

TOP FIVE TIPS for working with outdoor media



Cree River Lodge Inc. Photo by The New Fly Fisher

Good coverage in the media can boost the profile of your business, lodge or region of the province. Tourism Saskatchewan's Travel Media Team works with a variety of media to generate stories about Saskatchewan and its exciting outdoor adventures. Here are some tips to help you connect and work with outdoor media.

1. DO YOUR RESEARCH

Take time to do background work and check out a number of media sources. Make sure that the group or individual whom you are inviting is a good fit for your business. Does their television program and/or social media channels reach your target market? Is their audience your audience? Are they well-established and recognized as a trusted resource by the consumer? If you are uncertain about where to start, contact Tourism Saskatchewan's travel media professionals.

2. ATTEND TO DETAILS

When working with international outdoor writers and media, it is important to know and understand customs and immigration details. Media may require a Letter of Invitation to present at Ports of Entry. If they are transporting firearms, ensure that they complete the required documentation before crossing into Canada. Positive first impressions begin long before they arrive at your property. Go above and beyond to make the travel portion of their trip as seamless as possible.

3. CLARIFY YOUR ROLE AND OFFERING

During preliminary discussions, inform visiting media of all items and services covered in the cost of their trip. Advise them early of their responsibilities, such as obtaining and paying for licences. Clarify any additional charges, such as floatplane costs, enhanced services, etc. Include clear details in all correspondence and maintain a record of emails and conversations. Clear communication up front is critical and helps to avoid disagreements.

4. BUILD RELATIONSHIPS

Outdoor media have opportunities across the world to hunt and fish. What makes your operation and experience special? Building relationships with media helps to gain their trust. Like you, they want a good return on their investment. Once you have made a positive connection with media, stay in contact with them. An influential spokesperson who is passionate about your experiences and offerings is a valuable source of advertising.

5. EXCEED EXPECTATIONS

Think of outdoor media as adventurers seeking the trip of a lifetime. Like your customers, they enjoy the thrill of a trophy hunt or record-setting catch. But the full experience includes camaraderie in camp, at the lodge, in the boat, in the blind, etc. Make their trip unforgettable by ensuring exceptional quality and services – from meals to accommodations to knowledgeable guides, and more.

To inquire about working with outdoor media, contact Daryl Demoskoff at 306-787-3712, daryl.demoskoff@tourismsask.com.