.
- Be on time and well organised with your scheduling.
- Check on how they are going throughout their visit. Please note: This does not mean you should follow the media guest around like a shadow - check in to see how they are going throughout their visit and make yourself available to answer any questions or provide additional information.
- Get their contact details for your own database.
- Don't offer them anything you wouldn't give a regular guest. Provide visiting media with a quality experience which is representative of what is available to a regular visitor.
- Be mindful of what you say: Don't tell them anything you don't want to see in a story and avoid the negatives.

AFTER THEIR VISIT

- Follow up within a few days with a short note of thanks. Remember to thank them if they publish a nice story. Media receive so few letters of thanks.
- Never ask a media guest when the story will appear: Many don't know when, as it's the Editors who decide. Destination Gold Coast will provide you with expected publishing dates and a copy of the result, where possible.

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MEDIA KITS

A media kit provides media with additional background information and content about your product. It is an opportunity to include more detailed information on your product, upcoming events or any news. A media kit could include the following materials:

- Latest media releases
- Fact sheets and background information on your business and your products
- Current brochures and promotional material
- Social media contact details
- Product or executive biographies
- High-resolution images (>1MB) of products, company logo, key staff, etc. either on a CD, USB or downloadable via a link
- Business or media contact
- Media kits can be prepared in hard copy and presented in a folder or in an electronically version on a USB or CD.
Provide your media guest with a media kit on arrival.

TOP 5 TIPS FOR ENGAGING WITH DESTINATION GOLD COAST'S COMMUNICATIONS TEAM:

1. Support media famil visits planned by Destination Gold Coast where possible. A famil visit of your product could result in thousands of dollars in publicity.
2. Provide visiting media guests with a quality experience which is representative of what is available to a regular visitor.
3. Provide up-to-date business information to Destination Gold Coast about any new experiences available.
4. Share your best photography with Destination Gold Coast and media for editorial use.
5. Provide feedback. Feedback regarding Destination Gold Coast's Media Famil Program is always welcome and valued. Please contact us at media@destinationgoldcoast.com.
6. If you wish to find out more about generating publicity for your business, please see Tourism Australia's practical guide for working with the media.