

Cision's Travel & Tourism Media Profiles



How can you target the most influential journalists at the most important outlets covering travel and tourism? For superior results, you need up-to-date, critical insights into the media and opinion leaders who specialize in those industries.

Cision's Travel & Tourism Premium Media Profiles deliver industry-specific media intelligence from and about leading journalists at top travel and tourism magazines, websites, social media sites, daily newspapers, and broadcast programs, plus research firms and freelance writers who cover backpacking and budget travel to cruises and luxury travel.

Our database contains detailed information on thousands of travel and tourism media outlets in the United States and Canada. It's updated daily by our skilled media research experts, who identify key journalists, media outlets, social media influencers and opinion leaders. And you'll have access to the most comprehensive database of freelance writers who specialize in industry developments and trends.

By providing circulation rates, broadcast viewership, Internet ratings, and aggregate client-usage data, it is the most effective editorial research resource for communications professionals working in family and business travel, visitors' guides, tourism and more. And with access to exclusive social media metrics, you uncover the key blogs and social networks to incorporate into your campaigns.

Sampling of Outlets

Condé Nast
Traveler

DEPARTURES
MAGAZINE

Go **NOMAD**.com
Inspiration and links to plan your trip

The **Cranky Flier**

lonely planet

Frommer's

Cruise Log

TRIPSO

Detailed Contact Profiles

Profile

sample basic profile

Hanks is a Tourism Reporter. He will look at any press release but asks that all contact be made by e-mail only. Do not include pictures or attachments.

Premium Profile

sample Cision premium profile

Hanks is a Tourism Reporter. He covers "anything that brings a lot of heads and a lot of beds to South Florida, Latin America and the Caribbean," he says. "Tourism is the number one industry in South Florida and the surrounding region, and a huge driver of the economy. So I write about new hotels, resorts and casinos, as well as travel patterns like room rates, how the hurricanes are affecting travel and scaring of conventions, and anything else related to or affecting attractions like the Miami Seaquarium. It's not a travel writing column and I don't write about the airlines."

He looks for local angles to national and international tourism issues. "We love global trends impacting travel in our area. For example, when the euro was strong and that brought a lot of Europeans to the region. A local hook like that is perfect for us," he says. Try to emphasize luxury when possible. "I'm supposed to cover all of it but it's hard to find an interesting angle on the new Comfort Inn. Luxury seems to get a lot more coverage," he says.

He also prefers to speak with employees rather than executives. "I like hearing about people a little lower down the food chain who have a niche expertise, their only job is to market to Canadian gamblers or something. I don't like hearing from CEOs as much because their stories may not be as interesting," he says. Send him studies relating to his circulation area and be as specific as possible when pitching. He says, "I get a lot of broad pitches that say, 'our company is doing well' or 'this company is coming to your area.' There are hundreds of companies coming to this area. But if a pitch says, 'there have been three hotels who have been doing this' or 'this is the first hotel to cater to this niche market,' that is much better." Exclusives have a higher chance of getting coverage. "Don't send me clips from The New York Times and tell me I should write about it too," he says. "There's not a fresh angle if it's already been reported somewhere else." He will look at any press release but asks that all contact be made by e-mail only. Do not include pictures or attachments.

Twitter Handle: twitter.com/doug_hanks

Hanks joined the paper in 2001. Before that, he worked as a food writer for The Washington Post and a general assignment reporter for the business desk of The News Journal in Wilmington, DE.

Benefits of Cision's Media Profiles

Increase coverage. Boost your chances of getting coverage beyond traditional media by uncovering new influencers.

Be more effective. Target your pitches knowing the likes and dislikes, coverage histories, affiliations and areas of personal interest of journalists and analysts. Build rapport and relationships, so journalists think of you first.

Gain a competitive edge. Stay ahead of the news cycle by uncovering editorial opportunities quickly. Position your spokesperson as thought leaders by leveraging the trends and issues identified by media outlets.

Tap into social media. Using Cision's social media metrics, determine which sites are truly influential.

Learn valuable information about reporters' editorial needs, and how to create an effective pitch for them, so you gain an edge over your competition. Basic database profiles provide you with general contact information, but with premium profiles you'll have access to:

- Detailed overviews with quotes direct from the contact, biographical information, filing deadlines and audio interviews
- Preferences on how they like to be contacted, whether it's email, fax, phone, website or mail
- Pet peeves and detailed pitching tips
- Audio interviews to hear journalists' preferences in their own words
- Twitter handles where available

In-depth Outlet Information

sample basic profile

Profile
Launched in fall 2006 for high-end readers seeking value in their travel to popular leisure destinations as well as other interesting vacations. Covers luxury values, travel news, trends, how-to pieces, destination travelogues and provides discounts for travelers by compiling the best deals and offers.

sample Cision premium profile

Premium Profile
Launched in fall 2006 for high-end readers seeking value in their travel to popular leisure destinations as well as other interesting vacations. Covers luxury values, travel news, trends, how-to pieces, destination travelogues and provides discounts for travelers by compiling the best deals and offers from airlines, vacation package providers, cruise lines, hotels, car-rental agencies and travel agents. Features objective editor listings and editor reviews providing in-depth deal evaluations. Highlights include tools such as QuickSearch, spotlight articles, perfect trip series, top ten lists and destination pieces including editor-screened deals to help travelers book their next trip.
Regular sections include: The Buzz, featuring front-of-book pieces and a top ten list on a different travel topic; Price Points, providing information on one destination in three different price ranges; Luxe List, rounding up the best deals in high-end travel around the world; Sweet Spot, evaluating trips according to their balance between cost and seasonal allure; Bring With/Bring Back, suggesting the latest products to bring when traveling or buy while on vacation; The Perfect Trip, showing how to make a trip to three unique destinations within the same region; Trends Spotting, highlighting the latest trends in travel, including new restaurants, places to stay and things to do; 101, giving readers a complete overview of a geographic area, complete with trip suggestions; New & Noteworthy, showcasing the newest hotels, galleries, restaurants and spas; and Sherman's Datebook, listing upcoming festivals and events around the world.


Uncover the most influential outlets in the industry, and learn all the answers you need to know to target outlets effectively including:

- Print and web outlets, research firms, special sections, reports and supplements
- Leading newspapers with robust travel and tourism beats
- Upcoming editorial opportunities
- National and top DMA radio and TV networks, stations and programs, including news and talk shows
- Outlet demographics, circulation and/or viewership numbers, and ad rates
- Article submission policies and deadlines
- Policies for NDA, artwork and graphics

Social Media Influencers and Social Media Measurement Data

sample Cision premium social media metrics

Social Media	Travel & Tourism
Average Visitors/Month	1,725,591
Unique Monthly Sessions	3,506,657
Monthly Site Views	116,943,064
Average Time Spent	00:04
Inbound Links	92
Comments	2
Commenters	2
Engagement Level	1
Votes Count	92
On-Topic Inbound Links	154
On-Topic Posts	95
Thread Size (Forums)	0
On-Topic Replies	0
Media Views (Videos/Images)	0

You'll uncover key social media outlets with access to a variety of social and web audience metrics specific to travel and tourism industries. Metrics on each social media outlet include:

- Number of unique site visitors each month to gauge impressions
- Average time users spend on the site
- Number of web pages viewed
- Number of people commenting and comments left
- Number of links from other sites
- Number of views of videos or images
- Total number of posts per thread on related forums
- An engagement-level ranking on a scale of 1-10 that helps determine which sites attract communities of active commenters

Travel & Tourism Freelancers

sample Cision premium freelancer profile

Premium Profile
Onstott is a Freelance Writer and covers Southwest Travel and Tourism, particularly throughout Mexico and nearby regions. She focuses on culture, food, archaeology, anthropology, destinations, festivals and basic business proceedings in Mexico. She is also a photographer and bilingual translator and editor. Contact her by e-mail or phone.
Onstott accepts any press material that pertains to her preferred region. She receives local news, travel and tourism information, featured destination and festival announcements and new products for adventure touring. While she does not mind being contacted by PR professionals, she emphasizes that there is no particular time frame in which she does her traveling. The best way to get in contact with her is through e-mail, as she hates receiving postal mail. "I'm a tree hugger," she says, "I don't like seeing trees get cut down for paper waste."
Twitter Handle: twitter.com/mexicoguru
Onstott began traveling to exotic locations as a young adult, sometimes living in countries such as Honduras, Ecuador, Oaxaca and Spain. She has worked multiple positions that utilized her Spanish-English knowledge such as the Coordinator of Communication and Information for the Charles Darwin Research Station and the Editor/Translator for the San Diego Unified School District. Onstott carries a bachelor of arts degree in Spanish Language in Literature, specializing in Spanish-to-English editing and translations, from San Diego State University.
Media Outlets Contributed To: Budget Travel, Cancun, Cozumel, Yucatan Peninsula 2005, Fodor's Mexico 2010, Fodor's Northern California, Fodor's Pacific Northwest, Fodor's Puerto Vallarta 2010, Fodor's Seattle, Fodor's Southern California, Fodor's Venice and the Venetian Arc, Insider's Guide to San Diego, National Geographic Traveler Mexico, Pacific Beach Magazine, Sunset Magazine, Unofficial Guide to Mexico's Best Beach Resorts.

As newsroom staff shrinks, freelancers have become critically important contacts for media placements, and they are often the most difficult to track down. With Premium Travel & Tourism profiles, you'll have access to the most comprehensive database of freelance writers who specialize in industry developments and trends.